



# Tourism Economic Development Report

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

INDUSTRY REPORT		OCTOBER 2016			
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 Aug. '15	Wake County	North Carolina	United States	
Aug.2016 Occupancy %	2.1%	70%	67.9%	70.2%	
Aug.2016 ADR	3.1%	\$97.78	\$101.64	\$125.42	
Aug.2016 RevPar	5.3%	\$68.43	\$68.99	\$88.10	
2016 FYTD Occupancy %	-2.2%	69.9%	65.3%	66.9%	
2016 FYTD ADR	5.0%	\$100.36	\$98.86	\$124.18	
2016 FYTD RevPar	2.7%	\$70.13	\$64.58	\$83.10	
Website Traffic					
	Sep. 2016	Sep. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Website Sessions	169,664	184,058	573,298	574,888	-0.3%
Meetings/Sports Marketing Arriving in Current Month					
	Sep. 2016	Sep. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	37	37	84	85	-1%
Room Nights	32,763	22,689	69,593	67,050	4%
Attendance	133,360	16,055	188,398	45,952	310%

<b>Meetings by Booked Date</b>					
	<b>Sep. 2016</b>	<b>Sep. 2015</b>	<b>2016 FYTD</b>	<b>2015 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	33	32	94	97	-3%
Room Nights	28,533	45,615	109,136	77,393	41%
Attendance	53,841	70,155	176,324	136,398	29%
<b>Bids Submitted for Group Sales/Sports Marketing</b>					
	<b>Sep. 2016</b>	<b>Sep. 2015</b>	<b>2016 FYTD</b>	<b>2015 FYTD</b>	<b>FYTD % Ch</b>
Number of Leads	58	23	166	107	55%
Total Room Night Production	59,029	13,658	282,618	58,621	382%
<b>Tradeshows and Events</b>					
<b>Events</b>					
GRSA Advisory Board Meeting, Raleigh (Sept. 7)					
N.C. Sports Association Quarterly Meeting, Greensboro (Sept. 9)					
Atlantic Tire Championships, Cary (Sept. 10-18)					
S.P.O.R.T.S. The Relationship Conference, Overland Park, Kan. (Sept. 12-14)					
Greater Raleigh Chamber / Sports Council – Quarterly Event (Sept. 15)					
adidas XC Challenge, Cary (Sept. 16-17)					
SAISA SailPack Women’s Regatta, Raleigh (Sept. 17)					
GRCVB Board Meeting, Raleigh (Sept. 20)					
GRCVB Meeting with Town of Wendell leaders, Wendell (Sept. 21)					
U.S. Aquatic Sports Convention, Atlanta, Ga. (Sept. 21-23)					
TEAMS Conference and Expo, Atlantic City, N.J. (Sept. 26-29)					
N.C. High School Athletic Association Regional Meeting, Cary (Sept. 29)					
Greater Raleigh Chamber / Sports Council – Hurricanes Event (Sept. 29)					
Association Executives of N.C. Golf Outing, Wallace, N.C. (Sept. 12)					

Meeting Professionals International Carolinas Chapter Board Meeting, Raleigh (Sept. 15-16)			
Professional Convention Management Association Chapter Meeting, Chicago, Ill. (Sept. 19-20)			
CVB Reps Quarterly Meeting, Washington, D.C. (Sept. 22)			
Professional Convention Management Association Capital Chapter Meeting, Washington, D.C. (Sept. 28)			
Site Visits			
Site Name	Total Room Nights	Show Attendees	
ABSA Annual Conference 2021	2,346	800	
Association of Children's Museums InterActivity 2018 Site Visit	1,410	900	
Dudley's Beauty Corp. Educational and Symposium	260	275	
Celtic Festival and Highland Games	2,500	5,000	
2016 ACC Women's Soccer Championship	900	2,500	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2021 - 2022	4,090	2,595	3
2020 - 2021	7,490	9,508	7
2019 - 2020	15,890	9,192	10
2018 - 2019	27,605	20,104	16
2017 - 2018	29,325	23,593	20
2016 - 2017	87,387	71,837	47
2015 - 2016	117,762	74,215	60
2014 - 2015	142,497	81,718	62

Wake County Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2021 - 2022	4,090	2,595	3
2020 - 2021	7,490	9,508	7
2019 - 2020	16,590	10,628	13
2018 - 2019	29,690	24,940	26
2017 - 2018	43,195	44,834	49
2016 - 2017	220,530	200,229	241
2015 - 2016	285,379	223,259	338
2014 - 2015	297,593	205,560	311

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>					
	Sep. 2016	Sep. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Partners serviced	28	73	169	198	-15%
Visitor Guides delivered	4,170	9,537	18,138	22,075	-18%
Convention and Visitor Services					
	Sep. 2016	Sep. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,219	841	3,059	2,686	14%
# of Visitor Inquiries	1,050	254	2,533	840	202%
Meetings Serviced non-bureau booked	28	35	80	91	-12%
Meetings Serviced bureau booked	37	37	84	85	-1%

Public Relations Production					
	Sep. 2016	Sep. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	20	55	88	93	-5%
Press Trips/Media Hosted	6	3	15	32	-53%
Dollar value of media (source: Cision)	\$11,840	\$130,000	\$76,570	\$723,131	-89%
Significant Placements	1	3	9	18	-50%
Media Placements					
Vogue.com gave readers " <a href="#">An Insider's Guide to Raleigh in Time for the Hopscotch Music Festival</a> ."					
<i>*Note that in Sept. 2015 the Communications Department attended two media missions (Charlotte and Atlanta with 40 media in attendance)</i>					
Media Hosted					
Allison Miller – Freelance writer Amber Groce – Freelance writer on assignment for Houstonia Magazine and Austin Food Magazine Cayleigh Alleyne – Freelance writer on assignment for Paste Magazine John Bordsen – Freelance writer Lisa Snedeky – Huffington Post Music writer Rosalie Catanoso – Our State Digital Assistant Editor					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2016</i>					
	Sep. 2016	2016 FYTD	FYTD % Ch		
Passenger Enplanements	401,903	2,457,403	+10.2		
Passenger Deplanements	503,027	2,452,140	+10.2		