



# Tourism Economic Development Report

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INDUSTRY REPORT				JUNE 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 Apr.2018	Wake County	North Carolina	United States	
Apr.2019 Occupancy %	2.7%	76.8%	70.5%	68.0%	
Apr.2019 ADR	2.3%	\$110.32	\$108.25	\$131.85	
Apr.2019 RevPar	5.0%	\$84.71	\$76.32	\$89.67	
2019 YTD Occupancy %	5.8%	71.8%	64.0%	63.3%	
2019 YTD ADR	2.6%	\$107.69	\$102.97	\$129.82	
2019 YTD RevPar	8.5%	\$77.32	\$65.86	\$82.18	
	Apr.2019	Apr.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	521,550	504,840	2,076,750	2,019,360	2.8%
Rooms Nights Sold	400,509	377,449	1,491,024	1,370,486	8.8%
Tourism Tax Collections					
	Apr.2019	Apr.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,594,708	\$2,462,475	\$9,622,879	\$8,709,904	10.5%
Prepared Food & Beverage	\$2,592,663	\$2,517,571	\$10,336,735	\$9,637,679	7.3%

<b>Website Traffic</b>					
	<b>May. 2019</b>	<b>May. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	297,151	292,357	2,738,015	2,213,737	24%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>May. 2019</b>	<b>May. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	42	37	347	320	8%
Room Nights	23,363	14,354	258,044	209,741	23%
Attendance	40,012	36,030	636,474	515,325	24%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>May. 2019</b>	<b>May. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	16	27	343	348	-1%
Room Nights	4,414	8,774	249,353	222,812	12%
Attendance	10,380	93,837	469,911	540,451	-13%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>May. 2019</b>	<b>May. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	56	68	790	744	6%
Room Nights	60,243	59,881	747,424	716,956	4%
Attendance	81,279	83,450	922,878	1,053,974	-12%

Tradeshows and Events	
Events	
Association of Meeting Professionals Golf Tournament Woodbridge, Va. (May 6)	
Professional Convention Management Association Visionary Awards, Washington, D.C. (May 7)	
Hospitality Industry CrabFeast Arlington, Va. (May 8)	
Meeting Planners International Chicago Area Chapter Spring Education Meeting Chicago, Ill. (May 9)	
International Association of Exhibitions and Events D.C. Chapter May Luncheon Washington, DC (May 10)	
National Association of Sports Commissions Symposium, Knoxville, TN (May 6-9)	
Association of Meeting Professionals Monthly Meeting, Washington, DC (May 14)	
Meeting Professionals International New England Connects at Fenway Park, Boston, MA (May 14)	
Senior Softball-USA Atlantic Coast Championships, Raleigh/Holly Springs, NC (May 14-19)	
North Carolina Amateur Sports Client Event, Durham, NC (May 15)	
Garner, Parks, Recreation and Cultural Resources Focus Group, Garner, NC (May 16)	
NCHSAA Men's & Women's Lacrosse State Championships, Cary, NC (May 17-18)	
USA Wrestling World Team Trials Challenge Tournament, Raleigh, NC (May 17-19)	
Meeting Professionals International-Carolinas Chapter Annual Meeting, Asheville NC, (May 19-21)	
Simpleview Summit, Phoenix, AZ (May 20-22)	
ACC Baseball Championship, Durham, NC (May 21-26)	
North Carolina Baseball Museum Annual Fundraiser, Wilson, NC (May 22)	
National Club Baseball Association Division I World Series, Holly Springs, NC (May 24-30)	
NCHSAA Women's Soccer State Championships, Raleigh, NC (May 25)	
National Black Heritage Championship Swim Meet, Cary, NC (May 25-26)	
ConferenceDirect IndustryInsights, Washington, DC (May 30)	
HelmsBriscoe ABC Conference, Houston, Texas (May 28-31)	
Fraternal Executives Association Annual Meeting, Las Vegas, NV (May 29-31)	
NCHSAA Baseball and Softball State Championships, Zebulon/Raleigh, NC (May 31)	
NCAA Division II Baseball Championship Banquet, Raleigh, NC (May 31)	

Site Visits			
Site Name	Total Room Nights	Show Attendees	
2023-2026 NCAA Division II Baseball Championship	2002	1,500	
2024 Intelligent Systems for Molecular Biology (ISMB) Annual Conference	3438	1800	
Association of Fish & Wildlife Agencies	1632	700	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	8,575	10,703	8
2022 - 2023	7,965	8,798	8
2021 - 2022	9,651	13,818	12
2020 - 2021	16,300	29,265	18
2019 - 2020	43,955	72,369	36
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	8,575	10,703	8
2022 - 2023	7,965	8,798	8
2021 - 2022	9,741	14,015	13
2020 - 2021	17,555	31,992	30
2019 - 2020	87,883	134,430	119
2018 - 2019	261,376	261,705	358
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>May. 2019</b>	<b>May. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Partners serviced	5	53	413	498	-17%
Visitor Guides delivered	250	3,850	41,135	55,762	-26%
<b>Convention and Visitor Services</b>					
	<b>May. 2019</b>	<b>May. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	958	1,059	10,464	10,566	-1%
# of Visitor Inquiries	1,319	1,049	8,145	10,482	-22%
Meetings Serviced non-bureau booked	6	33	153	236	-35%
Meetings Serviced bureau booked	42	37	347	320	8%
<b>Public Relations Production</b>					
	<b>May. 2019</b>	<b>May. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Media Outreach (Releases and Pitches)	6	6	47	51	-8%
Number of Outlets Reached	243	193	1264	807	57%
Press Trips/Media Hosted	8	3	58	54	7%
Significant Placements	15	7	70	61	15%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
	<b>May. 2019</b>		<b>2019 YTD</b>	<b>FYTD % Ch</b>	
Passenger Enplanements			571,694	2,023,534	8.7
Passenger Deplanements			568,662	2,035,515	8.8