



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT					June 2021
Hotel Occupancy Production					
<i>Source: STR Stats - States lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.</i>					
	Ch from Apr.2020	Wake County	North Carolina	United States	
Apr.2021 Occupancy %	106.9%	56.3%	60.4%	57.5%	
Apr.2021 ADR	31.1%	\$86.19	\$96.26	\$110.34	
Apr.2021 RevPAR	171.3%	\$48.53	\$58.10	\$63.46	
2021 YTD Occupancy %	-8%	47.3%	49.9%	49.2%	
2021 YTD ADR	-18.5%	\$81.90	\$87.32	\$102.58	
2021 YTD RevPAR	-25%	\$38.72	\$43.59	\$50.45	
	Apr.2021	Apr.2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room-Night Supply	536,610	488,760	2,142,030	2,067,478	3.6%
Room-Nights Sold	302,119	132,998	1,012,720	1,062,600	-4.7%
Tourism Tax Collections					
	Apr.2021	Apr.2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$1,639,317	\$639,219	\$5,265,451	\$5,860,418	-10.2%
Prepared Food & Beverage	\$2,779,740	\$1,315,554	\$9,998,137	\$8,041,020	24.3%

<b>Website Traffic</b>					
	<b>May. 2021</b>	<b>May. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	220,480	117,337	2,041,897	2,774,450	-26%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>May. 2021</b>	<b>May. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	16	0	82	254	-68%
Room-Nights	11,190	0	67,849	217,261	-69%
Attendance	15,823	0	142,875	390,008	-63%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>May. 2021</b>	<b>May. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	20	18	174	319	-45%
Room-Nights	11,475	6,248	171,467	240,476	-29%
Attendance	20,720	18,670	282,610	439,464	-36%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>May. 2021</b>	<b>May. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	42	41	375	844	-56%
Room-Nights	29,109	43,441	506,271	781,441	-35%
Attendance	41,574	30,881	483,776	1,345,549	-64%
<b>Tradeshows and Events</b>					
<b>Events</b>					
City of Oaks Challenge, Raleigh, N.C. (May 1-2)					
Meeting professionals International Greater New York Chapter, Forward Live Events update (May 4)					
Professional Convention Management Association Greater Midwest Chapter's Membership Mixer ( May 4)					
Young Professional Network Membership Task Force Meeting ( May 5)					
GRSA Advisory Board Meeting, Virtual (May 5)					

NCAA Division I Men’s & Women’s Soccer – Third Round/Quarterfinals, Cary, N.C. (May 5-10)		
NCHSAA Football State Championships, Raleigh, N.C. (May 6-8)		
Senior Softball-USA Atlantic Coast Championships, Raleigh, N.C. (May 11-16)		
IMEX Buzz Day ,Virtual (May 12)		
Professional Convention Management Association Greater Potomac Chapter Lunch and Learn, Virtual (May 13)		
NCAA Division I Men’s & Women’s College Cups, Cary, N.C. (May 13-17)		
Meeting Professionals International-Carolinas Chapter Annual Meeting, Virtual (May 17)		
Professional Convention Management Association Philadelphia Chapter Midday Break, Virtual (May 20)		
Meeting Professionals International-Carolinas Chapter Board of Directors Meeting, Virtual (May 24)		
Professional Convention Management Association Greater Midwest Chapter Awards Committee Meeting (Virtual) •(May 25 )		
NC Sports Leadership Council quarterly meeting, Virtual (May 24)		
LGBT Meeting Professionals Association Monthly Meeting, Virtual (May 25)		
Morrisville Cardinals Cricket meeting, Morrisville, N.C. (May 25)		
Young Professionals Network May Program, Virtual (May 25)		
N.C. Sports Association Board Meeting Virtual (May 26)		
Airborne @ Diavolo PDGA Tournament, Cary, N.C. (May 30)		
Site Visits		
Site Name	Total Room-Nights	Show Attendees
Carolina Games Summit/XP League (2021)	870	2000
Perfect Game Softball Tournaments (2022)	1500	3600
Grand Lodge of North Carolina	1000	1000
2022 Ag Innovation Showcase	270	600

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room-Nights	# of Definite Groups	
2023 - 2024	11,004		17,820	14	
2022 - 2023	16,160		26,969	18	
2021 - 2022	20,931		33,301	22	
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	11,004		17,820	14	
2022 - 2023	17,230		29,207	24	
2021 - 2022	35,450		68,123	54	
2020 - 2021	115,024		86,210	95	
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					
	May. 2021	May. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners Serviced	17	0	35	406	-91%
Visitors Guides Delivered	1,550	0	3,525	35,325	-90%

Convention and Visitor Services					
	May. 2021	May. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	0	0	0	7,942	-100%
# of Visitor Inquiries	292	0	2,368	8,458	-72%
Meetings Serviced, Non-Bureau Booked	0	0	8	89	-91%
Meetings Serviced, Bureau Booked	16	0	82	254	-68%
Public Relations Production					
	May 2021	May 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	8	4	59	60	-1%
Total Net Reach/Impressions	67.9 M	92.8 M	519.1 M	495.4 M	4%
Media Placements					
<ul style="list-style-type: none"> <li>• <b>May 2021:</b> The spring/summer issue of <i>MarQueen Magazine</i> featured Cary's The Umstead Hotel and Spa in "<a href="#">The Journey to Wellness.</a>"</li> <li>• <b>May 2021:</b> <i>Business North Carolina</i> released its 2021 Power List, and Dennis Edwards, GRCVB president and CEO, was named in the <a href="#">Hospitality and Tourism category.</a></li> <li>• <b>May 2021:</b> <i>SportsTravel</i> magazine highlighted the Raleigh Convention Center and Greater Raleigh Sports Alliance in their free, downloadable guide on "<a href="#">How Convention Centers are Safely Hosting Sports Events.</a>"</li> <li>• <b>May 2021:</b> <i>Southern Travel + Lifestyles</i> included Wake County in "<a href="#">North Carolina: Cool Counties.</a>"</li> <li>• <b>May 2021:</b> <i>Travelzoo</i> featured Transfer Co. Food Hall in "<a href="#">Experience Your Own Renewal in the North Carolina Spots That Have Perfected It.</a>"</li> <li>• <b>May 2021:</b> The <i>Adventures &amp; Ales</i> blog showcased Raleigh's booming craft beer scene in "<a href="#">Two Days in Raleigh, N.C.</a>"</li> <li>• <b>May 2021:</b> <i>Bloomberg News</i> showcased Raleigh's tourism recovery in "<a href="#">To Kickstart a Downtown Comeback, Cities Bet on Tourism.</a>"</li> <li>• <b>May 2021:</b> Thrillist featured Sam Jones BBQ as one of "<a href="#">The 41 American Barbecue Joints You Need to Try Right Now.</a>"</li> </ul>					
Media Hosted/Media Missions					
-Visit NC Canada (Virtual) Media Mission • May 6					
Aviation Passengers					
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2021</i>					
	May. 2021	2021 YTD	YTD % Ch		
Passenger Enplanements	299,246	848,207	-32.3%		
Passenger Deplanements	307,214	855,718	-33.7%		