



Tourism Economic Development Report

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

INDUSTRY REPORT				MAY 2017	
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 Mar. '16	Wake County	North Carolina	United States	
Mar. 2017 Occupancy %	5.1%	74.6%	65.6%	68.0%	
Mar. 2017 ADR	0.8%	\$102.89	\$96.84	\$127.79	
Mar. 2017 RevPar	5.9%	\$76.80	\$63.53	\$86.93	
2017 FYTD Occupancy %	3.7%	68.6%	58.9%	61.1%	
2017 FYTD ADR	1.6%	\$101.64	\$94.69	\$124.27	
2017 FYTD RevPar	5.3%	\$69.71	\$55.80	\$75.92	
Website Traffic					
	Apr. 2017	Apr. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	187,794	187,035	1,837,941	1,776,708	3%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2017	Apr. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	33	45	285	275	4%
Room Nights	22,027	29,812	194,890	189,954	3%
Attendance	35,114	55,299	427,868	307,786	39%

Meetings/Sports Marketing by Booked Date					
	Apr. 2017	Apr. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	34	25	281	296	-5%
Room Nights	20,642	4,987	222,293	194,911	14%
Attendance	28,601	13,486	370,738	349,141	6%
Bids Submitted for Group Sales/Sports Marketing					
	Apr. 2017	Apr. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Leads	40	34	526	348	51%
Total Room Night Production	18,499	22,029	535,391	214,355	150%
Tradeshows and Events					
Events					
NCAA Championship, Phoenix, Ariz. (April 1-3)					
Humana Rock 'n' Roll Raleigh Marathon & 1/2 Marathon (April 1-2)					
N.C. Amateur Sports Partner Event, Durham (April 12)					
CASL Annual Golf Tournament, Cary (April 17)					
U.S. Adult Figure Skating Championships, Wake Forest (April 18-22)					
Deep South Classic, Raleigh (April 20-23)					
NCFC Youth Partner Event with NC Courage, Cary (April 22)					
Shaw University Athletics Annual Banquet, Raleigh (April 25)					
Potomac Chapter of Meeting Professionals International E2 meeting on Healthcare Compliance, Alexandria, Va. (April 7)					
International Association of Exhibitions and Events D.C. Chapter Education Program, Alexandria, Va. (April 8)					
Meeting Professionals International Chapter Business Summit, Dallas, Texas (April 7-9)					
Global Meetings Industry Day (GMID) events, Kansas City, Mo and Minneapolis, Minn. (April 3-5)					
Meeting Professionals International (MPI) Kansas City Chapter's Professional Education Conference, Kansas City (April 4)					
N.C. Defense Business Association Business Showcase and Luncheon, Fayetteville (April 4)					

MPI Pittsburgh Chapter Monthly Education Meeting, Pittsburgh, Pa. (April 5)		
The MPI Greater New York Chapter/Professional Convention Management Association (PCMA) New York Area Chapter GMID event, New York City (April 6)		
GMID event jointly presented by the PCMA Capital Chapter and MPI Potomac Chapter, Washington, D.C. (April 6)		
GMID event jointly presented by the MPI Carolinas Chapter, Association Executives of North Carolina and Site Southeast, Raleigh (April 6)		
The Meetingmax Unconvention Conference, Vancouver, Canada (April 10-12)		
The Association of Meeting Professionals April Meeting, Washington, D.C. (April 12)		
Greater Raleigh Chamber of Commerce Inter-City Visit, Boston, Mass. (April 19-21)		
The HelmsBriscoe Annual Business Conference, Chicago, Ill. (April 18-20)		
The Meeting Professionals International-Carolinas Chapter Mid-Year Board Retreat, Morehead City (April 19-21)		
The Association Executives of N.C. Spring Conference and Membership Luncheon, Raleigh (April 21)		
The Greater Raleigh Chamber of Commerce Chamber Professional Women's Luncheon, Raleigh (April 24)		
The Downtown Raleigh Alliance State of Downtown Raleigh 2017, Raleigh (April 25)		
Meeting Professionals International Potomac Chapter 7th Annual Derby Days and Silent Auction, Washington, D.C. (April 25)		
ConferenceDirect Annual Partner Meeting, Baltimore, Md. (April 30-May3)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
International Foodservice Editorial Council Annual Conference Fall 2018	400	170
The Association of Bookmobile and Outreach Services (ABOS)	466	275
ABSA Council Raleigh Site Visit	33	11

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2021 - 2022	4,090		2,595	3	
2020 - 2021	7,790		10,278	8	
2019 - 2020	15,135		16,366	13	
2018 - 2019	16,205		25,538	18	
2017 - 2018	26,795		30,070	29	
2016 - 2017	104,937		82,263	58	
2015 - 2016	113,552		74,393	60	
2014 - 2015	142,497		81,718	62	
Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2021 - 2022	4,090		2,595	3	
2020 - 2021	7,890		10,458	9	
2019 - 2020	15,935		17,982	17	
2018 - 2019	23,770		44,840	33	
2017 - 2018	78,583		93,348	107	
2016 - 2017	265,026		226,920	343	
2015 - 2016	280,834		223,437	338	
2014 - 2015	297,893		206,111	312	
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>					
	Apr. 2017	Apr. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	46	0	487	409	19%
Visitor Guides delivered	4,165	0	47,386	68,680	-31%

Convention and Visitor Services

	Apr. 2017	Apr. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,178	1,303	9,567	9,072	5%
# of Visitor Inquiries	778	2,387	8,008	4,746	69%
Meetings Serviced non-bureau booked	16	13	184	209	-12%
Meetings Serviced bureau booked	33	45	285	275	4%

Public Relations Production					
	Apr. 2017	Apr. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	6	8	84	44	+90%
Number of Outlets Reached	166	8	243	109	+122%
Press Trips/Media Hosted	8	97	10	107	-90%
Significant Placements	3	0	6	14	-57%
Media Placements					
<ul style="list-style-type: none"> • <i>USA TODAY</i> called Raleigh one of "five underrated food cities on the East Coast." • Montreal, Canada-based travel writer and blogger Jean-Michel Dufaux included Raleigh's 42 & Lawrence in a roundup of his favorite N.C. coffee shops on his blog Siège hublot. • Meetings Today did a nice write-up on Raleigh's hotel package and unique off-site venues in their April issue. 					
Media Hosted					
<p><u>French Journalists:</u> Raphaël Richard – Easyvoyage Martine Delaloye – Voyagerpratique.com Jeanne Pouget – KONBINI.fr Hélène Caroff – Le Télégramme</p> <p><u>Canadian YouTubers/Digital Influencers:</u> Maiku Wong Catherine Duplessis Savannah Jones Sarah Tran</p>					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
	Apr. 2017	2017 FYTD	FYTD % Ch		
Passenger Enplanements	470,764	1,230,613	+6.5%		
Passenger Deplanements	474,923	1,242,308	+7.6%		