



# Tourism Economic Development Report

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

<b>INDUSTRY REPORT</b>		<b>NOVEMBER 2016</b>			
<b>Hotel Occupancy Production</b>					
<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>					
	<b>Chg. from Sept. '15</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
Sept.2016 Occupancy %	-0.9%	70.0%	64.6%	68.8%	
Sept.2016 ADR	1.8%	\$100.70	\$100.16	\$127.07	
Sept.2016 RevPar	0.9%	\$70.52	\$64.70	\$87.40	
2016 FYTD Occupancy %	-2.1%	69.9%	65.2%	67.1%	
2016 FYTD ADR	4.6%	\$100.39	\$99.01	\$124.53	
2016 FYTD RevPar	2.5%	\$70.17	\$64.59	\$83.57	
<b>Website Traffic</b>					
	<b>Oct. 2016</b>	<b>Oct. 2015</b>	<b>2016 FYTD</b>	<b>2015 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	161,263	166,480	734,561	741,368	-1%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Oct. 2016</b>	<b>Oct. 2015</b>	<b>2016 FYTD</b>	<b>2015 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	40	35	123	117	5%
Room Nights	12,163	8,845	78,948	68,850	15%
Attendance	23,124	14,402	210,697	52,304	303%

<b>Meetings by Booked Date</b>					
	<b>Oct. 2016</b>	<b>Oct. 2015</b>	<b>2016 FYTD</b>	<b>2015 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	34	25	123	122	1%
Room Nights	14,634	22,138	112,799	99,531	13%
Attendance	55,137	52,716	210,761	189,114	11%
<b>Bids Submitted for Group Sales/Sports Marketing</b>					
	<b>Oct. 2016</b>	<b>Oct. 2015</b>	<b>2016 FYTD</b>	<b>2015 FYTD</b>	<b>FYTD % Ch</b>
Number of Leads	43	37	212	144	47%
Total Room Night Production	14,778	17,504	296,444	76,125	289%

<b>Tradeshows and Events</b>		
<b>Events</b>		
Great American Cross Country Festival, Cary (Oct. 1)		
AAU National Convention, San Antonio, Texas (Oct. 11-14)		
SAS Championship, Cary (Oct. 14-16)		
Saint Augustine’s University golf tournament, Raleigh (Oct. 21)		
Presentation to PNC Bank Employee Group, Raleigh (Oct. 26)		
NCHSAA Women’s Individual Tennis Championships, Cary, Raleigh (Oct. 28-29)		
ACC Cross Country Championships, Cary (Oct. 28)		
NCHSAA Cross Country Mideast Regionals, Cary (Oct. 29)		
Aspire Regional Conference for the Religious Conference Management Association, Dayton, Ohio (Oct. 3-4)		
Meeting Professionals International Potomac Chapter Education Event, Washington, D.C. (Oct. 5)		
Raleigh Chamber Young Professionals Network Day of Services, Raleigh (Oct. 7)		
AMPs October Meeting, Alexandria, Va. (Oct. 11)		
IMEX America, Las Vegas, Nv. (Oct. 18-21)		
Connect Faith Conference, Orlando, Fl. (Oct. 25-27)		
Professional Convention Management Association Capital Chapter Meeting, Arlington, Va. (Oct. 26)		
<b>Site Visits</b>		
<b>Site Name</b>	<b>Total Room Nights</b>	<b>Show Attendees</b>
CTE New Teacher Induction program	125	250
Nimble Storage Site Visit	1,500	1,000
American Association of Woodturners	2,511	1,500
2017 AAU Karate National Championship Site Visit	3,950	4,500

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2021 - 2022	4,090		2,595	3	
2020 - 2021	7,490		9,508	7	
2019 - 2020	16,390		11,472	11	
2018 - 2019	28,905		24,566	18	
2017 - 2018	29,825		24,843	21	
2016 - 2017	92,287		72,390	50	
2015 - 2016	117,762		74,215	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	7,490		9,508	7	
2019 - 2020	17,090		12,908	14	
2018 - 2019	31,165		30,136	29	
2017 - 2018	43,930		46,559	53	
2016 - 2017	219,874		194,174	254	
2015 - 2016	285,379		223,259	338	
2014 - 2015	297,593		205,560	311	
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>					
	Oct. 2016	Oct. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Partners serviced	92	56	228	195	+16.0%
Visitor Guides delivered	9,645	7,821	23,606	22,614	+4.0%

Convention and Visitor Services					
	Oct. 2016	Oct. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,327	1,582	4,386	4,268	3%
# of Visitor Inquiries	499	217	3,032	1,057	+187%
Meetings Serviced non-bureau booked	15	18	95	109	-12%
Meetings Serviced bureau booked	39	36	122	117	+4%
Public Relations Production					
	Oct. 2016	Oct. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	15	52	103	145	-28%
Press Trips/Media Hosted	0	2	15	34	-55%
Significant Placements	6	16	15	34	-55%
Media Placements					
<ul style="list-style-type: none"> <li>• AAA Carolinas <a href="#">Go Magazine</a> featured Raleigh "makers" in the Nov. issue.</li> <li>• <i>Toronto Star</i> highlighted the "<a href="#">7 Reasons to Love Raleigh, N.C.</a>"</li> <li>• <i>The Daily Meal</i> featured Niall Hanley's Guinness World Record-breaking <a href="#">Raleigh Beer Garden</a>.</li> <li>• <i>The Daily Meal</i> covered <a href="#">La Farm Bakery</a> in an article focusing on master baker Lionel Vatinet.</li> <li>• Travel writer Joe Baur writes about "<a href="#">Raleigh: The City You Already Knew Was Cool</a>" on his travel blog "<i>Without a Path</i>".</li> <li>• Babylon and Melrose Knitting Mill are covered in <a href="#">Hipstorical</a>, a travel blog dedicated to uncovering how historic buildings have been repurposed into must-see travel spots.</li> </ul>					
Media Hosted					
<b>Note:</b>					
We were without a PR Director for two weeks as Ryan Smith departed GRCVB on Oct. 14 and Scott Peacock started on Oct. 31.					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2016</i>					
	Oct. 2016	2016 FYTD	FYTD % Ch		
Passenger Enplanements	457,284	2,014,687	+10.8%		
Passenger Deplanements	453,053	2,905,193	+10.8%		