



Tourism Economic Development Report

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

INDUSTRY REPORT				JULY 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 May 2018	Wake County	North Carolina	United States	
May 2019 Occupancy %	6.9%	77.5%	69.8%	68.7%	
May 2019 ADR	2.6%	\$112.54	\$110.59	\$132.43	
May 2019 RevPar	9.7%	\$87.18	\$77.23	\$91.01	
2019 YTD Occupancy %	6.0%	73.0%	65.2%	64.4%	
2019 YTD ADR	2.6%	\$108.76	\$104.70	\$130.42	
2019 YTD RevPar	8.8%	\$79.35	\$68.24	\$84.02	
	May 2019	May 2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	538,935	525,016	2,615,685	2,544,376	2.8%
Rooms Nights Sold	417,476	380,534	1,908,422	1,751,020	9.0%
Tourism Tax Collections					
	May 2019	May2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,812,220	\$2,515,361	\$12,435,099	\$11,225,265	10.8%
Prepared Food & Beverage	\$2,762,268	\$2,558,221	\$13,099,003	\$12,195,900	7.4%

Website Traffic					
	Jun. 2019	Jun. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Website Sessions	326,521	273,295	3,064,536	2,487,032	23%
Meetings/Sports Marketing Arriving in Current Month					
	Jun. 2019	Jun. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	28	31	376	351	7%
Room Nights	12,958	16,763	271,052	226,504	20%
Attendance	24,233	33,538	660,732	548,863	20%
Meetings/Sports Marketing by Booked Date					
	Jun. 2019	Jun. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	34	13	377	361	4%
Room Nights	31,760	19,186	281,113	242,139	16%
Attendance	88,364	28,039	558,275	568,490	-2%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jun. 2019	Jun. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	75	72	864	816	6%
Room Nights	68,413	50,463	815,839	767,668	6%
Attendance	43,444	38,892	965,922	1,092,866	-12%
Tradeshows and Events					
Events					
NCHSAA Baseball & Softball State Championships, Raleigh/Zebulon, NC (June 1-2)					
Direct Selling Association, Austin, TX (June 1-4)					
NCAA Division II World Series, Cary, NC (June 1-8)					
N.C. Sports Association Meetings, Kitty Hawk, NC (June 2-3)					

Meeting Professionals International Potomac Chapter June Meeting, Washington, DC (June 6)			
Association of Meeting Professionals Summer Networking Event, Washington, DC (June 11)			
Powerade State Games of NC, Charlotte, NC (June 13)			
Public Relations Society of America Travel and Tourism Conference, Philadelphia, PA (June 15-19)			
Meeting Professionals International World Education Congress, Toronto, ON (June 15-19)			
Women in Sports and Events Symposium, New York, NY (June 18-19)			
Cary Sports Alliance Quarterly Meeting, Cary, NC (June 20)			
Esports Travel Symposium, Atlantic City, NJ (June 24-27)			
Professional Convention Management Association EduCon, Los Angeles, CA (June 24-27)			
National Youth Cricket League Tournaments, Morrisville, NC (June 26-July 2)			
Tourism Talk Live, Raleigh, NC (June 27)			
Site Visits			
Site Name			
Total Room Nights			
Show Attendees			
Best Friends Animal Society: 2022 National Conference		2475	1400
Convention Center Bookings			
Fiscal Year			
Definite Attendance			
Definite Room Nights			
# of Definite Groups			
2023 - 2024	9,145	11,978	9
2022 - 2023	8,535	10,073	9
2021 - 2022	10,496	15,808	14
2020 - 2021	18,770	35,030	21
2019 - 2020	44,915	74,464	39
2018 - 2019	58,347	68,937	54
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	9,145		11,978	9	
2022 - 2023	8,535		10,073	9	
2021 - 2022	10,586		16,005	15	
2020 - 2021	20,345		38,369	35	
2019 - 2020	91,988		139,343	141	
2018 - 2019	264,031		263,070	363	
2017 - 2018	274,520		225,480	349	
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>					
	Jun. 2019	Jun. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	31	13	444	511	-13%
Visitor Guides delivered	3,100	1,200	44,235	56,962	-22%
Convention and Visitor Services					
	Jun. 2019	Jun. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,013	1,095	11,477	11,661	-2%
# of Visitor Inquiries	1,654	1,041	9,799	11,523	-15%
Meetings Serviced non-bureau booked	25	39	178	275	-35%
Meetings Serviced bureau booked	28	31	376	351	7%
Public Relations Production					
	Jun. 2019	Jun. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	6	4	53	55	-4%
Number of Outlets Reached	108	112	1372	919	49%
Press Trips/Media Hosted	5	8	63	62	2%
Significant Placements	8	1	78	62	26%

Aviation Passengers			
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>			
	Jun. 2019	2019 YTD	FYTD % Ch
Passenger Enplanements	653,769	2,677,864	9.3
Passenger Deplanements	653,404	2,689,256	9.9