



# Tourism Economic Development Report

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

<b>INDUSTRY REPORT</b>		<b>NOVEMBER 2018</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 Sep.2017</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
Sep.2018 Occupancy %	7.3%	75.9%	69.1%	68.0%	
Sep.2018 ADR	7.1%	\$110.90	\$109.89	\$131.00	
Sep.2018 RevPar	15.0%	\$84.16	\$75.92	\$89.10	
2018 YTD Occupancy %	0.1%	70.2%	64.9%	67.7%	
2018 YTD ADR	3.5%	\$106.22	\$104.42	\$130.37	
2018 YTD RevPar	3.6%	\$74.58	\$67.82	\$127.13	
	<b>Sep.2018</b>	<b>Sep.2017</b>	<b>2018 YTD</b>	<b>2017 YTD</b>	<b>YTD % Ch</b>
Hotel Room Night Supply	514,590	492,570	4,624,049	4,416,227	4.7%
Rooms Nights Sold	390,522	348,231	3,246,755	3,097,323	4.8%
<b>Tourism Tax Collections</b>					
	<b>Sep.2018</b>	<b>Sep.2017</b>	<b>2018 YTD</b>	<b>2017 YTD</b>	<b>YTD % Ch</b>
Occupancy	2,571,940	2,157,325	20,689,782	18,831,687	9.9%
Prepared Food & Beverage	2,432,908	2,436,003	22,237,726	21,033,865	5.7%

<b>Website Traffic</b>					
	<b>Oct. 2018</b>	<b>Oct. 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	239,968	194,690	1,031,092	843,319	22%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Oct. 2018</b>	<b>Oct. 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	31	36	126	125	1%
Room Nights	12,472	7,848	107,796	84,540	28%
Attendance	36,481	15,072	239,314	225,177	6%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Oct. 2018</b>	<b>Oct. 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	36	26	142	101	41%
Room Nights	33,554	40,120	134,895	114,064	18%
Attendance	47,290	72,339	278,107	239,598	16%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Oct. 2018</b>	<b>Oct. 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	63	62	286	233	23%
Room Nights	50,063	39,052	294,696	314,325	-6%
Attendance	150,343	46,953	505,043	519,489	-3%
<b>Tradeshows and Events</b>					
<b>Events</b>					
TEAMS Conference & Expo, Louisville, KY (Oct. 1-4)					
SAS Championship Media Breakfast, Cary, NC (Oct. 1)					
Raleigh Chamber Hurricanes Luncheon, Raleigh, NC (Oct. 2)					
Concacaf Women's Soccer Championship, Cary, NC (Oct. 4, 7, 10)					
Great American Cross Country Festival, Cary, NC (Oct. 6)					

N.C. Baseball Museum Board Meeting, Wilson, NC (Oct. 9)
Association of Meeting Planners, Washington, DC (Oct 9)
Raleigh Chamber Young Professionals Network Fall Service Day, Raleigh, NC (Oct. 12)
SAS Championship, Cary, NC (Oct. 12-14)
IMEX America, Las Vegas, NV (Oct. 15-19)
AAU National Convention, Cleveland, OH (Oct. 16-20)
Association Executives of N.C. Fall Conference and Luncheon, Durham, NC (Oct. 18-19)
NASC 4S Summit, Cleveland, OH (Oct. 22-25)
PCMA Capital Chapter Education Program, Washington, DC (Oct. 23)
CVBReps Quarterly Meeting, Washington, DC (Oct. 23)
Meeting Professionals International (MPI) -Carolinas Chapter- Planners and President's Breakfast Charlotte, NC (Oct. 24)
International Association of Exhibitions and Events (IAEE) DC Exclusive Sponsor of Karaoke Night Alexandria, VA (Oct. 24)
National Council of Higher Education October lunch & education sponsor Washington, DC (Oct. 25)
Cary Sports Alliance Quarterly Meeting, Cary, NC (Oct. 25)
Six in the City, A Southern BBQ Experience, Washington, DC (Oct. 29)
Granville County TDA Board Meeting – GRSA/NCSA presentation, Oxford, NC (Oct. 25)
USA Softball Annual Meeting, Oklahoma City, OK (Oct. 29-31)
HelmsBriscoe Partner Presentation Day, Washington, DC (Oct. 30)

<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room Nights</b>	<b>Show Attendees</b>
Southern Association for College Admission Counseling 2021		1,115	900
Parental Drug Association		2,000	900
Association of Collegiate Conference and Events Director		1,700	500
NARUC Annual Meeting 2023		2,985	1300
2019 Atlantic Futsal Championships – United Futsal Association		750	1,500
2018 NCAA Women’s College Cup		750	10,000
<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	8,375	10,088	7
2022 - 2023	7,765	8,183	7
2021 - 2022	7,990	9,201	8
2020 - 2021	14,990	24,301	15
2019 - 2020	40,045	61,401	28
2018 - 2019	41,727	56,439	48
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	8,375		10,088	7	
2022 - 2023	7,765		8,183	7	
2021 - 2022	8,480		10,318	10	
2020 - 2021	15,670		25,372	21	
2019 - 2020	63,331		85,757	61	
2018 - 2019	199,228		198,737	231	
2017 - 2018	274,452		225,416	348	
2016 - 2017	266,055		228,400	359	
Visitor Guide Delivery service to Partners					
<i>*Service is down year over year to due timing issues, which will adjust before the fiscal year end.</i>					
	Oct. 2018	Oct. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	33	83	183	267	-31%
Visitor Guides delivered	4,650	9,000	18,275	29,759	-39%
Convention and Visitor Services					
<i>*A new visitor inquiry service started October 2018. Numbers will begin reflecting new service.</i>					
	Oct. 2018	Oct. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,113	781	4,389	4,792	-8%
# of Visitor Inquiries	369	870	1,623	3,442	-53%
Meetings Serviced non-bureau booked	10	19	74	76	-3%
Meetings Serviced bureau booked	31	36	126	125	1%

<b>Public Relations Production</b>					
	<b>Oct. 2018</b>	<b>Oct. 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Media Outreach (Releases and Pitches)	5	4	17	24	-29%
Number of Outlets Reached	136	98	434	268	62%
Press Trips/Media Hosted	3	1	17	10	70%
Significant Placements	4	6	22	22	0%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
			<b>Oct. 2018</b>	<b>2018 YTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements			461,017	4,705,234	9.5%
Passenger Deplanements			462,719	4,704,730	9.7%