



Tourism Economic Development Report

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

INDUSTRY REPORT				July 2021	
Hotel Occupancy Production					
<i>Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.</i>					
	Ch from May 2020	Wake County	North Carolina	United States	
May.2021 Occupancy %	79.6%	59.7%	61.3%	59.3%	
May.2021 ADR	37.6%	\$94.02	\$105.66	\$117.69	
May.2021 RevPAR	147.2%	\$56.17	\$64.72	\$69.81	
2021 YTD Occupancy %	4.1%	49.8%	52.3%	51.3%	
2021 YTD ADR	-11.7%	\$84.89	\$91.79	\$106.35	
2021 YTD RevPAR	-8%	\$42.31	\$47.98	\$54.56	
	May 2021	May 2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room-Night Supply	554,497	497,798	2,696,527	2,565,276	5.1%
Room-Nights Sold	331,284	165,589	1,344,014	1,228,189	9.4%
Tourism Tax Collections					
	May 2021	May 2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$1,906,492	\$679,212	\$7,171,943	\$6,539,630	9.7%
Prepared Food & Beverage	\$2,956,878	\$1,630,910	\$12,955,015	\$9,671,930	33.9%

Website Traffic					
	Jun. 2021	Jun. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Website Sessions	262,800	127,846	2,304,697	2,902,296	-21%
Meetings/Sports Marketing Arriving in Current Month					
	Jun. 2021	Jun. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	16	2	98	256	-62%
Room-Nights	19,045	250	86,894	217,511	-60%
Attendance	29,480	30	172,355	390,038	-56%
Meetings/Sports Marketing by Booked Date					
	Jun. 2021	Jun. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	20	12	194	331	-41%
Room-Nights	7,864	28,591	179,331	269,067	-33%
Attendance	8,752	37,200	292,062	476,664	-39%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jun. 2021	Jun. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	48	25	423	869	-51%
Room-Nights	23,757	73,785	528,550	855,226	-38%
Attendance	26,287	60,315	510,843	1,405,864	-64%
Tradeshows and Events					
Events					
BODYARMOR State Games of North Carolina, Wake County (June)					
Association Forum Supplier Partner/Consultant Meeting (Virtual) (June 2)					
Young Professionals Network Membership Task Force Meeting (Virtual) (June 2)					
Virginia Society of Association Executives, June Meeting (Virtual) (June 4)					
NCAA Division II Baseball Championship, Cary, N.C. (June 5-12)					

National Coalition of Black Meeting Planners: "Can Cities Rebound from Racial Tension?" (Virtual) (June 9)			
N.C. Sports Association Membership Meeting, Virtual (June 10)			
Meeting Professionals International Chicago Area Chapter Spring Leadership Day: "Roadmap to MPI" (Virtual) (June 10)			
Meeting Professionals International-Carolinas Chapter Board of Directors Meeting (Virtual) (June 14)			
Raleigh Chamber Networking 101 (Virtual) (June 15)			
Destinations International Webinar: "Visit Raleigh: Maximizing Destination Tools for Real Impact" (Virtual) (June 16)			
USA Baseball National Team Championships – North Carolina, Cary, N.C. (June 16-20, June 22-25, June 27-July 1)			
USA Baseball Futures Invitational, Cary, N.C. (June 17-20, June 24-27)			
MLB Draft Combine/USA Baseball, Cary and Raleigh, N.C. (June 20-28)			
Sports ETA Annual Meeting, Virtual (June 22)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
Chi Psi Fraternity , Annual Conference		417	300
Groundworks Regional Meeting		350	500
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	11,004	17,820	14
2022 - 2023	16,435	28,221	19
2021 - 2022	21,881	35,942	27
2020 - 2021	18,250	8,867	4
2019 - 2020	60,266	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	11,304		18,498	15	
2022 - 2023	17,755		30,939	26	
2021 - 2022	39,063		74,180	72	
2020 - 2021	115,724		86,790	97	
2019 - 2020	211,753		217,626	257	
2018 - 2019	264,371		263,345	367	
2017 - 2018	274,370		225,310	348	
2016 - 2017	266,055		228,400	359	
Visitors Guide Delivery Service to Partners					
	Jun. 2021	Jun. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners Serviced	1	0	36	406	-91%
Visitors Guides Delivered	100	0	3,625	35,325	-90%
Convention and Visitor Services					
	Jun. 2021	Jun. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	3	0	3	7,942	-100%
# of Visitor Inquiries	361	0	2,729	8,458	-68%
Meetings Serviced, Non-Bureau Booked	0	0	8	89	-91%
Meetings Serviced, Bureau Booked	16	2	98	256	-62%
Public Relations Production					
	Jun. 2021	Jun. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	4	1	63	61	3.2%
Total Net Reach/ Impressions	4.9 M	10.5 M	525 M	505.9 M	3.7%

Media Placements			
<ul style="list-style-type: none"> • June 2021: AAA Carolinas' <i>GO Magazine</i> highlighted Raleigh in "Road Trip Alert: Wilmington to Asheville Along I-40." • June 2021: <i>No Depression</i> featured Two Roosters Ice Cream and the <i>visitRaleigh insider blog</i> in "BONUS TRACKS: Ice Cream Flavors Honoring Musicians." • June 2021: The <i>CW22</i> and <i>MyRDC</i> recently featured GRCVB president and CEO Denny Edwards and GRSA executive director Scott Dupree on an episode of the "Community Matters" show. • June 2021: The June 28 issue of <i>USAE</i> featured Visit Raleigh in "Raleigh Has Data-Driven Perspective on Destination Development." 			
Media Hosted			
<p><u>Media Hosted:</u></p> <ul style="list-style-type: none"> - Kathleen Messmer – Indie Spirit Live - Betsy Andrews – Freelancer - Meryl Pearlstein – Freelancer <p><u>Media Missions/Events:</u></p> <ul style="list-style-type: none"> - PRSA Travel and Tourism Conference; Virtual • June 15-16 			
Aviation Passengers			
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2021</i>			
	Jun. 2021	2021 YTD	YTD % Ch
Passenger Enplanements	388,029	1,236,235	-5.0%
Passenger Deplanements	384,064	1,239,782	-7.4%