



# Tourism Economic Development Report

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INDUSTRY REPORT				JANUARY 2020	
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.2018	Wake County	North Carolina	United States	
Nov.2019 Occupancy %	2.8	75.2	62.6	61.8	
Nov.2019 ADR	1.9	112.78	105.99	125.55	
Nov.2019 RevPar	4.8	84.86	66.33	77.62	
2019 YTD Occupancy %	5.3	75.2	67.0	67.2	
2019 YTD ADR	2.5	109.70	107.85	131.53	
2019 YTD RevPar	7.9	82.50	72.71	88.42	
	Nov.2019	Nov.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	524,250	520,080	5,802,630	5,675,903	2.2
Rooms Nights Sold	394,481	380,794	4,364,036	4,054,036	7.6
Tourism Tax Collections					
	Nov.2019	Nov.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,666,208	\$2,537,592	\$28,654,241	\$26,065,883	9.9
Prepared Food & Beverage	\$2,762,780	\$2,505,425	\$29,605,836	\$27,291,877	8.5

<b>Website Traffic</b>					
	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	279,536	217,120	1,844,174	1,469,572	26%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	13	16	195	176	11%
Room Nights	17,450	4,370	181,419	154,749	17%
Attendance	50,932	11,417	324,770	372,622	-13%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	34	17	191	179	7%
Room Nights	11,735	18,381	189,213	177,411	7%
Attendance	27,653	33,475	338,125	336,975	0%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	48	43	443	390	14%
Room Nights	26,956	35,200	431,768	416,596	4%
Attendance	34,406	29,722	720,657	598,394	20%
<b>Tradeshows and Events</b>					
<b>Events</b>					
GRSA Advisory Board Quarterly Meeting, Raleigh, N.C. (Dec. 4)					
Virginia Society of Association Executives, Richmond, Va. (Dec. 6)					
NCHSAA Cheerleading Invitational, Raleigh, N.C. (Dec. 7)					
Association of Meeting Professionals Holiday Event, Washington, D.C. (Dec. 9)					
NCHSAA Football Championship Press Conference, Raleigh, N.C. (Dec. 9)					

U.S. Sports Congress, Columbia, S.C. (Dec. 9-11)			
N.C. Baseball Museum Board Meeting, Wilson, N.C. (Dec. 10)			
NCAA Men’s College Cup Reception and Banquet, Cary, N.C. (Dec. 11-12)			
Meeting Professionals International Annual Holiday Gala, Richmond, VA (Dec. 12)			
Association Executives of N.C. Tradeshow, NC (Dec. 12)			
visitRaleigh.com Boys College Showcase, Raleigh/Wake County, N.C. (Dec. 13-15)			
NCAA Men’s College Cup (soccer), Cary, N.C. (Dec. 13 & 15)			
NCHSAA Football State Championship, Raleigh, N.C. (Dec. 14)			
Holiday Showcase, Chicago, IL (Dec. 17)			
John Wall Family Foundation Holiday Invitational, Raleigh & Cary, N.C. (Dec. 26-28 & 30)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room Nights</b>	<b>Show Attendees</b>
North Carolina Healthcare Information & Communications Alliance, Inc.		540	1000
International Military Testing Association		810	160
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room Nights</b>	<b># of Definite Groups</b>
2023 - 2024	9,145	11,978	9
2022 - 2023	9,935	13,082	11
2021 - 2022	10,531	16,987	14
2020 - 2021	44,595	85,469	28
2019 - 2020	85,490	112,399	62
2018 - 2019	59,147	70,377	55
2017 - 2018	80,072	72,598	60
2016 - 2017	104,937	82,263	58
<b>Wake County Bookings</b>			

Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	9,145		11,978	9	
2022 - 2023	10,085		13,392	12	
2021 - 2022	10,851		17,823	17	
2020 - 2021	68,371		111,085	60	
2019 - 2020	239,188		255,662	289	
2018 - 2019	264,371		263,345	367	
2017 - 2018	274,520		225,480	349	
2016 - 2017	266,055		228,400	359	
<b>Visitor Guide Delivery service to Partners</b>					
<i>*This is a new service that we have begun as of October 2014, % compared to first year month end stats</i>					
	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Partners serviced	6	24	240	266	-10%
Visitor Guides delivered	525	2,475	22,825	26,025	-12%
<b>Convention and Visitor Services</b>					
	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	511	615	6,094	5,815	5%
# of Visitor Inquiries	860	596	5,779	3,172	82%
Meetings Serviced non-bureau booked	7	5	66	83	-20%
Meetings Serviced bureau booked	13	16	195	176	11%
<b>Public Relations Production</b>					
	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	4	3	37	31	19%
Total Net Reach/ Impressions	646.3 K	15.1 M	280.8 M	284.5 M	-1%

<b>Aviation Passengers</b>			
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>			
	<b>Dec. 2019</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements	597,131	6,486,897	10.8
Passenger Deplanements	593,598	6,491,615	10.8