



Tourism Economic Development Report

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

INDUSTRY REPORT				MAY 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 Mar.2019	Wake County	North Carolina	United States	
Mar.2020 Occupancy %	-42.6	44.0	42.5	39.4	
Mar.2020 ADR	-13.3	\$93.27	\$90.01	\$110.66	
Mar.2020 RevPar	-50.3	\$41.04	\$38.24	\$43.54	
2020 YTD Occupancy %	-15.6	59.0	50.9	51.8	
2020 YTD ADR	-1.6	\$105.08	\$97.48	\$123.76	
2020 YTD RevPar	-17.0	\$62.00	\$49.62	\$64.14	
	Mar.2020	Mar.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	543,585	535,866	1,578,268	1,555,740	1.4
Rooms Nights Sold	239,156	410,677	931,165	1,088,098	-14.4
Tourism Tax Collections					
	Mar.2020	Mar.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$979,235	\$2,750,193	\$5,221,199	\$7,028,170	-25.7
Prepared Food & Beverage	\$1,719,092	\$2,821,839	\$6,725,466	\$7,744,072	-13.2

Website Traffic					
	Apr. 2020	Apr. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Website Sessions	99,819	266,419	2,657,113	2,440,858	8.9%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2020	Apr. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	0	41	254	294	-14%
Room Nights	0	26,414	216,695	227,366	-5%
Attendance	0	71,031	390,008	586,462	-33 %
Meetings/Sports Marketing by Booked Date					
	Apr. 2020	Apr. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	12	27	301	327	-8%
Room Nights	4,986	5,971	233,973	244,394	-4%
Attendance	6,722	40,188	420,794	459,531	-8%
Leads and Tentatives for Group Sales/Sports Marketing					
	Apr. 2020	Apr. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	37	75	804	731	10%
Room Nights	28,699	80,057	734,807	733,430	0%
Attendance	36,200	81,624	1,317,928	869,299	52%
Tradeshows and Events					
Events					
Site Visits					
Site Name	Total Room Nights		Show Attendees		

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	9,145		11,935	9	
2022 - 2023	11,335		15,812	12	
2021 - 2022	12,881		20,754	16	
2020 - 2021	28,520		64,312	28	
2019 - 2020	61,866		81,187	45	
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		16,122	13	
2021 - 2022	13,351		22,076	20	
2020 - 2021	54,946		101,890	88	
2019 - 2020	223,655		228,119	286	
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>					
	Apr. 2020	Apr. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	0	65	410	408	0%
Visitor Guides delivered	0	5,810	37,900	40,885	-7%

Convention and Visitor Services					
	Apr. 2020	Apr. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	816	7,942	9,506	-16%
# of Visitor Inquiries	0	836	8,458	6,826	24%
Meetings Serviced non-bureau booked	0	22	89	147	-39%
Meetings Serviced bureau booked	0	41	256	294	-13%
Public Relations Production					
	Apr. 2020	Apr. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Significant Placements	3	7	56	55	2%
Total Net Reach/ Impressions	13.6 M	19.9 M	402.5 M	559.8 M	-28%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
	Apr. 2020		2020 YTD		FYTD % Ch
Passenger Enplanements			256,939	1,231,652	-15.2
Passenger Deplanements			278,548	1,269,714	-13.5