



Tourism Economic Development Report

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

INDUSTRY REPORT		NOVEMBER 2020			
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.2019	Wake County	North Carolina	United States	
Sep.2020 Occupancy %	-46.1%	41.7	48.5	48.3	
Sep.2020 ADR	-29.7%	\$79.13	\$91.68	\$99.12	
Sep.2020 RevPar	-62.1%	\$33.02	\$44.50	\$47.87	
2020 YTD Occupancy %	-39.6%	45.0	45.2	44.8	
2020 YTD ADR	-18.5%	\$88.71	\$91.48	\$106.22	
2020 YTD RevPar	-50.8%	\$39.89	\$41.31	\$47.59	
	Sep.2020	Sep.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	531,390	521,850	4,702,712	4,739,385	-0.8%
Rooms Nights Sold	221,753	403,927	2,114,551	3,530,592	-40.1%
Tourism Tax Collections					
	Sep.2020	Sep.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$1,098,131	\$2,722,249	\$11,078,807	\$23,026,746	-51.9%
Prepared Food & Beverage	\$2,203,131	\$2,714,340	\$18,081,113	\$24,130,419	-25.1%

Website Traffic					
	Oct. 2020	Oct. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Website Sessions	248,050	316,876	700,343	1,273,136	-45%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2020	Oct. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	9	40	17	142	-88%
Room Nights	1,677	15,337	5,092	132,960	-96%
Attendance	10,347	34,951	12,323	195,556	-94%
Meetings/Sports Marketing by Booked Date					
	Oct. 2020	Oct. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	11	42	62	128	-52%
Room Nights	4,513	42,850	78,801	141,375	-44%
Attendance	9,291	63,442	171,683	287,245	-40%
Leads and Tentatives for Group Sales/Sports Marketing					
	Oct. 2020	Oct. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	21	92	101	326	-69%
Room Nights	14,470	85,529	106,726	316,903	-66%
Attendance	17,751	68,319	169,121	503,029	-66%
Tradeshows and Events					
Events					
PCMA Capital Chapter Lunch & Learn (Oct 6) Virtual					
Association Executives of NC, All Member Huddle (October 7) Virtual					
MPIGNY (MPI Greater New York Chapter) (October 7) Virtual					
PCMA Philadelphia Chapter/Community Conversations: Digital and Hybrid / Future of Live Events (October 8) Virtual					
Young Professionals Network - Community Involvement Day 2020 (October 9) Virtual					
Visit Raleigh Meeting Professional Summit- Virtual Series (October 14)					

Raleigh Chamber of Commerce YPN Task Force Kickoff Meeting (Oct 15) Virtual			
Connect Marketplace Corporate (October 19-21, 20) Virtual			
TEAMS Conference & Expo Virtual (Oct. 19-22)			
MPI Carolinas Tradeshow and Education (October 22) Virtual			
PYM Digital Northeast (October 22) Virtual			
Site Visits			
Site Name		Total Room Nights	Show Attendees
City of Oaks Classic (volleyball)		5,000	10,000
State Games of North Carolina		3,000	14,000
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	10,269	15,822	12
2022 - 2023	12,535	18,611	13
2021 - 2022	14,706	24,986	18
2020 - 2021	28,360	25,911	15
2019 - 2020	60,866	78,742	41
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	10,269	15,822	12
2022 - 2023	12,685	18,921	14
2021 - 2022	20,801	40,639	27
2020 - 2021	104,195	75,216	72
2019 - 2020	212,353	217,626	257
2018 - 2019	264,371	263,345	367

2017 - 2018	274,370	225,310	348		
2016 - 2017	266,055	228,400	359		
Visitor Guide Delivery service to Partners <i>*This service is limited for now due to COVID impacts*</i>					
	Oct. 2020	Oct. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	6	121	6	181	-97%
Visitor Guides delivered	225	7,925	225	18,000	-99%
Convention and Visitor Services					
	Oct. 2020	Oct. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
# of Visitor Information Center Visitors *GRCVB VIC is operating virtually due to COVID impacts*	0	1,034	0	4,875	-100%
# of Visitor Inquiries	240	1,067	629	3,893	-84%
Meetings Serviced non-bureau booked	1	12	2	49	-96%
Meetings Serviced bureau booked	9	40	17	142	-88%
Public Relations Production					
	Oct. 2020	Oct. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Significant Placements	3	8	14	30	-53%
Total Net Reach/ Impressions	83.7 M	96.1 M	269.4 M	273.2 M	-1%
Aviation Passengers <i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
			Oct. 2020	2020 YTD	FYTD % Ch
Passenger Enplanements			156,164	1,877,523	-64.2
Passenger Deplanements			153,833	1,907,669	-63.7