



Tourism Economic Development Report

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

INDUSTRY REPORT				JANUARY 2017	
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 Nov. '15	Wake County	North Carolina	United States	
Nov.2016 Occupancy %	6.4%	71.8%	64.4%	60.7%	
Nov.2016 ADR	4.8%	\$104.20	\$97.94	\$119.71	
Nov.2016 RevPar	11.5%	\$74.84	\$63.07	\$72.68	
2016 FYTD Occupancy %	0%	71.2%	66.0%	66.7%	
2016 FYTD ADR	4.7%	\$101.20	\$99.93	\$124.32	
2016 FYTD RevPar	4.7%	\$72.10	\$65.97	\$82.88	
Website Traffic					
	Dec. 2016	Dec. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Website Sessions	260,689	172,698	1,157,842	1,088,969	6.3%

Meetings/Sports Marketing Arriving in Current Month					
	Dec. 2016	Dec. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	10	12	164	161	2%
Room Nights	18,490	23,685	126,704	123,338	3%
Attendance	26,130	43,355	298,069	188,403	58%
Meetings/Sports Marketing by Booked Date					
	Dec. 2016	Dec. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	13	24	166	168	-1%
Room Nights	7,460	7,363	139,006	123,233	13%
Attendance	9,710	12,114	266,825	238,995	12%
Bids Submitted for Group Sales/Sports Marketing					
	Dec. 2016	Dec. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Leads	39	35	300	211	42%
Total Room Night Production	41,516	20,975	399,902	118,084	239%
Tradeshows and Events					
Events					
USA Track & Field Annual Meeting, Orlando, Fla. (Dec. 1-3)					
CASL visitRaleigh.com National Soccer Series Girls Showcase, Wake County (Dec. 2-4)					
North Carolina FC Announcement, Raleigh (Dec. 6)					
National Fastpitch Coaches Association Annual Meeting, New Orleans, La. (Dec. 6-8)					
Cary Sports Alliance Quarterly Meeting, Cary (Dec. 8)					
National League Soccer Championship, Wilson, NC (Dec. 9)					
NCHSAA Football Press Conference, Raleigh (Dec. 12)					
NC Sports Association Board Meeting, Raleigh (Dec. 12)					
NC Sports Association Quarterly Meeting, Wilson, NC (Dec. 13)					

NCHSAA Football Championships, Raleigh (Dec. 17)			
John Wall Holiday Invitational, Raleigh (Dec. 27-30)			
Expo! Expo! IAEE's Annual Meeting & Exhibition, Anaheim, Ca. (Dec. 5-6)			
Association Executives of N.C., Raleigh (Dec. 8)			
Association of Meeting Professionals Holiday Party, Washington, D.C. (Dec. 12)			
CVB Reps Client Event, Washington, D.C. (Dec. 13)			
Dohan Management Group Open House, Reston, Va. (Dec. 13)			
American Express Inter(action) Conference, New Orleans, La. (Dec. 12-14)			
Association Forum's Holiday Showcase, Chicago, Ill. (Dec. 15)			
Site Visits			
Site Name	Total Room Nights	Show Attendees	
Campus Outreach	1,880	1,600	
USA Archery – 2018-2020 U.S. National Target Championships & JOAD National Championships	3,000	1,500	
Sovereign Challenge Conference	450	150	
Nuila Events	Varies	Varies	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2021 - 2022	4,090	2,595	3
2020 - 2021	7,490	9,508	7
2019 - 2020	17,090	13,492	12
2018 - 2019	28,905	24,566	18
2017 - 2018	29,305	25,803	23
2016 - 2017	103,127	82,164	53
2015 - 2016	113,752	74,215	60
2014 - 2015	142,497	81,718	62

Wake County Bookings					
Fiscal Year	Definite Attendance	Definite Room Nights		# of Definite Groups	
2021 - 2022	4,090	2,595		3	
2020 - 2021	7,490	9,508		7	
2019 - 2020	17,790	14,928		15	
2018 - 2019	31,365	30,286		30	
2017 - 2018	64,167	66,483		62	
2016 - 2017	251,054	214,538		297	
2015 - 2016	281,034	223,259		338	
2014 - 2015	297,593	205,560		311	
Visitor Guide Delivery service to Partners					
<i>*VG delivery service was temporarily suspended for DEC and will resume after JAN 1 2017*</i>					
	Dec. 2016	Dec. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Partners serviced	0	0	306	219	40%
Visitor Guides delivered	0	0	31,251	25,297	24%
Convention and Visitor Services					
	Dec. 2016	Dec. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
# of Visitor Information Center visitors	568	566	5,606	5,343	5%
# of Visitor Inquiries	867	154	4,738	1,374	245%
Meetings Serviced non-bureau booked	9	9	116	130	-11%
Meetings Serviced bureau booked	10	12	164	161	2%

Public Relations Production					
	Dec. 2016	Dec. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	45	0	154	154	0%
Press Trips/Media Hosted	0	1	16	36	-55%
Significant Placements	1	12	16	35	-54%
Media Placements					
The Charlotte Observer did a story on Beer Road Trips and included Raleigh.					
Media Hosted					
N/A					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2016</i>					
	Dec. 2016		2016 FYTD		FYTD % Ch
Passenger Enplanements		480,508		3,888,365	+10.0%
Passenger Deplanements		475,312		3,895,647	+10.5%