



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT		JANUARY 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 Nov.2019	Wake County	North Carolina	United States	
Nov.2020 Occupancy %	-31.2%	44%	44%	40.3%	
Nov.2020 ADR	-31.6%	\$81.18	\$87.30	\$90.92	
Nov.2020 RevPar	-49.1%	35.8%	38.4%	36.7%	
2020 YTD Occupancy %	-30.2%	44.9%	45.7%	44.7%	
2020 YTD ADR	-\$22.30	\$87.37	\$91.79	\$104.10	
2020 YTD RevPar	-43.6%	39.2%	41.9%	46.6%	
	Nov.2020	Nov.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	531,390	524,550	5,783,205	5,805,970	-0.4
Rooms Nights Sold	234,040	394,260	2,595,157	4,361,008	-40.5
Tourism Tax Collections					
	Nov.2020	Nov.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$1,059,628	\$2,666,208	\$13,337,022	\$28,654,241	-53.5
Prepared Food & Beverage	\$2,349,121	\$2,762,780	\$22,751,773	\$29,605,836	-23.2

<b>Website Traffic</b>					
	<b>Dec. 2020</b>	<b>Dec. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	272,125	279,607	1,177,840	1,845,579	-36
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Dec. 2020</b>	<b>Dec. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	2	13	33	194	-83
Room Nights	13,243	17,450	40,646	181,145	-78
Attendance	24,800	50,932	91,716	323,170	-72
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Dec. 2020</b>	<b>Dec. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	12	34	80	188	-57
Room Nights	7,476	11,642	88,893	188,654	-53
Attendance	20,460	27,653	196,873	337,445	-42
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Dec. 2020</b>	<b>Dec. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	24	47	154	438	-65
Room Nights	27,413	27,116	170,855	430,261	-60
Attendance	21,244	33,806	229,215	715,542	-68

<b>Tradeshows and Events</b>	
<b>Events</b>	
	GRSA Advisory Board Meeting (Dec. 1) Virtual
	EsportsTravel Summit (Dec. 2-3) Virtual
	PCMA Capital Chapter U-Night (Dec. 3) Virtual
	YPN membership task force meeting (Dec. 2) Virtual
	Count on Me NC Digital Trade Show (Dec. 3) Virtual
	MPI-CC Spark Sessions (Dec. 3) Virtual
	visitRaleigh.com Girls College Showcase, Raleigh/Wake County (Dec. 4-6)
	SportsNC Sales Mission (Dec. 7-11) Virtual
	NC Sports Leadership Council (Dec. 8) Virtual
	Virtual Meeting Series Tradeshow (Dec. 10) Virtual
	Count on Me NC Digital Tradeshow (Dec. 14) Virtual
	MPI-CC Board of Directors Meeting (Dec. 14) Virtual
	Connect Marketplace (Dec. 15) Virtual
	AENC – All Member Huddle (Dec. 15) Virtual
	SGMP Strong (Dec. 15) Virtual
	Holiday Showcase Virtual Tradeshow (Dec. 15 & 16) Virtual
	Visit Raleigh Meeting Professional Summit Virtual Series Episode 3: From Leaders in the field (Dec. 16) Virtual
	PCMA Capital Chapter Virtual Lunch & Learn: Back to the Future: Forecasting What’s Next in our Industry (Dec. 17) Virtual
	iQuiz: The Interactive Game for Meeting Planners for Midwest based clients (Dec. 2) Virtual

Site Visits			
Site Name	Total Room Nights	Show Attendees	
Site INSP Training	831	750	
Site Insp. training	831	750	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	10,269	15,822	12
2022 - 2023	13,035	19,909	14
2021 - 2022	15,006	25,134	19
2020 - 2021	22,325	16,067	12
2019 - 2020	60,866	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	10,269	15,822	12
2022 - 2023	13,185	20,219	15
2021 - 2022	21,271	41,089	30
2020 - 2021	101,960	66,658	69
2019 - 2020	212,353	217,626	257
2018 - 2019	264,371	263,345	367
2017 - 2018	274,370	225,310	348
2016 - 2017	266,055	228,400	359

<b>Visitor Guide Delivery service to Partners</b>					
<i>*This service is limited for now due to COVID impacts*</i>					
	<b>Dec. 2020</b>	<b>Dec. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Partners serviced	0	6	6	240	-98
Visitor Guides delivered	0	525	225	22,825	-99
<b>Convention and Visitor Services</b>					
	<b>Dec. 2020</b>	<b>Dec. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	0	511	0	6,094	-100
# of Visitor Inquiries	152	860	945	5,779	-84
Meetings Serviced non-bureau booked	3	7	5	66	-92
Meetings Serviced bureau booked	2	13	33	194	-83
<b>Public Relations Production</b>					
	<b>Dec. 2020</b>	<b>Dec. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	8	4	29	37	-21
Total Net Reach/ Impressions	10.3 M	646.3 K	366.2M	280.8 M	30
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
			<b>Dec. 2020</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements			182,960	2,244,587	-65.4
Passenger Deplanements			178,931	2,268,679	-65.1