



Tourism Economic Development Report

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INDUSTRY REPORT				MAY 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 Mar.2018	Wake County	North Carolina	United States	
Mar.2019 Occupancy %	8.1%	76.7%	68.8%	68.4%	
Mar.2019 ADR	2.7%	\$107.64	\$102.67	\$132.66	
Mar.2019 RevPar	11.0%	\$82.54	\$70.67	\$90.78	
2019 YTD Occupancy %	6.9%	70.1%	61.8%	61.8%	
2019 YTD ADR	2.7%	\$106.70	\$100.92	\$129.02	
2019 YTD RevPar	9.8%	\$74.82	\$62.32	\$79.68	
	Mar.2019	Mar.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	535,680	521,668	1,555,200	1,514,520	2.7%
Rooms Nights Sold	410,749	370,119	1,090,517	993,037	9.8%
Tourism Tax Collections					
	Mar.2019	Mar.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,750,193	\$2,364,642	\$7,028,170	\$6,247,429	12.5%
Prepared Food & Beverage	\$2,821,839	\$2,462,475	\$7,744,072	\$7,120,108	8.8%

Website Traffic					
	Apr. 2019	Apr. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Website Sessions	266,419	215,501	2,440,864	1,921,380	27%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2019	Apr. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	40	38	303	283	7%
Room Nights	19,251	25,082	225,298	195,387	15%
Attendance	32,031	53,146	556,262	479,295	16%
Meetings/Sports Marketing by Booked Date					
	Apr. 2019	Apr. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	27	29	327	321	2%
Room Nights	5,971	17,550	244,795	211,818	16%
Attendance	40,188	52,913	459,531	446,614	3%
Leads and Tentatives for Group Sales/Sports Marketing					
	Apr. 2019	Apr. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	76	75	733	676	8%
Room Nights	79,870	46,778	685,553	658,275	4%
Attendance	82,024	61,434	835,899	970,524	-14%
Tradeshows and Events					
Events					
Meetingmax Unconvention , Vancouver, BC (April 1-3)					
Destinations Celebration, Minneapolis, Minn. (April 2)					
Destination Celebration, Kansas City, MO (April 3)					
USA Baseball National High School Invitational, Cary, N.C. (April 3-6)					
Professional Convention Management Association (PCMA) Capital Chapter Washington, DC (April 4)					
Meeting Professionals International (MPI) Potomac Chapter Global Meetings Industry Day events Washington, DC (April 4)					

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Professional Convention Management Association (PCMA) New England Chapter Boston, MA (April 4)		
Meeting Professionals International (MPI) Global Meetings Industry Day events, Boston, MA (April 4)		
NCAA Men's Basketball Championship, Minneapolis, Minn. (April 5-8)		
NCBMX Series Stop II, Cary, N.C. (April 6)		
Association of Meeting Professionals (AMPS) Washington, DC (April 9)		
Stitch Intercollegiate Golf, Cary, N.C. (April 12-13)		
Visit North Carolina Canada Sales Mission, Toronto and Montreal, CA (April 15-18)		
Destinations International CEO Summit Ashville, NC 15-18)		
NC Baseball Museum Board Meeting, Wilson, N.C. (April 16)		
Time for Nine Skills Clinic, Annandale, VA (April 17)		
ACC Men's and Women's Tennis Championships, Cary, N.C. (April 17-21)		
Interview appearance with WXDU Radio, Durham, N.C. (April 19)		
SMART Meetings Southwest, Frisco, TX (April 23)		
Meeting Professionals International Potomac Chapter Derby Days, Washington, DC (April 24)		
Visit North Carolina NYC Media Mission, New York City, NY (April 24-26)		
Deep South Classic, Raleigh, N.C. (April 25-28)		
Women In Leadership Meetings and Events, Boston, MA (April 26-28)		
Destinations International 2019 CMO Summit, Houston, TX (April 28-30)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
International Association of Wildland Fire	820	400
Network of Academic Corporate Relations Officers	675	450
Jack and Jill Mid-Atlantic	794	500
United States Lactation Consultant Association	800	350
Purdue University	350	500

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	28,525	18
2019 - 2020	43,105	69,511	34
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	17,555	31,252	30
2019 - 2020	86,704	131,056	112
2018 - 2019	259,441	250,727	351
2017 - 2018	274,520	225,480	349
2016 - 2017	266,055	228,400	359

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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. 2019	Apr. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	65	34	408	445	-8%
Visitor Guides delivered	5,810	3,350	40,885	51,912	-21%
Convention and Visitor Services					
	Apr. 2019	Apr. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
# of Visitor Information Center visitors	816	914	9,506	9,507	-0%
# of Visitor Inquiries	836	1,150	6,826	9,433	-28%
Meetings Serviced non-bureau booked	22	46	147	203	-28%
Meetings Serviced bureau booked	40	38	303	283	7%
Public Relations Production					
	Apr. 2019	Apr. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	3	4	41	45	-9%
Number of Outlets Reached	115	63	1021	614	66%
Press Trips/Media Hosted	4	6	50	51	-2%
Significant Placements	7	5	55	54	2%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
	Apr. 2019		2019 YTD		FYTD % Ch
Passenger Enplanements			553,137	1,451,840	9.6
Passenger Deplanements			559,409	1,466,853	10.6