## INDUSTRY REPORT

### Hotel Occupancy Production

**NOVEMBER 2017**

*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.*

<table>
<thead>
<tr>
<th>Chg. from Sept. '16</th>
<th>Wake County</th>
<th>North Carolina</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 2017 Occupancy %</td>
<td>1.2%</td>
<td>70.8%</td>
<td>64.3%</td>
</tr>
<tr>
<td>Sept. 2017 ADR</td>
<td>2.3%</td>
<td>$103.27</td>
<td>$104.56</td>
</tr>
<tr>
<td>Sept. 2017 RevPar</td>
<td>3.5%</td>
<td>$73.13</td>
<td>$67.21</td>
</tr>
<tr>
<td>2017 FYTD Occupancy %</td>
<td>0.4%</td>
<td>70.2%</td>
<td>64.6%</td>
</tr>
<tr>
<td>2017 FYTD ADR</td>
<td>1.7%</td>
<td>$102.34</td>
<td>$102.13</td>
</tr>
<tr>
<td>2017 FYTD RevPar</td>
<td>2.1%</td>
<td>$71.80</td>
<td>$65.98</td>
</tr>
</tbody>
</table>

### Website Traffic

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Sessions</td>
<td>194,690</td>
<td>161,263</td>
<td>843,383</td>
<td>734,559</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Meetings/Sports Marketing Arriving in Current Month

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Meetings</td>
<td>33</td>
<td>40</td>
<td>118</td>
<td>123</td>
<td>-4%</td>
</tr>
<tr>
<td>Room Nights</td>
<td>7,718</td>
<td>12,118</td>
<td>82,185</td>
<td>78,903</td>
<td>4%</td>
</tr>
<tr>
<td>Attendance</td>
<td>14,877</td>
<td>22,964</td>
<td>219,173</td>
<td>210,537</td>
<td>4%</td>
</tr>
</tbody>
</table>
### Meetings/Sports Marketing by Booked Date

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Meetings</td>
<td>26</td>
<td>34</td>
<td>101</td>
<td>122</td>
<td>-17%</td>
</tr>
<tr>
<td>Room Nights</td>
<td>39,996</td>
<td>14,140</td>
<td>113,725</td>
<td>114,029</td>
<td>-0%</td>
</tr>
<tr>
<td>Attendance</td>
<td>72,339</td>
<td>55,137</td>
<td>239,533</td>
<td>210,496</td>
<td>14%</td>
</tr>
</tbody>
</table>

### Bids Submitted for Group Sales/Sports Marketing

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Leads</td>
<td>42</td>
<td>51</td>
<td>144</td>
<td>238</td>
<td>-39%</td>
</tr>
<tr>
<td>Total Room Night Production</td>
<td>36,867</td>
<td>21,969</td>
<td>137,140</td>
<td>331,868</td>
<td>-59%</td>
</tr>
</tbody>
</table>
### Tradeshows and Events

#### Events

<table>
<thead>
<tr>
<th>Event Details</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAS Championship Media Breakfast, Cary</td>
<td>Oct. 2</td>
</tr>
<tr>
<td>Cycle N.C. Mountains to Coast Ride, Knightdale and Zebulon</td>
<td>Oct. 4-5</td>
</tr>
<tr>
<td>Charlottesville MPI Forum Networking Event, Charlottesville, VA</td>
<td>Oct. 5</td>
</tr>
<tr>
<td>Raleigh Chamber YPN Service day, Raleigh</td>
<td>Oct. 6</td>
</tr>
<tr>
<td>Great American Cross Country Festival, Cary</td>
<td>Oct. 7</td>
</tr>
<tr>
<td>IMEX, Las Vegas, NV.</td>
<td>Oct. 10-12</td>
</tr>
<tr>
<td>IAEE DC Chapter Monthly Luncheon, Alexandria, VA</td>
<td>Oct. 13</td>
</tr>
<tr>
<td>SAS Championship, Cary</td>
<td>Oct. 13-15</td>
</tr>
<tr>
<td>PCMA Capital Chapter Education Event, Washington, DC</td>
<td>Oct. 16</td>
</tr>
<tr>
<td>U.S. Women’s National Team vs. Korea Republic, Cary</td>
<td>Oct. 22</td>
</tr>
<tr>
<td>2017 Connect Faith Conference Cincinnati, OH</td>
<td>Oct. 24-26</td>
</tr>
<tr>
<td>2017 Connect Medical Conference Cincinnati, OH</td>
<td>Oct 24-26</td>
</tr>
<tr>
<td>International Association of Exhibitions and Events D.C. Chapter Karaoke Night Alexandria, VA</td>
<td>Oct. 25</td>
</tr>
<tr>
<td>Cary Sports Alliance Quarterly Meeting, Cary</td>
<td>Oct. 25</td>
</tr>
<tr>
<td>USA Softball Annual Meeting and Tradeshows, Greensboro</td>
<td>Oct. 25</td>
</tr>
<tr>
<td>NCHSAA Women’s Individual Tennis State Championships, Cary</td>
<td>Oct. 27-28</td>
</tr>
<tr>
<td>TEAMS Conference and Expo, Orlando, Fla.</td>
<td>Oct. 30-Nov. 2</td>
</tr>
</tbody>
</table>

