



Tourism Economic Development Report

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

INDUSTRY REPORT				MARCH 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 Jan.2020	Wake County	North Carolina	United States	
Jan.2021 Occupancy %	-37.7%	38.0%	39.2%	39.3%	
Jan.2021 ADR	-28.5%	\$76.14	\$79.39	\$90.79	
Jan.2021 RevPar	-55.4%	\$28.94	\$31.08	\$35.72	
2021 YTD Occupancy %	-37.7%	38.0%	39.2%	39.3%	
2021 YTD ADR	-28.5%	\$76.14	\$79.39	\$90.79	
2021 YTD RevPar	-55.4%	\$28.94	\$31.08	\$35.72	
	Jan.2021	Jan.2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room Night Supply	552,978	543,802	552,978	543,802	1.7%
Rooms Nights Sold	210,204	331,915	210,204	331,915	-36.7%
Tourism Tax Collections					
	Jan.2021	Jan.2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$995,397	\$2,176,237	\$995,397	\$2,176,237	-54.3%
Prepared Food & Beverage	\$2,289,656	\$2,701,940	\$2,289,656	\$2,701,940	-15.3%
Website Traffic					

	Feb. 2021	Feb. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Website Sessions	135,399	291,050	1,450,814	2,400,651	-40%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2021	Feb. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	5	27	40	239	-83%
Room Nights	4,660	18,190	45,376	211,728	-79%
Attendance	12,702	32,297	104,838	377,697	-72%
Meetings/Sports Marketing by Booked Date					
	Feb. 2021	Feb. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	11	46	114	273	-58%
Room Nights	5,594	26,395	127,290	226,112	-44%
Attendance	8,100	52,965	258,264	410,208	-37%
Leads and Tentatives for Group Sales/Sports Marketing					
	Feb. 2021	Feb. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	61	114	246	697	-65%
Room Nights	41,178	62,544	250,023	655,059	-62%
Attendance	58,280	101,439	338,579	1,133,437	-70%
Tradeshows and Events					
Events					
NCSA Board Meeting – Virtual (Feb. 3)					
Guest lecturer at ECU Sports Event Administration class (Feb. 3)					
NCSA Quarterly Meeting – Virtual (Feb. 9)					
Young Professionals Network Social – Virtual (Feb. 9)					
Meeting Professionals International Greater New York Chapter Virtual Networking Event – (Feb. 11)					
The Future of the Event Industry – Virtual (Feb. 16)					

Reston/Herndon Meeting Planner Feb. Meeting – Virtual (Feb. 18)			
Meeting Professionals International Potomac Chapter Feb. Meeting – Virtual (Feb. 18)			
Meeting Professionals International (MPI)-Carolinas Chapter Virtual Board of Directors Meeting – Virtual (Feb. 22)			
Evolve 2.0 – Virtual (Feb. 23-25)			
GRSA Advisory Board Meeting – Virtual (Feb. 24)			
NCHSAA Championship Planning Meeting, Cary (Feb. 24)			
MPI-Greater New York Chapter, 3 rd Annual Virtual Town Hall – Feb. 25			
MAPL Raleigh Volleyball (Feb. 27-28)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
2022 Annual Intercompany Long Term Care Insurance Conference		2850	1000
MLB/USA Baseball Medical Combine		2450	850
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	10,619	16,797	13
2022 - 2023	14,635	22,633	16
2021 - 2022	29,131	30,279	21
2020 - 2021	16,175	9,039	7
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	10,619	16,797	13

2022 - 2023	15,085	23,573	18		
2021 - 2022	40,356	59,144	41		
2020 - 2021	99,791	68,038	69		
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 *Limited service due to COVID					
	Feb. 2021	Feb. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners serviced	6	70	12	380	-97%
Visitor Guides delivered	850	5,175	1,075	33,250	-97%
Convention and Visitor Services					
	Feb. 2021	Feb. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	726	0	7,574	-100%
# of Visitor Inquiries	278	1,106	1,400	8,252	-83%
Meetings Serviced non-bureau booked	1	8	8	81	-90%
Meetings Serviced bureau booked	5	27	40	239	-83%
Public Relations Production					
	Feb. 2021	Feb. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	5	4	38	45	-15%
Total Net Reach/ Impressions	16.7 M	85 M	390.4 M	367.7 M	6%
Media Placements					
<ul style="list-style-type: none"> • February 2021: Canadian magazine <i>DIVINE</i> featured chef Cheetie Kumar of Garland's winter-spiced cranberry chutney recipe in "Traveling Taste Buds." • February 2021: <i>Midtown Miami Magazine's</i> new YouTube series "Joy of the Journey" recently featured a trip across N.C. with multiple stops in Raleigh. • February 2021: <i>Fathom</i> highlighted "The World's Best Hotel Openings in 2021," including Heights House Hotel. 					

- **February 2021:** *Eater Carolinas* showcased the new Sam Jones BBQ Raleigh in "[Third-Generation Pitmaster Sam Jones Brings Barbecue Legacy to Downtown Raleigh Amid Pandemic.](#)"
- **February 2021:** *Raleigh Magazine* emphasized the importance of tourism recovery and in-person events in "[Back in Business.](#)"

Aviation Passengers

Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2021

	Feb. 2021	2021 YTD	FYTD % Ch
Passenger Enplanements	145,058	145,058	-70.5%
Passenger Deplanements	155,518	155,518	-69.5%