



Tourism Economic Development Report

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

INDUSTRY REPORT		FEBRUARY 2021			
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.2019	Wake County	North Carolina	United States	
Dec.2020 Occupancy %	-37%	37.2%	37.8%	36.7%	
Dec.2020 ADR	-23.6%	\$77.91	\$83.92	\$91.96	
Dec.2020 RevPar	-51.9%	\$28.95	\$31.75	\$33.76	
2020 YTD Occupancy %	-40.1%	44.2%	45%	44%	
2020 YTD ADR	-20.6%	\$86.68	\$91.23	\$103.25	
2020 YTD RevPar	-52.4%	\$38.31	\$41.06	\$45.48	
	Dec.2020	Dec.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	553,009	542,748	6,336,548	6,356,249	-.3%
Rooms Nights Sold	205,489	320,304	2,800,347	4,686,643	-40.2%
Tourism Tax Collections					
	Dec.2020	Dec.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$950,808	\$1,963,544	\$14,287,830	\$30,617,786	-58.7%
Prepared Food & Beverage	\$2,303,819	\$2,930,287	\$25,055,592	\$32,536,123	-20.2%

Website Traffic					
	Jan. 2021	Jan. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Website Sessions	137,575	264,022	1,315,415	2,109,601	-38%
Meetings/Sports Marketing Arriving in Current Month					
	Jan. 2021	Jan. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	2	18	35	212	-83%
Room Nights	70	12,393	40,716	193,538	-79%
Attendance	420	22,230	92,136	345,400	-73%
Meetings/Sports Marketing by Booked Date					
	Jan. 2021	Jan. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	23	39	103	227	-55%
Room Nights	32,803	11,063	121,696	199,717	-39%
Attendance	53,291	19,798	250,164	357,243	-30%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jan. 2021	Jan. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	31	145	185	583	-68%
Room Nights	33,941	162,254	206,841	592,515	-65%
Attendance	51,694	316,456	281,809	1,031,998	-73%

Tradeshows and Events
Events
Young Professionals Network Membership Task Force Meeting (Jan. 6)
Meeting Professionals International New Jersey Chapter Virtual Town Hall (Jan. 7)
Simpleview: "MINT+ Next Generation Roadmap" Webinar (Jan. 11)
Raleigh Chamber Business After Hours (Jan. 11)
"What We Talk About When We Talk About Inclusion at Events" Webinar (Jan. 12)
Professional Convention Management Association Capital Chapter Monthly Meeting (Jan. 12)
SportsNC Virtual Sales Mission (Jan. 12-15)
Society of Government Meeting Professionals Strong, New Year's Edition (Jan. 14)
Cary Sports Alliance Virtual Meeting (Jan. 14)
Meeting Professionals International-Carolinas Chapter Virtual Board Meeting (Jan. 19)
Wake County Parks & Recreation Directors Virtual Quarterly Meeting (Jan. 20)
Association Management Companies Institute Tailgate Trivia (Jan. 21)
Meeting Professionals International Greater New York Chapter: "LEADING ON YOUR FEET: Vital Leadership Values for a Constantly Changing World" (Jan. 21)
Event Service Professionals Association Virtual Annual Conference (Jan. 21-22)
NC Sports Association Virtual Board Meeting (Jan. 27)

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	10,269		15,822	12	
2022 - 2023	13,835		22,003	15	
2021 - 2022	29,106		30,517	21	
2020 - 2021	19,525		10,763	9	
2019 - 2020	60,266		78,742	41	
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	10,269		15,822	12	
2022 - 2023	14,285		22,943	17	
2021 - 2022	39,801		58,347	38	
2020 - 2021	103,711		70,893	72	
2019 - 2020	211,753		217,626	257	
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>Due to COVID this service is limited</i>					
	Jan. 2021	Jan. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners serviced	0	71	6	310	-98
Visitor Guides delivered	0	7,150	225	28,075	-99

Convention and Visitor Services					
	Jan. 2021	Jan. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	754	0	6,848	-100
# of Visitor Inquiries	177	1,367	1,122	7,146	-84
Meetings Serviced non-bureau booked	2	7	7	73	-90
Meetings Serviced bureau booked	2	18	35	212	-83
Public Relations Production					
	Jan. 2021	Jan. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	4	4	33	41	-19
Total Net Reach/ Impressions	7.1 M	1.9 M	373.7M	282.7 M	32
Media Placements					
<ul style="list-style-type: none"> • January 2021: <i>Fodor's Travel</i> included Heights House Hotel in "15 New Hotels We Can't Wait To Visit in 2021." • January 2021: <i>Midtown Miami Magazine</i> featured Barcelona Wine Bar, Poole's Diner and Herons at The Umstead Hotel and Spa in "Best Places to Eat and Drink in Raleigh/Durham." • January 2021: <i>Sports Destination Management</i> highlighted Raleigh as an esports mecca in "More Than A Game: The Rise of Esports is Helping Destinations Score New Hosting Opportunities." • January 2021: The spring issue of <i>The Local Palate</i> featured Raleigh as the "Snapshot" destination and named it the "Tri-City Standout." 					
Media Hosted					
<p><u>Media Hosted:</u> -Betsy Andrews – Freelancer</p> <p><u>Media Missions/Events:</u> -TravMedia International Media Marketplace Virtual North America • Jan. 27-29</p>					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2021</i>					
	Jan. 2021	2021 YTD		FYTD % Ch	
Passenger Enplanements		191,805	2,436,036	-65.8	
Passenger Deplanements		179,198	2,447,877	-65.5	