#### Site Visits

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Total Room Nights</th>
<th>Show Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institute of Industrial Engineers</td>
<td>1,545</td>
<td>600</td>
</tr>
<tr>
<td>nCino nSight 2019 Conference</td>
<td>1,660</td>
<td>600</td>
</tr>
</tbody>
</table>
### Convention Center Bookings

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Definite Attendance</th>
<th>Definite Room Nights</th>
<th># of Definite Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022 - 2023</td>
<td>4,865</td>
<td>4,160</td>
<td>4</td>
</tr>
<tr>
<td>2021 - 2022</td>
<td>5,090</td>
<td>5,673</td>
<td>5</td>
</tr>
<tr>
<td>2020 - 2021</td>
<td>11,490</td>
<td>15,660</td>
<td>11</td>
</tr>
<tr>
<td>2019 - 2020</td>
<td>15,581</td>
<td>18,636</td>
<td>14</td>
</tr>
<tr>
<td>2018 - 2019</td>
<td>20,180</td>
<td>32,477</td>
<td>25</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>78,647</td>
<td>68,365</td>
<td>48</td>
</tr>
<tr>
<td>2016 - 2017</td>
<td>104,937</td>
<td>82,263</td>
<td>58</td>
</tr>
<tr>
<td>2015 - 2016</td>
<td>113,552</td>
<td>74,393</td>
<td>60</td>
</tr>
</tbody>
</table>

### Wake County Bookings

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Definite Attendance</th>
<th>Definite Room Nights</th>
<th># of Definite Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022 - 2023</td>
<td>4,865</td>
<td>4,160</td>
<td>4</td>
</tr>
<tr>
<td>2021 - 2022</td>
<td>5,090</td>
<td>5,673</td>
<td>5</td>
</tr>
<tr>
<td>2020 - 2021</td>
<td>11,590</td>
<td>15,840</td>
<td>12</td>
</tr>
<tr>
<td>2019 - 2020</td>
<td>17,681</td>
<td>23,637</td>
<td>20</td>
</tr>
<tr>
<td>2018 - 2019</td>
<td>50,088</td>
<td>73,758</td>
<td>51</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>228,286</td>
<td>185,014</td>
<td>208</td>
</tr>
<tr>
<td>2016 - 2017</td>
<td>265,930</td>
<td>228,047</td>
<td>356</td>
</tr>
<tr>
<td>2015 - 2016</td>
<td>280,834</td>
<td>223,437</td>
<td>338</td>
</tr>
</tbody>
</table>

### Visitor Guide Delivery service to Partners

*This is a new service that we have begun as of October 2014, % compared to first year month end stats*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners serviced</td>
<td>86</td>
<td>92</td>
<td>276</td>
<td>227</td>
<td>22%</td>
</tr>
<tr>
<td>Visitor Guides delivered</td>
<td>9,650</td>
<td>9,645</td>
<td>31,709</td>
<td>23,597</td>
<td>34%</td>
</tr>
</tbody>
</table>
### Convention and Visitor Services

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of Visitor Information Center visitors</td>
<td>781</td>
<td>1,327</td>
<td>4,792</td>
<td>4,386</td>
<td>9%</td>
</tr>
<tr>
<td># of Visitor Inquiries</td>
<td>870</td>
<td>499</td>
<td>3,442</td>
<td>3,032</td>
<td>14%</td>
</tr>
<tr>
<td>Meetings Serviced non-bureau booked</td>
<td>19</td>
<td>15</td>
<td>76</td>
<td>95</td>
<td>-20%</td>
</tr>
<tr>
<td>Meetings Serviced bureau booked</td>
<td>33</td>
<td>40</td>
<td>118</td>
<td>123</td>
<td>-4%</td>
</tr>
</tbody>
</table>

### Public Relations Production

*This measure was previously combined with Number of Outlets Reached, and will adjust in Jan. 2017.

**This measure was started in Jan. 2017.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Outreach (Releases and Pitches)*</td>
<td>4</td>
<td>15</td>
<td>24</td>
<td>103</td>
<td>-77%</td>
</tr>
<tr>
<td>Number of Outlets Reached**</td>
<td>98</td>
<td>--</td>
<td>268</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Press Trips/Media Hosted</td>
<td>1</td>
<td>0</td>
<td>10</td>
<td>15</td>
<td>-33%</td>
</tr>
<tr>
<td>Significant Placements</td>
<td>6</td>
<td>6</td>
<td>22</td>
<td>15</td>
<td>47%</td>
</tr>
</tbody>
</table>

### Aviation Passengers

*Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017*

<table>
<thead>
<tr>
<th></th>
<th>Oct. 2017</th>
<th>2017 FYTD</th>
<th>FYTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Enplanements</td>
<td>463,363</td>
<td>4,296,698</td>
<td>+5.2%</td>
</tr>
<tr>
<td>Passenger Deplanements</td>
<td>457,301</td>
<td>4,288,547</td>
<td>+5.1%</td>
</tr>
</tbody>
</table>