



Tourism Economic Development Report

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

INDUSTRY REPORT		DECEMBER 2019			
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.2018	Wake County	North Carolina	United States	
Oct.2019 Occupancy %	0.1%	80.6%	69.5%	69.3%	
Oct.2019 ADR	1.3%	\$113.65	\$115.46	\$133.34	
Oct.2019 RevPar	1.5%	\$91.59	\$80.27	\$92.35	
2019 YTD Occupancy %	5.6%	75.2%	67.4%	67.8%	
2019 YTD ADR	2.5%	\$109.38	\$108.00	\$132.07	
2019 YTD RevPar	8.2%	\$82.27	\$72.79	\$89.50	
	Oct.2019	Oct.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	541,725	531,774	5,278,380	5,155,823	2.4%
Rooms Nights Sold	436,581	428,045	3,969,919	3,673,388	8.1%
Tourism Tax Collections					
	Oct.2019	Oct.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,961,287	\$2,548,726	\$25,988,033	\$23,528,291	10.5%
Prepared Food & Beverage	\$2,712,637	\$2,548,726	\$26,843,056	\$24,786,452	8.3%

Website Traffic					
	Nov. 2019	Nov. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Website Sessions	292,836	221,360	1,564,638	1,252,452	25%
Meetings/Sports Marketing Arriving in Current Month					
	Nov. 2019	Nov. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	36	32	177	160	11%
Room Nights	30,483	42,552	163,313	150,379	9%
Attendance	76,597	121,798	265,735	361,205	-26%
Meetings/Sports Marketing by Booked Date					
	Nov. 2019	Nov. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	28	20	157	162	-3%
Room Nights	34,886	23,865	177,478	159,030	12%
Attendance	22,627	25,393	310,472	303,500	2%
Leads and Tentatives for Group Sales/Sports Marketing					
	Nov. 2019	Nov. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	67	63	396	347	14%
Room Nights	86,506	40,346	403,971	381,396	6%
Attendance	182,337	29,119	686,269	568,672	21%
Tradeshows and Events					
Events					
Sports ETA Chief Executive Summit, Louisville, Ky. (Nov. 5-6)					
ACC Women’s Soccer Championship, Cary, N.C. (Nov. 8 & 10)					
US Quidditch Mid-Atlantic Regional Championships, Goldsboro, N.C. (Nov. 9)					
Raleigh LaxFest, Holly Springs/Apex, N.C. (Nov. 9-10)					
TEAMS Conference & Expo, Anaheim, Calif. (Nov. 11-14)					

NC Baseball Museum Quarterly Meeting, Wilson, N.C. (Nov. 12)			
NCAA Women’s Soccer First Round, Raleigh, N.C. (Nov. 15)			
Triangle Tango Regatta, SailPack, Morrisville, N.C. (Nov. 16)			
ACC Men’s Soccer Championship, Cary, N.C. (Nov. 17)			
Raleigh Chamber Young Professionals Network Conference, Raleigh, N.C. (Nov. 21)			
NCHSAA Men’s Soccer State Championships, Cary, N.C. (Nov. 22-23)			
visitRaleigh.com Showcase Series, Raleigh/Wake County, N.C. (Girls Junior, Nov. 9-10; Boys Junior, Nov. 16-17; Girls College, Nov. 22-24)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
Association of College and University Auditors		567	200
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	9,145	11,978	9
2022 - 2023	9,935	13,082	11
2021 - 2022	10,531	16,987	14
2020 - 2021	39,595	62,534	27
2019 - 2020	85,290	112,299	61
2018 - 2019	59,147	70,377	55
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	9,145	11,978	9
2022 - 2023	10,085	13,392	12
2021 - 2022	10,651	17,244	16

2020 - 2021	67,386	98,843	53		
2019 - 2020	229,779	247,426	262		
2018 - 2019	264,371	263,345	367		
2017 - 2018	274,520	225,480	349		
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. 2019	Nov. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	56	59	238	240	-1%
Visitor Guides delivered	4,475	5,275	22,525	23,400	-4%
Convention and Visitor Services					
	Nov. 2019	Nov. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
# of Visitor Information Center visitors	708	811	5,583	5,200	7%
# of Visitor Inquiries	1,026	953	4,919	2,576	91%
Meetings Serviced non-bureau booked	10	4	59	78	-24%
Meetings Serviced bureau booked	36	32	177	160	11%
Public Relations Production					
	Nov. 2019	Nov. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Significant Placements	3	6	33	28	18%
Total Net Reach/ Impressions	6.8 M	49.9 M	280.1 M	269.4 M	4%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
			Nov. 2019	2019 YTD	FYTD % Ch
Passenger Enplanements			638,582	5,889,766	11.6
Passenger Deplanements			637,199	5,898,017	11.6