



Tourism Economic Development Report

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

INDUSTRY REPORT		JANUARY 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 Nov. '16	Wake County	North Carolina	United States	
Nov. 2017 Occupancy %	-3.4%	69.3%	60.3%	61.5%	
Nov. 2017 ADR	4.2%	\$108.89	\$100.88	\$122.64	
Nov. 2017 RevPar	0.6%	\$75.45	\$60.81	\$75.48	
2017 FYTD Occupancy %	-1.1%	70.4%	64.5%	67.1%	
2017 FYTD ADR	1.9%	\$103.38	\$102.91	\$127.07	
2017 FYTD RevPar	0.7%	\$72.77	\$66.41	\$85.22	
Website Traffic					
	Dec. 2017	Dec. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	167,610	190,225	1,198,815	1,087,378	10%
Meetings/Sports Marketing Arriving in Current Month					
	Dec. 2017	Dec. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	9	10	163	164	-1%
Room Nights	8,991	18,490	133,789	126,854	5%
Attendance	21,811	26,130	340,492	298,199	14%

Meetings/Sports Marketing Meetings by Booked Date					
	Dec. 2017	Dec. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	27	12	166	164	1%
Room Nights	18,018	7,227	146,453	138,833	5%
Attendance	18,465	9,660	290,169	266,630	9%
Bids Submitted for Group Sales/Sports Marketing					
	Dec. 2017	Dec. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Leads	36	48	233	334	-30%
Total Room Night Production	32,691	52,690	217,790	447,786	-51%
Tradeshows and Events					
Events					
NCAA Division I Women’s College Cup, Orlando, Fla. (Nov. 30-Dec. 2)					
visitRaleigh.com Girls College Showcase, Wake County (Dec. 1-3)					
NCHSAA Cheerleading Invitational State Championships, Raleigh (Dec. 2)					
Women in Sports and Events (WISE) – Greater Raleigh Chapter Board Retreat (Dec. 2)					
Destination Southeast, Miami FL. (Dec. 3—6)					
GRSA Advisory Board Meeting, Raleigh (Dec. 6)					
Women in Sports and Events (WISE) – Greater Raleigh Chapter Meeting, Raleigh (Dec. 7)					
Greater Philadelphia Professional Convention Management Association (PCMAA) 25 th Anniversary, Philadelphia, PA (Dec. 7)					
NCHSAA Football State Championships, Raleigh (Dec. 9)					
Association of Meeting Professionals (AMP) Holiday Reception, Washington, DC (Dec. 11)					
Convention and Visitors Bureau (CVB) Reps Client Holiday Party, Washington, DC (Dec. 12)					
N.C. Sports Association Board Meeting & Quarterly Meeting, Greensboro (Dec. 11-12)					
Destinations International Convention Sales Summit, Chicago, IL (Dec. 12-13)					
Destinations International Convention Sales Summit and Marketing Summit, Chicago, IL (Dec. 12-13)					

IMN Solutions Holiday Party, Arlington, VA (Dec. 13)			
International Association of Exhibitions and Events (IAEE) DC Chapter Holiday Party, Arlington, VA (Dec. 13)			
The Association Executives of North Carolina (AENC) Annual Trade Show 2017 (Dec. 14)			
Holiday Showcase, Chicago, IL (Dec. 12-15)			
WRAL Wrestling Invitational Tournament, Raleigh (Dec. 22-23)			
John Wall Family Foundation Holiday Invitational, Raleigh (Dec. 27-30)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
Raleigh Site Inspection		450	500
IRONMAN/Rock 'n' Roll Raleigh for 2018 events		n/a	n/a
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	11,490	15,660	11
2019 - 2020	18,011	25,790	17
2018 - 2019	20,880	35,307	28
2017 - 2018	79,672	70,501	54
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	11,590		15,840	12	
2019 - 2020	20,111		30,791	23	
2018 - 2019	51,588		78,286	61	
2017 - 2018	250,128		201,808	252	
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>					
	Dec. 2017	Dec. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	4	0	310	304	2%
Visitor Guides delivered	300	0	36,334	31,232	16%
Convention and Visitor Services					
	Dec. 2017	Dec. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	485	568	6,121	5,606	9%
# of Visitor Inquiries	949	867	5,079	4,738	7%
Meetings Serviced non-bureau booked	7	9	96	116	-17%
Meetings Serviced bureau booked	9	10	163	164	-1%

Public Relations Production					
<i>*This measure was previously combined with Number of Outlets Reached, and will adjust in Jan. 2017.</i>					
<i>**This measure was started in Jan. 2017.</i>					
	Dec. 2017	Dec. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)*	4	45	31	154	-80%
Number of Outlets Reached**	47	--	374	--	--
Press Trips/Media Hosted	14	0	34	16	113%
Significant Placements	3	1	34	16	113%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
			Oct. 2017	2017 FYTD	FYTD % Ch
Passenger Enplanements			530,014	4,826,712	+5.5
Passenger Deplanements			530,851	4,819,398	+5.3%