



# Tourism Economic Development Report

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

INDUSTRY REPORT				DECEMBER 2020	
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.2019	Wake County	North Carolina	United States	
Oct.2020 Occupancy %	-44.4%	44.7	52.0	48.3	
Oct.2020 ADR	-28.7%	\$81.10	\$97.47	\$97.61	
Oct.2020 RevPar	-60.4%	\$36.25	\$50.67	\$47.13	
2020 YTD Occupancy %	-40.2%	44.9	45.9	45.2	
2020 YTD ADR	-19.6%	\$87.93	\$92.20	\$105.26	
2020 YTD RevPar	-51.9%	\$39.51	\$42.30	\$47.56	
	Oct.2020	Oct.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	549,103	542,035	5,251,815	5,281,420	-0.6%
Rooms Nights Sold	245,468	436,156	2,359,777	3,966,748	-40.5%
Tourism Tax Collections					
	Oct.2020	Oct.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$1,198,587	\$2,961,287	\$12,277,394	\$25,988,033	-52.8%
Prepared Food & Beverage	\$2,321,539	\$2,712,637	\$20,402,652	\$26,843,056	-24.0%

<b>Website Traffic</b>					
	<b>Nov. 2020</b>	<b>Nov. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	205,372	292,836	905,715	1,565,972	-42%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Nov. 2020</b>	<b>Nov. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	13	39	31	181	-83%
Room Nights	22,207	30,735	27,403	163,695	-83%
Attendance	54,343	76,682	66,916	272,238	-75%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Nov. 2020</b>	<b>Nov. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	6	26	68	154	-56%
Room Nights	2,616	35,637	81,417	177,012	-54%
Attendance	4,730	22,547	176,413	309,792	-43%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Nov. 2020</b>	<b>Nov. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	29	64	130	391	-67%
Room Nights	36,703	86,082	143,442	403,145	-64%
Attendance	38,850	178,457	207,971	681,736	-69%
<b>Tradeshows and Events</b>					
<b>Events</b>					
Virtual MPI World Education Congress (Nov. 3-6) Virtual					
Virtual Tour with the Town of Cary of the Virginia Beach Sports Center (Nov. 4)					
Virtual Meeting Series – 5 Star/Diamond Only (Nov. 5) Virtual					
Guest lecturer for Sports Event Management Class at Bishops University, Virtual (Nov. 5)					
visitRaleigh.com Girls Junior Showcase, Raleigh/Wake County (Nov. 7-8)					

ACC Women’s Soccer Championship, Cary (Nov. 10, 13 and 15)			
Virtual MPI-CC Virtual Board of Directors Meeting (Nov. 12) Virtual			
visitRaleigh.com Boys Junior Showcase, Raleigh/Wake County (Nov. 14-15)			
Raleigh LaxFest, Holly Springs (Nov. 14-15)			
MPI Potomac e <sup>2</sup> educational experience (Nov. 16) Virtual			
Business After Hours/Raleigh Chamber (Nov. 16) Virtual			
National Coalition of Black Meeting Professionals Annual Conference (Nov. 18-20) Virtual			
Count on Me NC Digital Tradeshow (Nov. 17) Virtual			
Virtual Meeting Series Southeast (Nov. 18) Virtual			
PCMA Community Conversations / Philadelphia Chapter (Nov. 19) Virtual			
Reston Herndon Meeting Planners (Nov. 19) Virtual			
Young Professionals Network Program - November 2020 (Nov. 19) Virtual			
MPS/ Visit Raleigh (Nov. 19) Virtual			
MPI Greater New York/ The One Big Thing - Business on the Brink of a Breakthrough with Jamie Mason Cohen (Nov. 19) Virtual			
N.C. Sports Association Board of Directors, Virtual (Nov. 20)			
visitRaleigh.com Boys College Showcase, Raleigh/Wake County (Nov. 20-22)			
ACC Men’s Soccer Championship, Cary (Nov. 22)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room Nights</b>	<b>Show Attendees</b>
2021 NJCAA Esports Championship		965	2,450
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room Nights</b>	<b># of Definite Groups</b>
2023 - 2024	10,269	15,822	12
2022 - 2023	12,535	18,611	13
2021 - 2022	14,706	24,986	18

2020 - 2021	31,260	27,046	15		
2019 - 2020	60,866	78,742	41		
2018 - 2019	59,147	70,377	55		
2017 - 2018	80,072	72,598	60		
2016 - 2017	104,937	82,263	58		
<b>Wake County Bookings</b>					
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups		
2023 - 2024	10,269	15,822	12		
2022 - 2023	12,685	18,921	14		
2021 - 2022	20,971	40,941	29		
2020 - 2021	108,390	77,147	72		
2019 - 2020	212,353	217,626	257		
2018 - 2019	264,371	263,345	367		
2017 - 2018	274,370	225,310	348		
2016 - 2017	266,055	228,400	359		
<b>Visitor Guide Delivery service to Partners</b> <i>*This service is limited for now due to COVID impacts*</i>					
	Nov. 2020	Nov. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	0	55	6	236	-97%
Visitor Guides delivered	0	4,450	225	22,450	-99%
<b>Convention and Visitor Services</b>					
	Nov. 2020	Nov. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	708	0	5,583	-100%
# of Visitor Inquiries	164	1,026	793	4,919	-84%
Meetings Serviced non-bureau booked	0	10	2	59	-97%
Meetings Serviced bureau booked	13	39	31	181	-83%

<b>Public Relations Production</b>					
	<b>Nov. 2020</b>	<b>Nov. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	7	3	21	33	-36%
Total Net Reach/ Impressions	86.4 M	6.8 M	355.9 M	280.1 M	27%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
			<b>Nov. 2020</b>	<b>2020 YTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements			184,104	2,061,627	-65%
Passenger Deplanements			182,079	2,089,748	-64.6%