



# Tourism Economic Development Report

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INDUSTRY REPORT				OCTOBER 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 Aug.2019	Wake County	North Carolina	United States	
Aug.2020 Occupancy %	-43.1%	43.2	48.9	48.6	
Aug.2020 ADR	-24.9%	\$80.22	\$94.53	\$102.46	
Aug.2020 RevPar	-57.3%	\$34.62	\$46.27	\$49.83	
2020 YTD Occupancy %	-38.7%	45.5	44.8	44.4	
2020 YTD ADR	-17.1%	\$89.79	\$91.45	\$107.17	
2020 YTD RevPar	-49.2%	\$40.83	\$40.92	\$47.54	
	Aug.2020	Aug.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	553,009	539,245	4,179,103	4,217,535	-0.9%
Rooms Nights Sold	238,672	408,837	1,900,262	3,126,665	-39.2%
Tourism Tax Collections					
	Aug.2020	Aug.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$1,155,507	\$2,628,075	\$9,980,676	\$20,304,497	-50.8%
Prepared Food & Beverage	\$2,121,245	\$2,908,001	\$15,877,982	\$21,416,079	-25.9%

<b>Website Traffic</b>					
	<b>Sep. 2020</b>	<b>Sep. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	184,653	283,346	452,293	956,260	-53%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Sep. 2020</b>	<b>Sep. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	2	37	8	102	-92%
Room Nights	60	35,698	3,415	117,623	-97%
Attendance	22	43,751	1,976	160,605	-99%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Sep. 2020</b>	<b>Sep. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	18	29	51	86	-41%
Room Nights	10,520	23,543	74,288	98,525	-25%
Attendance	22,606	66,435	162,392	223,803	-27%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Sep. 2020</b>	<b>Sep. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	23	86	80	234	-66%
Room Nights	28,862	84,325	92,256	231,374	-60%
Attendance	35,042	160,590	151,370	434,710	-65%
<b>Tradeshows and Events</b>					
<b>Events</b>					
Plan Your Meetings -Midwest 9/10/20220					
N.C. Sports Association Membership Meeting (Sept. 11)					
GRSA Advisory Board Meeting (Sept. 16)					
Virtual Meeting Series Southeast Showcase 9/22/2020					
Cary Sports Alliance (Sept. 24)					
<b>Site Visits</b>					
<b>Site Name</b>	<b>Total Room Nights</b>		<b>Show Attendees</b>		

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	14,331		23,962	16	
2020 - 2021	31,460		37,582	20	
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	20,426		39,615	25	
2020 - 2021	105,441		87,103	76	
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>*We have suspended this service for now due to COVID impacts*</i>					
	Sep. 2020	Sep. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	0	34	0	60	-100%
Visitor Guides delivered	0	4,175	0	10,075	-100%

<b>Convention and Visitor Services</b>					
	<b>Sep. 2020</b>	<b>Sep. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	0	1,215	0	3,841	-100%
# of Visitor Inquiries	245	870	389	2,826	-86%
Meetings Serviced non-bureau booked	0	7	1	37	-97%
Meetings Serviced bureau booked	2	37	8	102	-92%
<b>Public Relations Production</b>					
	<b>Sep. 2020</b>	<b>Sep. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	8	3	11	22	-50%
Total Net Reach/ Impressions	20.6 M	36.1 M	185.8 M	177.1 M	5%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
	<b>Sep. 2020</b>		<b>2020 YTD</b>		<b>FYTD % Ch</b>
Passenger Enplanements			159,085	1,721,359	-63.2%
Passenger Deplanements			160,264	1,753,836	-62.6%