



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT				May 2021	
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.2020	Wake County	North Carolina	United States	
Mar.2021 Occupancy %	15.4%	50.6%	54.7%	54.6%	
Mar.2021 ADR	-12.3%	\$82.47	\$86.70	\$106.08	
Mar.2021 RevPar	1.2%	\$41.74	\$47.45	\$57.87	
2021 YTD Occupancy %	-24.8%	44.3%	46.5%	46.5%	
2021 YTD ADR	-24%	\$80.08	\$83.35	\$99.35	
2021 YTD RevPar	-42.9%	\$35.46	\$38.73	\$46.16	
	Mar.2021	Mar.2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room Night Supply	552,978	543,740	1,605,420	1,578,718	1.7%
Rooms Nights Sold	279,885	238,518	710,869	929,602	-23.5%
Tourism Tax Collections					
	Mar.2021	Mar.2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$1,497,815	\$979,235	\$3,626,134	\$5,221,199	-30.5%
Prepared Food & Beverage	\$2,676,820	\$1,719,092	\$7,218,397	\$6,725,466	7.3%

<b>Website Traffic</b>					
	<b>Apr. 2021</b>	<b>Apr. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	193,370	99,819	1,821,417	2,657,113	-31%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Apr. 2021</b>	<b>Apr. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	18	0	66	254	-74%
Room Nights	8,735	0	56,659	217,261	-74%
Attendance	16,404	0	127,052	390,008	-67%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Apr. 2021</b>	<b>Apr. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	20	12	154	301	-49%
Room Nights	18,280	4,986	159,992	234,228	-32%
Attendance	15,694	6,722	262,178	420,794	-38%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Apr. 2021</b>	<b>Apr. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	38	37	333	803	-59%
Room Nights	23,185	28,648	477,387	738,000	-35%
Attendance	27,106	36,440	442,490	1,314,668	-66%
<b>Tradeshows and Events</b>					
<b>Events</b>					
MPI Virginia Chapter Member Awards -Virtual (April 7)					
Destinations International 2021 Convention Sales & Services Summit -Virtual (April 7)					
YPN Membership Task Force Meeting - Virtual (April 7)					
Global Meetings Industry Day- Virtual (April 8)					
NC Society of Government Meeting Professionals Chapter Meeting- Virtual (April 8)					

Titans Long Course Premier Meet, Cary (April 8-11)			
Major League Fishing Bass Pro Tour (April 9-14)			
MPI-Carolinas Chapter Board of Directors Meeting- Virtual (April 19)			
Visit NC 365 Conference -Virtual (April 21-23)			
Young Professionals Network Social (April 22)			
PCMA Greater Midwest Chapter Lunch & Learn- Virtual (April 22)			
Cary Sports Alliance Meeting – Virtual (April 22)			
Lake Wheeler Invitational, Raleigh (April 23-24)			
PCMA Emerging Professional Committee Meeting-Virtual (April 26)			
NCAA Division I Men’s & Women’s Soccer Championships, Cary (April 27-May 2)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room Nights</b>	<b>Show Attendees</b>
2022 Rocky Mount Rumble		500	2200
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room Nights</b>	<b># of Definite Groups</b>
2023 - 2024	11,004	17,820	14
2022 - 2023	16,160	26,969	18
2021 - 2022	20,331	32,431	21
2020 - 2021	18,450	8,917	5
2019 - 2020	60,266	78,742	41
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	11,004		17,820	14	
2022 - 2023	16,880		28,618	22	
2021 - 2022	32,680		63,644	49	
2020 - 2021	111,574		83,052	91	
2019 - 2020	211,753		217,626	257	
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. 2021	Apr. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners serviced	4	0	22	406	-95%
Visitor Guides delivered	400	0	2,375	35,325	-93%
Convention and Visitor Services					
	Apr. 2021	Apr. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	0	0	7,942	-100%
# of Visitor Inquiries	313	0	2,076	8,458	-75%
Meetings Serviced non-bureau booked	0	0	8	89	-91%
Meetings Serviced bureau booked	18	0	66	254	-74%
Public Relations Production					
	Apr. 2021	Apr. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	4	3	51	56	-8%
Total Net Reach/ Impressions	45 M	13.6 M	451.2 M	402.5 M	12%

Media Placements			
<ul style="list-style-type: none"> <li>• <b>April 2021:</b> The March/April issue of <i>Meetings Today</i> showcased “<a href="#">How Visit Raleigh Reinforced its Culture of Service During the Pandemic.</a>”</li> <li>• <b>April 2021:</b> <i>Adventures &amp; Ales</i> blog included Funguys Brewing in “<a href="#">My Top Beers in March 2021.</a>”</li> <li>• <b>April 2021:</b> <i>StyleBlueprint</i> featured Raleigh Denim Workshop in “<a href="#">This North Carolina Company Makes Your New Favorite Denim.</a>”</li> <li>• <b>April 2021:</b> <i>North State Journal</i> showcased Heights House Hotel in “<a href="#">Couple’s Vision Breathes New Life Into Pre-Civil War Mansion.</a>”</li> </ul>			
Media Hosted			
<p><u>Media Hosted:</u>                      -Stratton Lawrence – Fodor’s Travel                      -Alexis Dickie – Adventures &amp; Ales blog</p>			
Aviation Passengers			
<p><i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2021</i></p>			
	Apr. 2021	2021 FYTD	FYTD % Ch
Passenger Enplanements	251,404	1,753,383	-74.6%
Passenger Deplanements	243,331	1,726,350	-75.0%