



# Tourism Economic Development Report

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INDUSTRY REPORT				MARCH 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 Jan. 2018	Wake County	North Carolina	United States	
Jan. 2019 Occupancy %	5.9%	62.8%	54.3%	54.8%	
Jan. 2019 ADR	2.2%	\$104.85	\$95.82	\$124.39	
Jan. 2019 RevPar	8.2%	\$65.80	\$52.00	\$68.13	
2019 YTD Occupancy %	5.9%	62.8%	54.3%	54.8%	
2019 YTD ADR	2.2%	\$104.85	\$95.82	\$124.39	
2019 YTD RevPar	8.2%	\$65.80	\$52.00	\$68.13	
	Jan. 2019	Jan. 2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	535,680	521,668	535,680	521,668	2.7%
Rooms Nights Sold	336,184	309,265	336,184	309,265	8.7%
Tourism Tax Collections					
	Jan. 2019	Jan. 2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	2,118,321	1,881,166	2,118,321	1,881,166	12.6%
Prepared Food & Beverage	2,453,172	2,233,865	2,453,172	2,233,865	9.8%

Website Traffic					
	Feb. 2019	Feb. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Website Sessions	226,574	164,933	1,919,289	1,503,607	28%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2019	Feb. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	22	25	216	208	4%
Room Nights	9,009	5,838	182,030	154,711	18%
Attendance	19,109	14,681	450,421	387,700	16%
Meetings/Sports Marketing by Booked Date					
	Feb. 2019	Feb. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	39	49	261	249	5%
Room Nights	25,513	14,148	216,836	174,354	24%
Attendance	39,923	34,282	395,414	348,529	13%
Leads and Tentatives for Group Sales/Sports Marketing					
	Feb. 2019	Feb. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	79	106	557	541	3%
Room Nights	66,510	81,575	509,716	569,228	-10%
Attendance	65,923	144,794	697,249	861,918	-19%
Tradeshows and Events					
Events					
National Association of Tower Erectors Unite 2019, Grapevine, TX (Feb. 4-6)					
Triangle Aquatic Center Sponsor Appreciation Reception, Cary, NC (Feb. 6)					
Association Management institute Annual Meeting, Austin, TX (Feb. 6-9)					
NCHSAA Swimming State Championships, Cary, NC (Feb. 7-9)					

International Association for Challenge Course Technology Conference and Expo, Denver, CO (Feb. 7-9)		
USTA Fed Cup, Asheville, NC (Feb. 9-10)		
Destinations International Spirit of Hospitality Celebration, Washington, DC (Feb. 12)		
Destinations Showcase, Washington, DC (Feb.13)		
NCAA College Cup Local Organizing Committee Meeting, Cary, NC (Feb. 19)		
NC Baseball Museum Board Meeting, Wilson, NC (Feb. 19)		
GRSA Quarterly Advisory Board Meeting, Raleigh, NC (Feb. 20)		
Meeting Professional International (MPI) Potomac, Mid Atlantic Conference & Expo (MACE), National Harbor, MD (Feb. 22)		
Wake County Parks & Recreation Planning Retreat, Raleigh, NC (Feb. 26)		
PNC Bank / ACC Client Event, Cary, NC (Feb. 27)		
<b>Site Visits</b>		
<b>Site Name</b>	<b>Total Room Nights</b>	<b>Show Attendees</b>
NHCC Fall Board Meeting/Regional Forum	304	100
Sona type 2019 Engineering	875	175
Association of Oncology Social Work 2020	1,134	500
Kellen Chicago	1,134	500
Association of Black Foundation Executives	795	400
National Concierge Association Site	608	200
The Kennedy Center- Leadership Exchange in Art and Disability (LEAD) Conference	1,105	500
Russ Kemble & Assoc.	421	250
National Hispanic Corporate Council	36	117
NHL	TBD	TBD
2019 NYFO (Football) 7on7 National Championship and 2020 Carolina Bowl Band & Cheer Competition	2,000	10,000

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	8,375		10,088	7	
2022 - 2023	7,765		8,183	7	
2021 - 2022	9,451		13,203	11	
2020 - 2021	16,300		28,405	18	
2019 - 2020	42,295		67,256	32	
2018 - 2019	58,347		68,197	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	8,375		10,088	7	
2022 - 2023	7,765		8,183	7	
2021 - 2022	9,541		13,400	12	
2020 - 2021	17,340		30,507	27	
2019 - 2020	78,788		113,765	89	
2018 - 2019	249,606		240,764	312	
2017 - 2018	274,520		225,480	349	
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>					
	Feb. 2019	Feb. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	22	65	337	375	-10%
Visitor Guides delivered	1,925	7,930	34,125	43,262	-21%

<b>Convention and Visitor Services</b>					
	<b>Feb. 2019</b>	<b>Feb. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	832	820	7,371	7,550	-2%
# of Visitor Inquiries	967	1,038	4,973	7,124	-30%
Meetings Serviced non-bureau booked	12	12	113	126	-10%
Meetings Serviced bureau booked	22	25	216	208	4%
<b>Public Relations Production</b>					
	<b>Feb. 2019</b>	<b>Feb. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Media Outreach (Releases and Pitches)	5	3	34	36	-5%
Number of Outlets Reached	123	56	817	459	78%
Press Trips/Media Hosted	4	3	34	40	-15%
Significant Placements	6	7	40	46	-13%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
			<b>Feb. 2019</b>	<b>2019 YTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements			455,329	455,329	12.3%
Passenger Deplanements			469,650	469,650	13.2%