



Tourism Economic Development Report

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

INDUSTRY REPORT		OCTOBER 2018			
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. 2017	Wake County	North Carolina	United States	
Aug. 2018 Occupancy %	2.6%	70.4%	67.9%	71.4%	
Aug. 2018 ADR	3.1%	\$103.73	\$106.26	\$130.71	
Aug. 2018 RevPar	5.8%	\$73.02	\$72.12	\$93.37	
2018 YTD Occupancy %	-0.8%	69.5%	64.4%	67.6%	
2018 YTD ADR	3.0%	\$105.58	\$103.59	\$130.24	
2018 YTD RevPar	2.2%	\$73.39	\$66.71	\$88.07	
	Aug. 2018	Aug. 2017	2018 YTD	2017 YTD	YTD % Ch
Hotel Room Night Supply	531,743	508,989	4,109,459	3,923,657	4.7%
Rooms Nights Sold	374,303	349,277	2,856,254	2,749,092	3.9%
Tourism Tax Collections					
	Aug. 2018	Aug. 2017	2018 YTD	2017 YTD	YTD % Ch
Occupancy	2,283,580	2,095,398	18,117,842	16,674,362	8.7%
Prepared Food & Beverage	2,490,322	2,327,640	19,804,818	18,597,862	6.5%

Website Traffic					
	Sep. 2018	Sep. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	219,096	198,533	791,124	648,629	22%
Meetings/Sports Marketing Arriving in Current Month					
	Sept. 2018	Sept. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	35	40	94	89	6%
Room Nights	28,617	31,909	78,621	76,692	3%
Attendance	87,928	126,617	202,633	210,105	-4%
Meetings/Sports Marketing by Booked Date					
	Sept. 2018	Sept. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	34	24	106	75	41%
Room Nights	37,671	15,197	101,341	73,944	37%
Attendance	108,960	48,202	230,817	167,259	38%
Leads and Tentatives for Group Sales/Sports Marketing					
	Sept. 2018	Sept. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	74	46	224	171	31%
Room Nights	72,006	51,842	242,843	275,273	-12%
Attendance	92,347	155,534	354,010	472,536	-25%
Tradeshows and Events					
Events					
Greater Midwest Professional Convention Management Association Chapter Meeting, Milwaukee, WI (Sept. 5)					
GRSA Advisory Board Quarterly Meeting, Raleigh, NC (Sept. 5)					
Destinations Southeast, Palm Beach Gardens, FL (Sept. 5-8)					
Professional Fraternity Association, Wichita, KS (Sept. 6-9)					
Association Executives of North Carolina Golf Outing, Raleigh NC (Sept. 10)					

Center for Exhibition Industry Research Foundation Golf Tournament, Woodbridge, VA (Sept. 10)		
N.C. Sports Association Quarterly Meeting, Winston-Salem, NC (Sept. 10)		
S.P.O.R.T.S. The Relationship Conference, Winston-Salem, NC (Sept. 10-12)		
AMP's Annual Meeting, Washington DC (Sept. 11)		
Atlantic Tire Tennis Championships, Cary, NC (Sept. 11-14)		
North Carolina Society of Government Meeting Professionals Chapter Meeting, Raleigh, NC (Sept. 12)		
Congressional Black Caucus, Washington DC (Sept. 13-16)		
International Association of Exhibitions and Events DC Chapter September Meeting, Alexandria, VA (Sept. 14)		
NASC Chief Executives Summit, Houston, TX (Sept. 18-19)		
ICC Americas Sub Regional T20 World Cup Qualifier, Morrisville, NC (Sept. 20-23, 25-26)		
Destinations International Visitor Services Summit, Monterey, CA (Sept. 23-25)		
James Beard House Client Event, New York, NY (Sept. 25)		
NC Baseball Museum Monthly Meeting, Wilson, NC (Sept. 25)		
Professionals Convention Management Association Capital Chapter/MPI Potomac, Washington DC (Sept. 26)		
N.C. High School Athletic Association Regional Meeting, Cary, N. (Sept. 27)		
U.S. Aquatic Sports Annual Convention, Jacksonville, FL (Sept. 27-29)		
SailPack Women's Intercollegiate Regatta, Morrisville, NC (Sept. 29)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
Society of Women Engineers	205	500
ACCED Annual Conference	450	500
Ray, Umphrey, Utley Family Reunion	200	300
Association of Collegiate Conference and Events Director	2,150	1,000

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	7,775		9,118	6	
2022 - 2023	7,165		7,213	6	
2021 - 2022	7,390		8,231	7	
2020 - 2021	14,390		23,331	14	
2019 - 2020	39,160		59,040	26	
2018 - 2019	35,942		52,470	42	
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	7,775		9,118	6	
2022 - 2023	7,165		7,213	6	
2021 - 2022	7,880		9,348	9	
2020 - 2021	15,070		24,402	20	
2019 - 2020	61,671		81,871	53	
2018 - 2019	185,114		173,103	208	
2017 - 2018	274,452		225,410	348	
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>					
	Sept. 2018	Sept. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	130	44	150	184	-18%
Visitor Guides delivered	11,000	4,600	13,625	20,759	-34%

Convention and Visitor Services					
<i>*Due to pending changes in contracted inquiry service we are behind from last year and look to make that up when the new service is contracted</i>					
	Sept. 2018	Sept. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,057	1,440	3,276	4,011	-18%
# of Visitor Inquiries	290	888	1,254	2,572	-51%
Meetings Serviced non-bureau booked	5	20	64	57	12%
Meetings Serviced bureau booked	35	40	94	89	6%
Public Relations Production					
	Sept. 2018	Sept. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	4	6	12	20	-40%
Number of Outlets Reached**	43	21	298	170	75%
Press Trips/Media Hosted	4	6	14	9	56%
Significant Placements	4	9	18	16	13%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
			Sept. 2018	2018 YTD	YTD % Ch
Passenger Enplanements			582,829	4,244,217	10.7%
Passenger Deplanements			602,615	4,242,011	10.7%