



Tourism Economic Development Report

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

INDUSTRY REPORT				JULY 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 May.2019	Wake County	North Carolina	United States	
May.2020 Occupancy %	-57.0%	33.3	34.2	33.1	
May.2020 ADR	-39.4%	\$68.13	\$73.71	\$79.57	
May.2020 RevPar	-74.0%	\$22.68	\$25.24	\$26.35	
2020 YTD Occupancy %	-34.2%	47.9	43.0	43.3	
2020 YTD ADR	-11.9%	\$95.85	\$90.23	\$112.27	
2020 YTD RevPar	-42.0%	\$45.95	\$38.79	\$48.61	
	May.2020	May.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	501,146	539,245	2,574,324	2,617,195	-1.6%
Rooms Nights Sold	166,803	417,383	1,234,162	1,905,852	-35.2%
Tourism Tax Collections					
	May.2020	May.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$679,212	\$2,812,220	\$6,539,630	\$12,435,099	-47.4%
Prepared Food & Beverage	\$1,630,910	\$2,762,268	\$9,671,930	\$13,099,003	-26.2%

Website Traffic					
	Jun. 2020	Jun. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Website Sessions	127,846	326,521	2,902,296	3,064,530	-5%
Meetings/Sports Marketing Arriving in Current Month					
	Jun. 2020	Jun. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	2	29	257	367	-30%
Room Nights	250	12,983	216,975	263,802	-18%
Attendance	30	24,393	390,048	651,035	-40%
Meetings/Sports Marketing by Booked Date					
	Jun. 2020	Jun. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	12	34	331	377	-12%
Room Nights	28,591	31,775	268,827	280,583	-4%
Attendance	37,200	88,364	476,664	558,275	-15%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jun. 2020	Jun. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	26	76	871	864	1%
Room Nights	86,530	68,622	864,193	862,560	0%
Attendance	87,315	43,622	1,435,724	1,000,100	44%
Tradeshows and Events					
Events					
N.C. Sports Association Virtual Annual and Board Meetings (June 23)					
Sports ETA Virtual Women’s Summit (June 25, June 29-30)					
Site Visits					
Site Name		Total Room Nights		Show Attendees	

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	9,445		13,065	10	
2022 - 2023	11,335		15,812	12	
2021 - 2022	14,731		24,882	17	
2020 - 2021	14,370		33,490	17	
2019 - 2020	61,166		79,112	42	
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	9,445		13,065	10	
2022 - 2023	11,485		16,122	13	
2021 - 2022	20,401		40,064	24	
2020 - 2021	21,305		47,005	74	
2019 - 2020	212,363		217,090	258	
2018 - 2019	264,371		263,345	367	
2017 - 2018	274,370		225,310	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>					
	Jun. 2020	Jun. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	0	31	410	444	-8%
Visitor Guides delivered	0	3,100	37,900	44,235	-14%

Convention and Visitor Services					
	Jun. 2020	Jun. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	1,013	7,942	11,477	-31%
# of Visitor Inquiries	0	1,654	8,458	9,799	-14%
*While our VIC remains closed, our Virtual VIC is available and handling emails and phone calls.					
Meetings Serviced non-bureau booked	0	25	89	178	-50%
Meetings Serviced bureau booked	2	29	257	367	-30%
Public Relations Production					
	Jun. 2020	Jun. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Significant Placements	1	8	61	78	-21%
Total Net Reach/ Impressions	10.5 M	18 M	505.8 M	690.5 M	-26%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
	Jun. 2020		2020 YTD		FYTD % Ch
Passenger Enplanements			49,232	1,301,199	-51.4%
Passenger Deplanements			48,730	1,33,655	-50.2%