



# 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>OCTOBER 2017</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 Aug. '16</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
Aug. 2017 Occupancy %	-1.9%	68.7%	67.0%	70.7%	
Aug. 2017 ADR	2.3%	\$100.30	\$105.99	\$127.69	
Aug. 2017 RevPar	0.4%	\$68.86	\$70.99	\$90.31	
2017 YTD Occupancy %	0.3%	70.1%	64.7%	67.1%	
2017 YTD ADR	1.6%	\$102.21	\$101.82	\$126.95	
2017 YTD RevPar	1.9%	\$71.63	\$65.83	\$85.21	
<b>Website Traffic</b>					
	<b>Sep. 2017</b>	<b>Sep. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	198,533	169,664	648,629	573,298	17%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Sep. 2017</b>	<b>Sep. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	41	37	86	83	4%
Room Nights	32,518	32,723	75,197	66,785	13%
Attendance	27,318	132,910	105,046	187,573	-44%

<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Sep. 2017</b>	<b>Sep. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	24	30	75	88	-15%
Room Nights	15,197	23,011	73,729	99,889	-26%
Attendance	48,202	44,521	167,194	155,359	8%
<b>Bids Submitted for Group Sales/Sports Marketing</b>					
	<b>Sep. 2017</b>	<b>Sep. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Leads	30	66	100	187	-47%
Total Room Night Production	26,751	70,350	100,853	309,899	-67%

Tradeshows and Events		
Events		
OneHockey Carolina Eagles Labor Day Fest, Wake Forest (Sept. 1-4)		
USA Baseball Labor Day Cup, Cary (Sept. 2-4)		
N.C. Sports Association (NCSA) Quarterly Meeting, Aberdeen (Sept. 6)		
Atlantic Tire Championships (USTA Pro Circuit Event – Tennis), Cary (Sept. 9-17)		
GRSA Advisory Board Meeting, Raleigh (Sept. 13)		
SAISA SailPack Women’s Regatta, Morrisville (Sept. 16)		
S.P.O.R.T.S. The Relationship Conference, Cedar Rapids, Iowa (Sept. 18-20)		
Women in Sports and Events (WISE), Greater Raleigh Chapter Networking Breakfast, Raleigh (Sept. 20)		
N.C. High School Association (NCHSAA) Regional Meeting, Cary (Sept. 28)		
Professional Fraternal Association, Birmingham, Al. (Sept. 7 – 9)		
International Association of Exhibitions and Events D.C. Chapter Monthly Luncheon, Bethesda, MD (Sept. 8)		
International Association of Exhibitions and Events D.C. Chapter Networking Event, Washington, D.C. (Sept. 11)		
Association of Meeting Professionals Annual Meeting, Washington, D.C. (Sept. 13)		
Association Executives of N.C. Annual Golf Outing, Raleigh (Sept. 11)		
Society of Government Meeting Professionals NC Chapter – Board & Chapter Meeting, Durham (Sept. 13)		
Professional Convention Management Association Capital Chapter and MPI Potomac Chapter Networking Event, Washington, D.C. (Sept. 27)		
Destinations International Visitor Services Summit, Columbus, Ohio (Sept. 25-26)		
Meeting Professionals International Carolinas Chapter – Business Exchange and Chapter Meeting, Raleigh (Sept. 28-29)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
PSA Site Tour	3,165	1,200
AAEP 2018 Destination Experience	797	400
Free Will Baptist National Convention 2023	5,108	500

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2022 - 2023	4,865		4,160	4	
2021 - 2022	5,090		5,673	5	
2020 - 2021	11,490		15,660	11	
2019 - 2020	15,581		18,636	14	
2018 - 2019	19,030		31,246	22	
2017 - 2018	54,372		51,689	43	
2016 - 2017	104,937		82,263	58	
2015 - 2016	113,552		74,393	60	
Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2022 - 2023	4,865		4,160	4	
2021 - 2022	5,090		5,673	5	
2020 - 2021	11,590		15,840	12	
2019 - 2020	17,681		23,637	20	
2018 - 2019	27,482		52,149	44	
2017 - 2018	201,670		163,945	186	
2016 - 2017	265,930		228,047	356	
2015 - 2016	280,834		223,437	338	
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. 2017	Sep. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	45	1	190	135	41%
Visitor Guides delivered	4,700	300	22,059	13,952	58%

<b>Convention and Visitor Services</b>					
	<b>Sep. 2017</b>	<b>Sep. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	1,440	1,219	4,011	3,059	31%
# of Visitor Inquiries	888	1,050	2,572	2,533	2%
Meetings Serviced non-bureau booked	20	28	57	80	-29%
Meetings Serviced bureau booked	41	37	86	83	4%
<b>Public Relations Production</b>					
	<b>Sep. 2017</b>	<b>Sep. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Media Outreach (Releases and Pitches)	6	20	20	88	-77%
Number of Outlets Reached**	21	--	170	--	--
Press Trips/Media Hosted	6	6	9	15	-40%
Significant Placements	9	1	16	9	78%

### Media Placements

**September 2017** [News & Observer](#) interviewed GRCVB executive vice president Loren Gold about the International Bluegrass Music Association's (IBMA's) World of Bluegrass (WOB) conference, Wide Open Bluegrass festival and the future of this event in Raleigh.

**September 2017** Executive vice president Loren Gold and director of public relations Scott Peacock did multiple television interviews highlighting IBMA's WOB with [WTVD](#), WRAL and Spectrum News.

**September 2017** Our State magazine showcased how to spend "[8 Hours in Raleigh](#)" by highlighting key attractions and restaurants.

**September 2017** Garden & Gun named Raleigh one of "[The South's Best Food Towns](#)" in their Oct./Nov. issue. The article praised Raleigh as a flourishing foodie town and mentioned restaurant veterans, new restaurants on the scene and the two upcoming food halls.

**September 2017** [Northern Virginia Magazine](#) featured Raleigh in their "Take a Weekend Getaway" series.

**September 2017** [Group Tour Southeastern](#) included a Raleigh culture and history itinerary in their Sept. issue.

**September 2017** Parenting blog [A Child Grows in Brooklyn](#) highlighted Raleigh for "A Weekend Away: 48 Hours in Raleigh With the Kids."

### Media Hosted

- Lilit Marcus – CNN Travel
- Heather Wyatt – National Geographic Traveler
- Linda Lee – TOWN Magazine
- Timo Kohlenberg – America Unlimited
- Sheryl Nance-Nice – Orbitz
- Emma John – UK Freelancer

\*\*This measure was started in Jan. 2017.

### Aviation Passengers

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

	Aug. 2017	2017 FYTD	FYTD % Ch
Passenger Enplanements	532,289	2,084,010	+5.4%
Passenger Deplanements	537,155	2,054,148	+4.6%