



Tourism Economic Development Report

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

INDUSTRY REPORT		FEBRUARY 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 Dec. '16	Wake County	North Carolina	United States	
Dec. 2017 Occupancy %	-4.8%	55.6%	51.2%	54.0%	
Dec. 2017 ADR	2.0%	\$98.30	\$96.65	\$121.86	
Dec. 2017 RevPar	-2.9%	\$54.68	\$49.46	\$65.85	
2017 FYTD Occupancy %	-1.5%	69.1%	63.4%	65.9%	
2017 FYTD ADR	1.8%	\$102.90	\$102.47	\$126.72	
2017 FYTD RevPar	0.3%	\$71.10	\$64.95	\$83.57	
Website Traffic					
	Jan. 2018	Jan. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	139,859	154,347	1,338,674	1,241,725	8%
Meetings/Sports Marketing Arriving in Current Month					
	Jan. 2018	Jan. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	16	17	180	181	-1%
Room Nights	13,048	15,409	146,847	142,263	3%
Attendance	26,555	28,439	367,197	326,638	12%

Meetings/Sports Marketing by Booked Date					
	Jan. 2018	Jan. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	34	36	200	200	0%
Room Nights	12,934	28,201	159,674	167,034	-4%
Attendance	23,763	41,220	313,932	307,850	2%
Bids Submitted for Group Sales/Sports Marketing					
	Jan. 2018	Jan. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Leads	61	54	317	388	-18%
Total Room Night Production	50,928	41,776	280,672	489,562	-43%
Tradeshows and Events					
Events					
Professional Convention Management Association (PCMA) Student University Meeting, Nashville, TN (Jan. 7)					
Professional Convention Management Association (PCMA) Convening Leaders, Nashville, TN (Jan. 7-9)					
NC Society of Government Meeting Professionals Board of Directors Meeting, Wake Forest, NC (Jan. 10)					
International Association of Exhibitions and Events (IAEE) DC Chapter Meeting, Washington, DC (Jan. 12)					
Carolina Hurricanes New Owner Welcome & Introduction, Raleigh, NC (Jan. 12)					
City of Oaks Challenge (Volleyball), Raleigh (Jan. 13-15)					
Raleigh Chamber Young Professionals Network at the Boys & Girls Club Martin Luther King (MLK) Service Day (Jan. 15)					
MPI Potomac Chapter January Education Event, Washington, DC (Jan. 16)					
United Soccer Coaches Convention, Philadelphia, PA (Jan. 17-19)					
Meetings Professional International (MPI) Carolina Meeting Charlotte, NC (Jan. 18-19)					
U.S. Lacrosse Convention, Baltimore, MD (Jan. 19-20)					
Greater Raleigh Chamber of Commerce Professional Women's Luncheon, Raleigh, NC (Jan. 22)					

Convention and Visitor Bureau Reps Quarterly Meeting Washington, DC (Jan. 24)			
GRCVB Meeting with Town of Holly Springs, Holly Springs, NC (Jan. 24)			
Association Executive of North Carolina (AENC) Winter Conference Raleigh, NC (Jan. 25)			
GRCVB Planning Retreat, Raleigh, NC (Jan. 26)			
Oak City Friendlies, Raleigh and Cary, NC (Jan. 27-28)			
All Star Challenge (Cheer & Dance), Raleigh, NC (Jan. 27-28)			
Religious Conference Management Association (RCMA) Emerge Expo, Omaha, NE (Jan. 29-Feb. 1)			
Independent Planners Education Conference (IPEC), Washington, DC (Jan. 30-Feb. 2)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
Allscripts 2019 ACE User Group Meeting - South		424	416
Site Visit Maritz - GSK		450	500
U.S. Specialty Sports Association - 2018 World Series		4,686	5,250
2018 Rock 'n' Roll Marathon Series		4,000	10,000
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2022 - 2023	5,665	6,239	5
2021 - 2022	5,090	5,673	5
2020 - 2021	10,590	13,440	10
2019 - 2020	19,411	29,907	19
2018 - 2019	20,880	36,172	30
2017 - 2018	80,697	71,764	59
2016 - 2017	104,937	82,263	58
2015 - 2016	113,552	74,393	60

Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2022 - 2023	5,665		6,239	5	
2021 - 2022	5,090		5,673	5	
2020 - 2021	10,990		13,870	12	
2019 - 2020	20,111		30,791	23	
2018 - 2019	58,680		83,923	73	
2017 - 2018	255,152		208,665	283	
2016 - 2017	266,095		228,370	360	
2015 - 2016	280,834		223,437	338	
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>					
	Jan. 2018	Jan. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	13	21	323	325	-0.6%
Visitor Guides delivered	1,608	2,050	37,992	33,282	14%
Convention and Visitor Services					
	Jan. 2018	Jan. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	609	830	6,730	6,436	5%
# of Visitor Inquiries	1,007	870	6,086	5,608	9%
Meetings Serviced non-bureau booked	18	15	114	131	-13%
Meetings Serviced bureau booked	16	17	180	181	-1%

Public Relations Production

**This measure was previously combined with Number of Outlets Reached and will adjust in April 2018.*

***This measure was started in Jan. 2017.*

	Jan. 2018	Jan. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)*	2	35	33	189	-83%
Number of Outlets Reached**	29	35	403	--	--
Press Trips/Media Hosted	3	0	37	16	131%
Significant Placements	5	2	39	18	117%

Aviation Passengers

Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018

<https://www.rdu.com/airport-authority/statistics/>