



Tourism Economic Development Report

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

INDUSTRY REPORT		SEPTEMBER 2017			
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 July '16	Wake County	North Carolina	United States	
July 2017 Occupancy %	0.4%	68.7%	69.2%	73.8%	
July 2017 ADR	1.6%	\$97.66	\$106.01	\$130.85	
July 2017 RevPar	2.0%	\$67.11	\$73.34	\$96.62	
2017 YTD Occupancy %	0.7%	70.3%	64.3%	66.6%	
2017 YTD ADR	1.5%	\$102.48	\$101.15	\$126.81	
2017 YTD RevPar	2.1%	\$72.05	\$65.07	\$84.46	
Website Traffic					
	Aug. 2017	Aug. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	180,517	187,885	450,096	403,634	12%
Meetings/Sports Marketing Arriving in Current Month					
	Aug. 2017	Aug. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	16	22	45	46	-2%
Room Nights	11,032	18,461	42,679	34,062	25%
Attendance	21,670	32,803	77,728	54,663	42%

Meetings/Sports Marketing by Booked Date					
	Aug. 2017	Aug. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	37	33	51	58	-12%
Room Nights	56,059	60,464	58,321	76,878	-24%
Attendance	113,275	76,056	118,992	110,838	7%
Bids Submitted for Group Sales/Sports Marketing					
	Aug. 2017	Aug. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Leads	39	91	70	121	-42%
Total Room Night Production	59,527	218,011	74,102	239,549	-69%

Tradeshows and Events		
Events		
Senior Softball-USA Eastern Nationals, Cary (Aug. 1-6)		
USA Archery Outdoor National Championships, Westfield, Ind. (Aug. 2-4)		
USA Baseball National Identification Series, Cary (Aug. 9-13, Aug. 17-20, Aug. 24-27)		
American Society of Association Executives Annual Meeting and Expo, Montreal, Canada (Aug. 12-15)		
SmithBucklin Partner Meeting, Washington, D.C. (Aug. 9)		
CVB Reps Summer Soiree, Alexandria, V.A. (Aug. 10)		
N.Y. Society of Association Executives Annual Industry Summer Bash/Meeting Professionals International-Greater N.Y. Chapter, New York City (Aug. 9)		
Professional Convention Management Association N.Y. Area Chapter Social • Aug. 9 Smart Meetings New York City, New York City (Aug. 10)		
Meeting Professionals International-Georgia Chapter Networking Event and joint N.C. client lunch with Wilmington and Beaches CVB, Atlanta, Ga. (Aug. 15-17)		
Professional Convention Management Association (PCMA) Capital Chapter Classroom Meeting, Washington, D.C. (Aug. 17)		
SmithBucklin and PCMA meetings, Chicago, Ill. (Aug. 16-17)		
Professional Convention Management Association Chesapeake Chapter's Night at the Ballpark, Baltimore, Md. (Aug. 21)		
Olympic SportsLink and Connect Sports Marketplace, New Orleans, La. (Aug. 20-23)		
Connect Expo, New Orleans, La. (Aug. 21-23)		
Women in Sports and Events (WISE) event, Raleigh (Aug. 30)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
IECA 2020 Region One Environmental Connection Conference	2,534	1,800
2017 NAACP October Quarterly Board of Directors Meeting	274	100
LCAM Site Itinerary	659	225

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	18,730	30,571	21
2017 - 2018	44,675	46,278	40
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	27,182	51,474	43
2017 - 2018	166,636	149,397	163
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>					
	Aug. 2017	Aug. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	89	65	145	134	8%
Visitor Guides delivered	10,309	6,142	17,359	13,652	27%
Convention and Visitor Services					
	Aug. 2017	Aug. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	745	931	2,571	1,840	40%
# of Visitor Inquiries	1,018	820	1,684	1,483	14%
Meetings Serviced non-bureau booked	34	27	37	52	-29%
Meetings Serviced bureau booked	16	22	45	46	-2%

Public Relations Production					
	Aug. 2017	Aug. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	8	36	14	68	-79%
Number of Outlets Reached**	87	--	149	--	--
Press Trips/Media Hosted	1	3	3	9	-67%
Significant Placements	4	3	7	8	-12.5%
Media Placements					
<p>Vogue.com featured Mulino Italian Kitchen & Bar in an article about "Lambrusco's Comeback, and Why It's Brushing Shoulders with Rosé."</p> <p>Improper Bostonian magazine highlighted Raleigh's walkable downtown area in a "Raleigh Ramble" article.</p> <p>Vogue did a roundup of tasty coffee soda drinks and included a recipe from Raleigh coffee shop 42 & Lawrence.</p> <p>Bon Appétit named Brewery Bhavana one of the "50 Best New Restaurants in America."</p>					
Media Hosted/Media Missions					
<p><u>Media Mission:</u> Visit NC In-State Media Mission (Aug. 15)</p> <p>**This measure was started in Jan. 2017.</p>					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
	Aug. 2017	2017 FYTD	FYTD % Ch		
Passenger Enplanements	532,289	3,314,623	+5.4%		
Passenger Deplanements	537,155	2,054,148	+5.6%		