



Tourism Economic Development Report

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

INDUSTRY REPORT		NOVEMBER 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 Sept. '16	Wake County	North Carolina	United States	
Sept. 2017 Occupancy %	1.2%	70.8%	64.3%	69.7%	
Sept. 2017 ADR	2.3%	\$103.27	\$104.56	\$128.52	
Sept. 2017 RevPar	3.5%	\$73.13	\$67.21	\$89.54	
2017 FYTD Occupancy %	0.4%	70.2%	64.6%	67.4%	
2017 FYTD ADR	1.7%	\$102.34	\$102.13	\$127.14	
2017 FYTD RevPar	2.1%	\$71.80	\$65.98	\$85.70	
Website Traffic					
	Oct. 2017	Oct. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	194,690	161,263	843,383	734,559	15%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2017	Oct. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	33	40	118	123	-4%
Room Nights	7,718	12,118	82,185	78,903	4%
Attendance	14,877	22,964	219,173	210,537	4%

Meetings/Sports Marketing by Booked Date					
	Oct. 2017	Oct. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	26	34	101	122	-17%
Room Nights	39,996	14,140	113,725	114,029	-0%
Attendance	72,339	55,137	239,533	210,496	14%
Bids Submitted for Group Sales/Sports Marketing					
	Oct. 2017	Oct. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Leads	42	51	144	238	-39%
Total Room Night Production	36,867	21,969	137,140	331,868	-59%

Tradeshows and Events		
Events		
SAS Championship Media Breakfast, Cary (Oct. 2)		
Cycle N.C. Mountains to Coast Ride, Knightdale and Zebulon (Oct. 4-5)		
Charlottesville MPI Forum Networking Event, Charlottesville, VA (Oct. 5)		
Raleigh Chamber YPN Service day, Raleigh (Oct.6)		
Great American Cross Country Festival, Cary (Oct. 7)		
IMEX, Las Vegas, NV. (Oct. 10-12)		
IAEE DC Chapter Monthly Luncheon, Alexandria, VA (Oct. 13)		
SAS Championship, Cary (Oct. 13-15)		
PCMA Capital Chapter Education Event, Washington, DC (Oct. 16)		
U.S. Women’s National Team vs. Korea Republic, Cary (Oct. 22)		
2017 Connect Faith Conference Cincinnati, OH (Oct. 24-26)		
2017 Connect Medical Conference Cincinnati, OH (Oct 24-26)		
International Association of Exhibitions and Events D.C. Chapter Karaoke Night Alexandria, VA (Oct. 25)		
Cary Sports Alliance Quarterly Meeting, Cary (Oct. 25)		
USA Softball Annual Meeting and Tradeshow, Greensboro (Oct. 25)		
NCHSAA Women’s Individual Tennis State Championships, Cary (Oct. 27-28)		
TEAMS Conference and Expo, Orlando, Fla. (Oct. 30-Nov. 2)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
Institute of Industrial Engineers	1,545	600
nCino nSight 2019 Conference	1,660	600

Convention Center Bookings					
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups		
2022 - 2023	4,865	4,160	4		
2021 - 2022	5,090	5,673	5		
2020 - 2021	11,490	15,660	11		
2019 - 2020	15,581	18,636	14		
2018 - 2019	20,180	32,477	25		
2017 - 2018	78,647	68,365	48		
2016 - 2017	104,937	82,263	58		
2015 - 2016	113,552	74,393	60		
Wake County Bookings					
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups		
2022 - 2023	4,865	4,160	4		
2021 - 2022	5,090	5,673	5		
2020 - 2021	11,590	15,840	12		
2019 - 2020	17,681	23,637	20		
2018 - 2019	50,088	73,758	51		
2017 - 2018	228,286	185,014	208		
2016 - 2017	265,930	228,047	356		
2015 - 2016	280,834	223,437	338		
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. 2017	Oct. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	86	92	276	227	22%
Visitor Guides delivered	9,650	9,645	31,709	23,597	34%

Convention and Visitor Services					
	Oct. 2017	Oct. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	781	1,327	4,792	4,386	9%
# of Visitor Inquiries	870	499	3,442	3,032	14%
Meetings Serviced non-bureau booked	19	15	76	95	-20%
Meetings Serviced bureau booked	33	40	118	123	-4%
Public Relations Production					
<i>*This measure was previously combined with Number of Outlets Reached, and will adjust in Jan. 2017.</i>					
<i>**This measure was started in Jan. 2017.</i>					
	Oct. 2017	Oct. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)*	4	15	24	103	-77%
Number of Outlets Reached**	98	--	268	--	--
Press Trips/Media Hosted	1	0	10	15	-33%
Significant Placements	6	6	22	15	47%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
	Oct. 2017	2017 FYTD	FYTD % Ch		
Passenger Enplanements	463,363	4,296,698	+5.2%		
Passenger Deplanements	457,301	4,288,547	+5.1%		