



Tourism Economic Development Report

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

INDUSTRY REPORT		JANUARY 2019			
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. 2017	Wake County	North Carolina	United States	
Nov. 2018 Occupancy %	5.9%	73.5%	64.9%	61.7%	
Nov. 2018 ADR	3.2%	\$110.83	\$105.64	\$124.22	
Nov. 2018 RevPar	9.3%	\$81.44	\$68.61	\$76.69	
2018 YTD Occupancy %	1.5%	71.5%	65.9%	67.3%	
2018 YTD ADR	3.5%	\$107.06	\$105.71	\$130.23	
2018 YTD RevPar	5.1%	\$76.51	\$69.64	\$87.71	
	Nov. 2018	Nov. 2017	2018 YTD	2017 YTD	YTD % Ch
Hotel Room Night Supply	520,080	500,130	5,675,903	5,433,158	4.5%
Rooms Nights Sold	382,162	346,880	4,056,551	3,825,732	6.0%
Tourism Tax Collections					
	Nov. 2018	Nov. 2017	2018 YTD	2017 YTD	YTD % Ch
Occupancy	2,537,592	2,200,188	26,065,883	23,469,235	11.1%
Prepared Food & Beverage	2,505,425	2,266,010	27,291,877	25,703,502	6.2%

Website Traffic					
	Dec. 2018	Dec. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	217,120	167,610	1,469,572	1,198,815	23%
Meetings/Sports Marketing Arriving in Current Month					
	Dec. 2018	Dec. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	16	9	175	165	6%
Room Nights	4,370	11,412	154,738	138,172	12%
Attendance	11,417	21,811	372,604	346,341	8%
Meetings/Sports Marketing by Booked Date					
	Dec. 2018	Dec. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	17	27	179	166	8%
Room Nights	18,381	18,220	175,343	150,193	17%
Attendance	33,475	18,465	336,975	290,234	16%
Leads and Tentatives for Group Sales/Sports Marketing					
	Dec. 2018	Dec. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	43	55	391	352	11%
Room Nights	35,316	50,042	370,148	425,372	-13%
Attendance	29,722	74,998	563,694	646,420	-13%
Tradeshows and Events					
Events					
visitRaleigh.com Girls College Showcase, Raleigh, NC (Nov. 30-Dec. 2)					
NCHSAA Cheerleading Invitational, Raleigh, NC (Dec. 1)					
NCAA Women's College Cup Championship, Cary, NC (Dec. 2)					
Association of Meeting Professionals Holiday Party, Washington, DC (Dec. 3)					
Young Professional Network YPN Task Force Meeting, Cary NC, (Dec. 4)					

New England Professional Convention Management Association Holiday Meeting, Boston, MA (Dec. 4)		
Meeting Professionals International Philadelphia Holiday Event, Philadelphia, PA (Dec. 5)		
Professional Convention Management Association Philadelphia Holiday Event, Philadelphia, PA (Dec. 6)		
Presentation to Duke University's Fuqua School of Business, Durham, NC (Dec. 6)		
MPI New England Networking Holiday Event, Philadelphia, PA (Dec. 10)		
IAEE EXPO EXPO, New Orleans, LA (Dec. 10-14)		
N.C. Sports Association Board Meeting, Raleigh, NC (Dec. 12)		
NCHSAA Football State Championships Press Conference, Raleigh, NC (Dec. 12)		
Association Executives of North Carolina (AENC) Annual Trade Show 2018, Raleigh NC (Dec. 13)		
Holiday Showcase, Chicago, IL (Dec. 13)		
NCHSAA Football State Championships, Raleigh, NC (Dec. 15)		
North Carolina Baseball Museum Board of Directors Meeting, Wilson, NC (Dec. 18)		
CVB Reps Holiday Event, Washington, DC (Dec. 18)		
John Wall Family Foundation Holiday Invitational, Raleigh, NC (Dec. 26-29)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
Site Tour Itinerary for International Nursing Association for Clinical Simulation & Learning (INACSL)	2,133	850
National Collaborative Health Equity Site	527	150
Harley Davidson General Merchandise	2436	1,600
American Membrane Technology Association	100	125
USA Wrestling World Team Trials	1,400	1,500

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	8,375		10,088	7	
2022 - 2023	7,765		8,183	7	
2021 - 2022	8,975		10,121	10	
2020 - 2021	15,515		26,506	16	
2019 - 2020	41,845		64,771	29	
2018 - 2019	57,677		66,900	51	
2017 - 2018	80,072		75,019	60	
2016 - 2017	104,937		82,263	58	
Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	8,375		10,088	7	
2022 - 2023	7,765		8,183	7	
2021 - 2022	9,065		10,318	11	
2020 - 2021	16,355		28,113	23	
2019 - 2020	71,448		104,861	75	
2018 - 2019	230,622		218,493	265	
2017 - 2018	274,452		227,837	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>					
	Dec. 2018	Dec. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	24	4	266	297	-10%
Visitor Guides delivered	2,475	300	26,025	34,074	-24%

Convention and Visitor Services					
	Dec. 2018	Dec. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	615	485	5,815	6,121	-5%
# of Visitor Inquiries	596	949	3,172	5,079	-38%
Meetings Serviced non-bureau booked	5	7	83	96	-14%
Meetings Serviced bureau booked	16	9	175	165	6%
Public Relations Production					
	Dec. 2018	Dec. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	4	4	24	31	-23%
Number of Outlets Reached	45	47	509	374	36%
Press Trips/Media Hosted	2	14	25	34	-26%
Significant Placements	3	3	31	34	-9%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
			Dec. 2018	2018 YTD	FYTD % Ch
Passenger Enplanements			537,640	5,278,874	9.4%
Passenger Deplanements			578,379	5,313,109	10.2%