



Tourism Economic Development Report

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

INDUSTRY REPORT		NOVEMBER 2019			
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 Sep.2018	Wake County	North Carolina	United States	
Sep.2019 Occupancy %	2.0%	77.4%	66.5%	67.4%	
Sep.2019 ADR	1.3%	\$112.09	\$109.10	\$131.93	
Sep.2019 RevPar	3.3%	\$86.81	\$72.55	\$88.91	
2019 YTD Occupancy %	6.3%	74.6%	67.2%	67.6%	
2019 YTD ADR	2.7%	\$108.79	\$107.07	\$131.92	
2019 YTD RevPar	9.1%	\$81.15	\$71.90	\$89.18	
	Sep.2019	Sep.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	521,550	514,590	4,736,655	4,624,049	2.4%
Rooms Nights Sold	403,910	390,568	3,533,274	3,245,343	4.0%
Tourism Tax Collections					
	Sep.2019	Sep.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,722,249	\$2,571,940	\$23,026,746	\$20,689,782	11.3%
Prepared Food & Beverage	\$2,714,340	\$2,432,908	\$24,130,419	\$22,237,726	8.5%

Website Traffic					
	Oct. 2019	Oct. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Website Sessions	316,877	239,968	1,271,802	1,031,092	23%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2019	Oct. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	37	33	139	128	9%
Room Nights	14,337	12,503	123,673	107,827	15%
Attendance	26,923	36,574	188,928	239,407	-21%
Meetings/Sports Marketing by Booked Date					
	Oct. 2019	Oct. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	42	36	129	142	-9%
Room Nights	42,850	33,824	142,592	135,165	5%
Attendance	63,442	47,290	287,845	278,107	4%
Leads and Tentatives for Group Sales/Sports Marketing					
	Oct. 2019	Oct. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	93	62	329	284	16%
Room Nights	85,608	51,532	318,440	295,846	8%
Attendance	68,337	150,253	503,932	504,753	-0%
Tradeshows and Events					
Events					
France and U.K. Media Mission, Paris, France, and London, U.K. (Sept. 29 - Oct. 5)					
U.S. Travel Association and American Society of Association Executives meetings, including the Summit Awards, Washington, D.C. (Oct. 1-3)					
Greater Raleigh Chamber Hurricanes Luncheon, Raleigh, N.C. (Oct. 1)					
Destination Southeast, Kissimmee, Fla. (Oct. 2-4)					
Meet the Finalists to Lead the City of Raleigh, Raleigh, N.C. (Oct. 3)					
N.C. Sports Association Board & Membership Meeting, Greenville, N.C. (Oct. 3-4)					

Hospitality Performance Network Global Conference, Seattle, Wash (Oct. 3-6)			
USA Cycling BMX Freestyle Nationals, Cary, N.C. (Oct. 4-6)			
Great American Cross-Country Festival, Cary, N.C. (Oct. 5)			
Sports ETA 4S Summit, Providence, R.I. (Oct. 8-10)			
Destinations International Fall CDME Program, Banff, Alberta, Canada (Oct. 10-11)			
SAS Championship, Cary, N.C. (Oct. 11-13)			
Big Shots Basketball Carolina Top 150, Raleigh, N.C. (Oct. 12)			
Wake County Parks & Recreation Director's Meeting, Raleigh, N.C. (Oct. 17)			
Cary Sports Alliance Quarterly Meeting, Cary, N.C. (Oct. 24)			
NCHSAA Women's Individual Tennis State Championships, Cary, N.C. (Oct. 25-26)			
NWSL Championship Game, Cary, N.C. (Oct. 25-26)			
Six In The City, A Southern BBQ Experience, Washington, D.C. (Oct. 28-29)			
Connect Faith, Grand Rapids, Mich. (Oct. 28-30)			
Site Visits			
Site Name	Total Room Nights	Show Attendees	
Southern Anthropological Society	140	90	
SOCIETY FOR THE STUDY OF REPRODUCTION	2480	1200	
2020-25 HoopSeen Carolina Jam	2,200/yr	4,500/yr	
2021-22 Powerade State Games	3,000/yr	14,000/yr	
ACDA Southern Region Conference 2022	3150	2000	
International Association of Gay Square Dance Clubs Conference	1609	850	
2020 National Rural ITS Conference	478	300	
Navigating the Rise of Voter Prosecutions: Charting a Path of Resistance	130	70	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	9,145	11,978	9
2022 - 2023	9,935	13,082	11
2021 - 2022	10,531	16,987	14
2020 - 2021	37,795	59,614	26

2019 - 2020	80,645	107,366	57		
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	9,145	11,978	9		
2022 - 2023	10,085	13,392	12		
2021 - 2022	10,651	17,244	16		
2020 - 2021	60,300	82,368	48		
2019 - 2020	220,443	230,131	241		
2018 - 2019	264,371	263,345	367		
2017 - 2018	274,520	225,480	349		
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>					
	Oct. 2019	Oct. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	121	33	182	183	-1%
Visitor Guides delivered	7,925	4,650	18,050	18,275	-1%
Convention and Visitor Services					
	Oct. 2019	Oct. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,034	1,113	4,875	4,389	11%
# of Visitor Inquiries	1,067	369	3,893	1,623	140%
Meetings Serviced non-bureau booked	12	10	49	74	-34%
Meetings Serviced bureau booked	37	33	139	128	9%

Public Relations Production					
	Oct. 2019	Oct. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Significant Placements	8	4	30	22	36%
Total Net Reach/ Impressions	96.1 M	58.9 M	273.2 M	219.4 M	25%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
			Oct. 2019	2019 YTD	FYTD % Ch
Passenger Enplanements			570,542	5,254,184	11.6
Passenger Deplanements			565,149	5,260,818	11.8