



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • visitRaleigh.com

INDUSTRY REPORT			DECEMBER 2018		
Hotel Occupancy Production					
<i>Source: Smith Travel Research, Inc.-States lag by one month; Republication or other re-use of this data without the express written permission of STR is strictly prohibited.</i>					
	Chg. from Oct. 2017	Wake County	North Carolina	United States	
Oct. 2018 Occupancy %	9.2%	80.5%	74.9%	69.9%	
Oct. 2018 ADR	5.1%	\$112.10	\$115.23	\$133.81	
Oct. 2018 RevPar	14.7%	\$90.27	\$86.27	\$93.55	
2018 YTD Occupancy %	1.0%	71.3%	66.0%	67.9%	
2018 YTD ADR	3.5%	\$106.66	\$105.74	\$130.75	
2018 YTD RevPar	4.6%	\$76.01	\$69.75	\$88.78	
	Oct. 2018	Oct. 2017	2018 YTD	2017 YTD	YTD % Ch
Hotel Room Night Supply	531,774	516,801	5,155,823	4,933,028	4.5%
Rooms Nights Sold	428,227	381,217	3,674,517	3,479,236	5.6%
Tourism Tax Collections					
	Oct. 2018	Oct. 2017	2018 YTD	2017 YTD	YTD % Ch
Occupancy	2,838,509	2,437,360	23,528,291	21,269,047	10.6%
Prepared Food & Beverage	2,548,726	2,403,627	24,786,452	23,437,492	5.8%

Website Traffic					
	Nov. 2018	Nov. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	221,360	187,886	1,252,452	1,031,205	21%
Meetings/Sports Marketing Arriving in Current Month					
	Nov. 2018	Nov. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	32	31	158	156	1%
Room Nights	42,552	42,220	150,348	126,760	19%
Attendance	121,798	99,353	361,112	324,530	11%
Meetings/Sports Marketing by Booked Date					
	Nov. 2018	Nov. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	20	38	162	139	17%
Room Nights	21,797	15,488	156,841	129,552	21%
Attendance	25,393	32,171	303,500	271,769	12%
Leads and Tentatives for Group Sales/Sports Marketing					
	Nov. 2018	Nov. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	63	64	348	297	17%
Room Nights	39,636	61,005	334,332	375,330	-11%
Attendance	29,019	51,933	533,972	571,422	-7%
Tradeshows and Events					
Events					
Meeting Professionals International Potomac November Educational Event, Washington, DC (Nov. 1)					
ACC Women's Soccer Semifinals & Championship, Cary, NC (Nov. 2 & 4)					
N.C. High School Athletic Association Volleyball State Championships, Raleigh, NC (Nov. 3)					
Raleigh Classic (football), Shaw University vs. St. Augustine's University, Raleigh, NC (Nov. 3)					

City of Oaks Marathon Health & Fitness Expo, Raleigh, NC (Nov. 3)		
HPN Global Conference Miami, FL (Nov. 6-9)		
MPI CC Board Retreat and November Chapter Meeting, Spartanburg, SC (Nov. 7-9)		
International Association of Exhibitions and Events (IAEE) DC Chapter November Meeting, National Harbor, MD (Nov. 9)		
NCAA Division I Women's Soccer Championship First Round, Raleigh, NC (Nov. 9)		
Raleigh LaxFest, Holly Springs, NC (Nov. 10-11)		
ACC Men's Soccer Championship, Cary, NC (Nov. 11)		
U.S. Specialty Sports Association National Convention, Temecula, CA (Nov. 12-16)		
NCAA Division I Men's Soccer Championship First Round, Raleigh, NC (Nov. 15)		
visitRaleigh.com Boys College Showcase, Raleigh, NC (Nov. 16-18)		
N.C. High School Athletic Association Men's Soccer State Championships, Raleigh, NC (Nov. 17)		
Raleigh Chamber YPN Conference, Raleigh, NC (Nov. 27)		
PCMA Capital Chapter Community Service Project, Bethesda, MC (Nov. 28)		
GRSA Advisory Board Meeting, Raleigh, NC (Nov. 28)		
Special Event Sites Marketing Alliance (SESMA) Networking Event, National Harbor, MD (Nov. 29)		
Connect Georgia, Alpharetta, GA (Nov. 29-30)		
NCAA Women's College Cup activities and semifinals, Cary, NC (Nov. 28-30)		
visitRaleigh.com Girls College Showcase, Raleigh, NC (Nov. 30-Dec. 2)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
NC Association of Educational Office Professionals	430	400
Positive Approach to Care	275	500

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	8,375		10,088	7	
2022 - 2023	7,765		8,183	7	
2021 - 2022	8,975		10,121	10	
2020 - 2021	14,990		24,301	15	
2019 - 2020	41,845		64,771	29	
2018 - 2019	41,877		56,663	49	
2017 - 2018	80,072		72,598	60	
2016 - 2017	104,937		82,263	58	
Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	8,375		10,088	7	
2022 - 2023	7,765		8,183	7	
2021 - 2022	9,065		10,318	11	
2020 - 2021	15,670		25,372	21	
2019 - 2020	70,396		102,647	66	
2018 - 2019	208,553		203,661	246	
2017 - 2018	274,452		225,416	348	
2016 - 2017	266,055		228,400	359	
Visitor Guide Delivery service to Partners					
<i>*This is a new service that we have begun as of October 2014, % compared to first year month end stats</i>					
	Nov. 2018	Nov. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	59	29	240	296	-19%
Visitor Guides delivered	5,275	4,275	23,400	34,034	-31%

Convention and Visitor Services					
	Nov. 2018	Nov. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	811	844	5,200	5,636	-8%
# of Visitor Inquiries	953	688	2,576	4,130	-38%
Meetings Serviced non-bureau booked	4	13	78	89	-12%
Meetings Serviced bureau booked	32	31	158	156	1%
Public Relations Production					
	Nov. 2018	Nov. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	3	3	20	27	-26%
Number of Outlets Reached	30	59	464	327	42%
Press Trips/Media Hosted	6	10	23	20	15%
Significant Placements	6	9	28	31	-10%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
	Nov. 2018		2018 YTD		FYTD % Ch
Passenger Enplanements			573,640	5,278,874	9.4%
Passenger Deplanements			578,379	5,313,109	10.2%