



# Tourism Economic Development Report

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INDUSTRY REPORT				JUNE 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 Apr.2019	Wake County	North Carolina	United States	
Apr.2020 Occupancy %	-64.2	27.5	27.1	24.5	
Apr.2020 ADR	-40.2	\$65.90	\$67.05	\$73.23	
Apr.2020 RevPar	-78.6	\$18.12	\$18.14	\$17.93	
2020 YTD Occupancy %	-28.1	51.5	45.3	45.7	
2020 YTD ADR	-7.1	\$100.09	\$93.22	\$117.75	
2020 YTD RevPar	-33.2	\$51.53	\$42.23	\$53.84	
	Apr.2020	Apr.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	494,430	521,730	2,072,698	2,077,470	-0.2
Rooms Nights Sold	135,928	400,371	1,067,093	1,488,469	-28.3
Tourism Tax Collections					
	Apr.2020	Apr.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$639,219	\$2,594,708	\$5,860,418	\$9,622,879	-75.4
Prepared Food & Beverage	\$1,315,554	\$2,592,663	\$8,041,020	\$10,336,735	-22.2

<b>Website Traffic</b>					
	<b>May. 2020</b>	<b>May. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	117,337	297,151	2,774,450	2,738,009	1%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>May. 2020</b>	<b>May. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	0	44	254	338	-25%
Room Nights	0	23,453	216,695	250,819	-14%
Attendance	0	40,180	390,008	626,642	-38%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>May. 2020</b>	<b>May. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	18	16	319	343	-7%
Room Nights	6,248	4,414	240,221	248,808	-3%
Attendance	18,670	10,380	439,464	469,911	-6%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>May. 2020</b>	<b>May. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	42	57	846	788	7%
Room Nights	43,362	60,508	778,519	793,938	-2%
Attendance	31,177	87,179	1,349,105	956,478	41%
<b>Tradeshows and Events</b>					
<b>Events</b>					
<b>Site Visits</b>					
<b>Site Name</b>	<b>Total Room Nights</b>		<b>Show Attendees</b>		

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	12,931		21,871	16	
2020 - 2021	25,470		59,387	25	
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	13,451		23,403	21	
2020 - 2021	33,266		73,632	85	
2019 - 2020	213,939		217,310	257	
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>					
	May. 2020	May. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	0	5	410	413	-1%
Visitor Guides delivered	0	250	37,900	41,135	-8%

<b>Convention and Visitor Services</b>					
	<b>May. 2020</b>	<b>May. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	0	958	7,942	10,464	-24%
# of Visitor Inquiries	0	1,319	8,458	8,145	4%
*While our VIC remains closed, our Virtual VIC is available and handling emails and phone calls.					
Meetings Serviced non-bureau booked	0	6	89	153	-42%
Meetings Serviced bureau booked	0	44	254	338	-25%
<b>Public Relations Production</b>					
	<b>May 2020</b>	<b>May 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	4	15	60	70	-14%
Total Net Reach/ Impressions	92.8 M	112.7 M	495.3 M	672.6 M	-26%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
			<b>May. 2020</b>	<b>2020 YTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements			20,070	1,251,967	-38.1
Passenger Deplanements			19,966	1,289,164	-36.7