



Tourism Economic Development Report

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

INDUSTRY REPORT				FEBRUARY 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 Dec.2018	Wake County	North Carolina	United States	
Dec.2019 Occupancy %	1.5%	58.9%	51.4%	54.4%	
Dec.2019 ADR	2.5%	\$102.53	\$100.54	\$126.84	
Dec.2019 RevPar	4.1%	\$60.35	\$51.70	\$69.00	
2019 YTD Occupancy %	5.0%	73.8%	65.6%	66.1%	
2019 YTD ADR	2.5%	\$109.22	\$107.38	\$131.21	
2019 YTD RevPar	7.7%	\$80.59	\$70.45	\$86.76	
	Dec.2019	Dec.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	541,880	537,540	6,346,180	6,215,113	2.1
Rooms Nights Sold	318,919	311,655	4,682,635	4,365,837	7.3
Tourism Tax Collections					
	Dec.2019	Dec.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$1,963,545	\$1,834,043	\$30,617,786	\$27,899,926	9.7
Prepared Food & Beverage	\$2,930,287	\$2,712,689	\$32,536,123	\$30,004,566	8.4

Website Traffic					
	Jan. 2020	Jan. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Website Sessions	264,022	223,143	2,108,196	1,692,715	25%
Meetings/Sports Marketing Arriving in Current Month					
	Jan. 2020	Jan. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	18	18	213	194	10%
Room Nights	12,393	18,272	193,812	173,021	12%
Attendance	22,230	58,690	347,000	431,312	-20%
Meetings/Sports Marketing by Booked Date					
	Jan. 2020	Jan. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	39	43	228	222	3%
Room Nights	11,063	14,036	200,253	191,447	5%
Attendance	19,798	18,516	357,843	355,491	1%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jan. 2020	Jan. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	147	87	587	477	23%
Room Nights	162,643	75,957	594,271	492,553	21%
Attendance	316,781	65,932	1,037,873	664,326	56%
Tradeshows and Events					
Events					
American Baseball Coaches Association, Nashville, Tenn. (Jan. 2-5)					
Professional Convention Management (PCMA) San Francisco, CA. (Jan. 5-8)					
United Futsal Eastern Regional Championships, Raleigh, N.C. (Jan. 3-5)					
GRSA Client/Partner Event, Raleigh, N.C. (Jan. 7)					
Event Services Professionals Association Annual Conference, Denver, Colo. (Jan. 10-12)					

US Lacrosse Convention, Philadelphia, Pa. (Jan. 10-12)			
Association of Meeting Professionals (AMPs), Washington DC. (Jan. 14)			
United Soccer Coaches Convention/US Youth Soccer Workshop, Baltimore, Md. (Jan. 15-19)			
Reston Herndon Meeting Planners Meetings, Herndon, VA (Jan. 16)			
City of Oaks Challenge (volleyball), Raleigh, N.C. (Jan. 18-20)			
NCAA Convention, Anaheim, Calif. (Jan. 22-23)			
Meeting Professionals International Carolinas Chapter Meeting, Winston Salem NC. (Jan. 23-24)			
Oak City Friendlies, Raleigh, N.C. (Jan. 25-26)			
Independent Planner Education Conference, The Don CeSar, St. Pete Beach, Florida (Jan. 26-29)			
NCSA Board Retreat and Membership Meeting, Durham, N.C. (Jan. 27-28)			
UNC Student Career Fair, Chapel Hill, N.C. (Jan. 28)			
Hospitality Sales and Marketing Association International (HSMIA) Raleigh Chapter Meeting, Raleigh (Jan. 30)			
Association Executives of North Carolina (AENC), Raleigh (Jan. 30-31)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
North American Board of Certified Energy Practitioners Continuing Education Conference 2021		890	650
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	9,145	11,935	9
2022 - 2023	9,935	13,082	11
2021 - 2022	10,881	17,437	15
2020 - 2021	29,220	66,354	28
2019 - 2020	85,490	112,399	62
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		11,935	9	
2022 - 2023	10,085		13,392	12	
2021 - 2022	11,351		18,759	19	
2020 - 2021	73,296		118,190	75	
2019 - 2020	252,722		270,562	321	
2018 - 2019	264,371		263,345	367	
2017 - 2018	274,370		225,310	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>					
	Jan. 2020	Jan. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	72	49	314	310	1%
Visitor Guides delivered	7,675	6,175	30,650	31,775	-4%
Convention and Visitor Services					
	Jan. 2020	Jan. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
# of Visitor Information Center visitors	754	724	6,848	6,539	5%
# of Visitor Inquiries	1,367	834	7,146	4,006	78%
Meetings Serviced non-bureau booked	7	18	73	101	-28%
Meetings Serviced bureau booked	18	18	213	194	10%
Public Relations Production					
	Jan. 2020	Jan. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Significant Placements	4	3	41	34	21%
Total Net Reach/ Impressions	1.9 M	137.5 M	282.7 M	422 M	-33%

Aviation Passengers <i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>			
	Jan. 2020	2020 YTD	FYTD % Ch
Passenger Enplanements	636,388	7,123,434	11
Passenger Deplanements	603,423	7,095,187	11.1