



Tourism Economic Development Report

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

INDUSTRY REPORT		MARCH 2018			
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 Jan. '17	Wake County	North Carolina	United States	
Jan.2018 Occupancy %	-4.6%	59.0%	49.9%	54.5%	
Jan.2018 ADR	2.0%	\$102.86	\$94.72	\$123.33	
Jan.2018 RevPar	-2.7%	\$60.70	\$47.28	\$67.17	
2018 FYTD Occupancy %	-4.6%	59.0%	49.9%	54.5%	
2018 FYTD ADR	2.0%	\$102.86	\$94.72	\$123.33	
2018 FYTD RevPar	-2.7%	\$60.70	\$47.28	\$67.17	
Website Traffic					
	Feb. 2018	Feb. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	164,933	148,073	1,503,607	1,389,798	11%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2018	Feb. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	25	27	206	208	-1%
Room Nights	5,838	5,417	152,695	147,680	3%
Attendance	14,681	13,069	381,888	339,707	12%

Meetings/Sports Marketing by Booked Date					
	Feb. 2018	Feb. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	49	31	249	231	8%
Room Nights	14,142	25,835	174,876	192,869	-9%
Attendance	34,282	20,092	348,214	327,942	6%
Leads and Tentatives for Group Sales/Sports Marketing					
	Feb. 2018	Feb. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Leads	164	135	912	977	-7%
Total Room Nights	131,469	116,330	924,872	1,046,286	-12%
Tradeshows and Events					
Events					
Religious Conference Management Association, Omaha, NE (Jan. 29-Feb. 1)					
Independent Planners Education Conference, Washington DC (Jan. 30-Feb. 2)					
GRSA Client Event, Raleigh, NC (Feb. 1)					
National Association of Sports Commissions/N.C. Sports Association Meeting, Cary, NC (Feb. 7)					
Connect Diversity, Portland, OR (Feb. 7-9)					
Association Management Company Institute, Vancouver, BC (Feb. 7-9)					
N.C. High School Athletic Association Swimming & Diving, Cary, Raleigh, NC (Feb. 7-10)					
Convention Sales Professional Board Meeting, Washington DC (Feb. 11-12)					
Destinations Showcase 2018, Washington DC (Feb. 13)					
Destination International Webinar, Tysons Corner, VA (Feb. 15)					
Professional Convention Management Association, Tysons Corner, VA (Feb. 15)					
Professional Convention Management, Baltimore, MD (Feb. 19)					
Raleigh Firebirds Kickoff Event, Raleigh, NC (Feb. 22)					
Grand Slam Triangle Classic, Cary, NC (Feb. 23-25)					

Meeting Professional International (MPI), Washington DC (Feb. 27)			
GRSA Advisory Board Meeting, Raleigh, NC (Feb. 28)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
2018 NCAA Women's College Cup		750	1,500
2018 Carolina Clash Flag Football Tournament		1,000	2,000
2018 ACC Women's Soccer Championship & 2018 ACC Men's Soccer Championship		900 (Women's) 200 (Men's)	650 (Women's) 300 (Men's)
Civil War Trust		253	180
BOSE		460	150
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2022 - 2023	5,665	6,239	5
2021 - 2022	5,090	5,673	5
2020 - 2021	10,590	13,440	10
2019 - 2020	19,411	29,907	19
2018 - 2019	19,205	35,062	31
2017 - 2018	82,327	73,514	60
2016 - 2017	104,937	82,263	58
2015 - 2016	113,552	74,393	60

Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2022 - 2023	5,665		6,239	5	
2021 - 2022	5,090		5,673	5	
2020 - 2021	10,990		13,870	12	
2019 - 2020	20,446		31,545	26	
2018 - 2019	58,252		85,744	90	
2017 - 2018	262,499		215,447	310	
2016 - 2017	266,095		228,370	360	
2015 - 2016	280,834		223,437	338	
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>					
	Feb. 2018	Feb. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	0	74	311	398	-22%
Visitor Guides delivered	0	6,800	36,384	40,032	-9%
Convention and Visitor Services					
	Feb. 2018	Feb. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	820	742	7,550	7,178	5%
# of Visitor Inquiries	1,038	715	7,124	6,323	13%
Meetings Serviced non-bureau booked	12	17	126	148	-15%
Meetings Serviced bureau booked	25	27	206	208	-1%

Public Relations Production					
<i>*This measure was previously combined with Number of Outlets Reached and will adjust in April 2018.</i>					
<i>**This measure was started in Jan. 2017.</i>					
	Feb. 2018	Feb. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)*	3	42	36	231	-84%
Number of Outlets Reached**	56	42	459	--	--
Press Trips/Media Hosted	3	0	40	16	150%
Significant Placements	7	1	46	19	142%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
			Jan. 2018	2018 FYTD	FYTD % Ch
Passenger Enplanements			405,358	5,025,749	+5.4%
Passenger Deplanements			414,902	4,993,283	+5.1%