



Tourism Economic Development Report

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INDUSTRY REPORT				MARCH 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 Jan.2019	Wake County	North Carolina	United States	
Jan.2020 Occupancy %	-2.3	61.3	51.3	55.1	
Jan.2020 ADR	1.4	\$106.21	\$98.12	\$126.06	
Jan.2020 RevPar	-1.0	\$65.07	\$50.32	\$69.47	
2020 YTD Occupancy %	-2.3	61.3	51.3	55.1	
2020 YTD ADR	1.4	\$106.21	\$98.12	\$126.06	
2020 YTD RevPar	-1.0	\$65.07	\$50.32	\$69.47	
	Jan.2020	Jan.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	543,616	535,835	543,616	535,835	1.5
Rooms Nights Sold	333,041	336,154	333,041	336,154	-0.9
Tourism Tax Collections					
	Jan.2020	Jan.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$2,176,238	\$2,118,321	\$2,176,238	\$2,118,321	2.7
Prepared Food & Beverage	\$2,701,940	\$2,453,172	\$2,701,940	\$2,453,172	10.1

Website Traffic					
	Feb. 2020	Feb. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Website Sessions	291,050	226,574	2,399,246	1,919,289	25%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2020	Feb. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	28	24	241	218	11%
Room Nights	18,874	9,124	212,686	182,145	17%
Attendance	32,747	19,244	379,747	450,556	-16%
Meetings/Sports Marketing by Booked Date					
	Feb. 2020	Feb. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	46	39	274	261	5%
Room Nights	23,925	25,513	224,953	216,960	4%
Attendance	52,965	39,923	410,808	395,414	4%
Leads and Tentatives for Group Sales/Sports Marketing					
	Feb. 2020	Feb. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	115	78	699	555	26%
Room Nights	63,700	66,323	656,655	558,876	17%
Attendance	102,239	65,922	1,134,987	730,248	55%
Tradeshows and Events					
Events					
Religious Conference Management Association Emerge Conference, Irving, Texas (Feb. 4-6)					
Destination Showcase, Washington DC (Feb. 5)					
NCHSAA Swimming State Championships, Cary, NC (Feb. 6-8)					
Global Pharmaceutical and Medical Meetings Summit, Washington DC (Feb. 9-12)					
Association Management Companies Institute Annual Meeting, Long Beach, California (Feb. 12-14)					

OneHockey Raleigh, Wake Forest/Raleigh/Garner, NC (Feb. 14-17)			
NCAA College Cup LOC Meeting, Cary, NC (Feb. 18)			
Connect Diversity, Kissimmee, Florida (Feb. 19-21)			
N.C. Sports Association Marketing Committee Meeting, Raleigh, NC (Feb. 24)			
East Carolina University Sports Management Class, Greenville, NC (Feb. 24)			
Visit North Carolina Canada Media Mission, Montreal and Toronto, Canada (Feb. 24-28)			
GRSA Advisory Board Meeting, Raleigh, NC (Feb. 26)			
Grand Slam Triangle Classic – William Peace University, Raleigh and Cary, NC (Feb. 28-29)			
MAPL Raleigh (volleyball), Raleigh and Morrisville, NC (Feb. 29-March 1)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
American Atheist Annual Convention 2021		831	750
Victra- Summit October 2020		637	290
American Literary Translators Association		655	550
North Carolina Department of Insurance		250	175
Industrial Fabrics Association International		1240	1000
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	9,145	11,935	9
2022 - 2023	11,335	13,597	12
2021 - 2022	12,881	20,754	16
2020 - 2021	29,320	66,684	29
2019 - 2020	86,140	113,910	64
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	9,145		11,935	9	
2022 - 2023	11,485		13,907	13	
2021 - 2022	13,351		22,076	20	
2020 - 2021	74,496		119,847	84	
2019 - 2020	264,941		278,839	348	
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>					
	Feb. 2020	Feb. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	70	22	384	337	14%
Visitor Guides delivered	5,175	1,925	35,825	34,125	5%
Convention and Visitor Services					
	Feb. 2020	Feb. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
# of Visitor Information Center visitors	726	832	7,574	7,371	3%
# of Visitor Inquiries	1,106	967	8,252	4,973	66%
Meetings Serviced non-bureau booked	8	12	81	113	-28%
Meetings Serviced bureau booked	28	24	241	218	11%
Public Relations Production					
	Feb. 2020	Feb. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Significant Placements	4	6	45	40	12%
Total Net Reach/ Impressions	85 M	60.8 M	367.7 M	482.9 M	-23%

Aviation Passengers			
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>			
	Feb. 2020	2020 YTD	FYTD % Ch
Passenger Enplanements	492,115	492,115	8.1
Passenger Deplanements	507,527	507,527	8.5