



Tourism Economic Development Report

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

INDUSTRY REPORT				OCTOBER 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 Aug.2018	Wake County	North Carolina	United States	
Aug.2019 Occupancy %	8.1%	76.0%	69.0%	71.4%	
Aug.2019 ADR	3.3%	\$106.86	\$109.47	\$132.47	
Aug.2019 RevPar	11.6%	\$81.22	\$75.54	\$94.55	
2019 YTD Occupancy %	6.9%	74.3%	67.2%	67.6%	
2019 YTD ADR	2.9%	\$108.35	\$106.83	\$131.95	
2019 YTD RevPar	10.0%	\$80.46	\$71.82	\$89.24	
	Aug.2019	Aug.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	538,935	531,743	4,215,105	4,109,459	2.6%
Rooms Nights Sold	409,645	373,998	3,130,099	2,854,775	9.6%
Tourism Tax Collections					
	Aug.2019	Aug.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,628,075	\$2,283,580	\$20,304,497	\$18,117,842	12.1%
Prepared Food & Beverage	\$2,908,001	\$2,490,322	\$21,416,079	\$19,804,818	8.1%

Website Traffic					
	Sep. 2019	Sep. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Website Sessions	283,346	219,096	954,925	791,124	21%
Meetings/Sports Marketing Arriving in Current Month					
	Sep. 2019	Sep. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	33	36	97	95	2%
Room Nights	25,972	45,320	107,570	95,324	13%
Attendance	42,476	88,128	160,795	202,833	-21%
Meetings/Sports Marketing by Booked Date					
	Sep. 2019	Sep. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	30	34	87	106	-18%
Room Nights	24,760	37,671	99,742	101,341	-2%
Attendance	67,035	108,960	224,403	230,817	-3%
Leads and Tentatives for Group Sales/Sports Marketing					
	Sep. 2019	Sep. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	89	74	238	222	7%
Room Nights	86,688	72,206	233,984	244,314	-4%
Attendance	164,080	92,247	438,350	354,500	24%
Tradeshows and Events					
Events					
NCAA Bid Process Partner Meeting, Raleigh, NC (Sept. 4)			U.S. Aquatic Sports Convention, St. Louis, MO (Sept. 10-13)		
Professional Women's Bowling Association Tour, Raleigh, NC (Sept. 8)			NCAA Championships Hosting Symposium, Indianapolis, IN (Sept. 17-18)		
GRSA Advisory Board Quarterly Meeting, Raleigh, NC (Sept. 10)			adidas Cross Country Challenge, Cary, NC (Sept. 21)		
Cary Chamber of Commerce Annual Banquet, Cary, NC (Sept. 11)			NCHSAA Regional Meeting, Cary, NC (Sept. 26)		
Atlantic Tire Championships, Cary, NC (Sept. 9-15)			SAS Golf Championship Media Breakfast, Cary, NC (Sept. 30)		

Site Visits			
Site Name	Total Room Nights	Show Attendees	
2020 Tekakwitha Conference Site Itinerary	1520	800	
Conference of Southern Graduate Schools	425	180	
ESL (esports)	TBD	TBD	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	9,145	11,978	9
2022 - 2023	9,435	11,395	10
2021 - 2022	10,531	16,987	14
2020 - 2021	22,070	40,269	25
2019 - 2020	68,815	92,647	50
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	9,585	11,705	11
2021 - 2022	10,651	17,244	16
2020 - 2021	44,575	63,023	47
2019 - 2020	202,697	208,206	214
2018 - 2019	264,031	263,070	363
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>					
	Sep. 2019	Sep. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	34	130	61	150	-59%
Visitor Guides delivered	4,175	11,000	10,125	13,625	-26%
Convention and Visitor Services					
	Sep. 2019	Sep. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,215	1,057	3,841	3,276	17%
# of Visitor Inquiries	870	290	2,826	1,254	125%
Meetings Serviced non-bureau booked	7	5	37	64	-42%
Meetings Serviced bureau booked	33	36	97	95	2%
Public Relations Production					
	Sep. 2019	Sep. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Significant Placements	3	4	22	18	22%
Total Net Reach/ Impressions	36.1 M	14.1 M	177.2 M	160.5 M	10%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
	Sep. 2019		2019 YTD		FYTD % Ch
Passenger Enplanements			675,168	3,861,403	5.5
Passenger Deplanements			684,963	4,028,094	10.7