



Tourism Economic Development Report

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INDUSTRY REPORT		SEPTEMBER 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 July 2017	Wake County	North Carolina	United States	
July 2018 Occupancy %	-1.9%	67.2%	68.2%	73.6%	
July 2018 ADR	4.3%	\$102.03	\$106.85	\$133.44	
July 2018 RevPar	2.3%	\$68.59	\$72.87	\$98.17	
2018 YTD Occupancy %	-1.3%	69.3%	63.9%	67.1%	
2018 YTD ADR	3.0%	\$105.63	\$103.14	\$130.06	
2018 YTD RevPar	1.7%	\$73.22	\$65.88	\$87.22	
	July 2018	July 2017	2018 YTD	2017 YTD	YTD % Ch
Hotel Room Night Supply	521,513	505,331	3,552,912	3,389,652	4.8%
Rooms Nights Sold	350,601	346,429	2,462,839	2,381,211	3.4%
Tourism Tax Collections					
	July 2018	July 2017	2018 YTD	2017 YTD	YTD % Ch
Occupancy	2,225,008	2,065,547	15,834,262	14,578,964	8.6%
Prepared Food & Beverage	2,459,830	2,333,195	17,314,496	16,270,222	6.4%

Website Traffic					
	Aug. 2018	Aug. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	259,908	180,517	572,028	450,096	27%
Meetings/Sports Marketing Arriving in Current Month					
	Aug. 2018	Aug. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	27	18	58	49	18%
Room Nights	32,380	12,236	49,968	44,783	12%
Attendance	58,427	25,800	114,685	83,488	37%
Meetings/Sports Marketing by Booked Date					
	Aug. 2018	Aug. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	31	37	72	51	41%
Room Nights	34,471	56,485	63,670	58,747	8%
Attendance	62,921	113,325	121,857	119,057	2%
Leads and Tentatives for Group Sales/Sports Marketing					
	Aug. 2018	Aug. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	72	77	150	125	20%
Room Nights	135,412	186,012	170,837	223,431	-24%
Attendance	168,633	292,649	261,635	317,002	-17%
Tradeshows and Events					
Events					
USA Swimming Futures Championships, Cary, NC (Aug. 2-5)					
Sir Walter Miler, Raleigh, NC (Aug. 3)					
USA Baseball 16U National Team Development Program, Cary, NC (Aug. 3-7)					
USA Baseball 15U National Team Training, Cary, NC (Aug. 4-7)					
Association Executives of NC Meeting Planner Round Table, Raleigh, NC (Aug. 7)					

USA Baseball 13U National Team Identification Series, Cary, NC (Aug. 8-12)		
USA Baseball 15U/16U National Team Identification Series, Cary, NC (Aug. 15-19)		
GRCVB Annual Luncheon, Raleigh, NC (Aug. 16)		
SmithBucklin's Industry Partner Event, Washington, DC (Aug. 16)		
Senior Softball-USA Southern Championships, Holly Springs, NC (Aug. 17-19)		
American Society of Association Executives, Chicago, IL (Aug. 17-22)		
N.C. Baseball Museum Board of Directors Meeting, Wilson, NC (Aug. 21)		
USA Baseball 11U/14U/17U National Team Identification Series, Cary, NC (Aug. 22-26)		
Connect Marketplace (Association and Expo), Salt Lake City, UT (Aug. 22-26)		
Connect Sports Marketplace, Salt Lake City, UT (Aug. 23-25)		
OneHockey Raleigh, Wake Forest, NC (Aug. 31-Sept. 3)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
Rural Community Assistance Partnership	450	500
nCino Site Tour	1,660	880
2018 ACC Men's and Women's Soccer Championships	1,250	2,500
American Society of Animal Science	389	375
Society of Civil War Historians	350	175
American Cleft-Palate Craniofacial Association	2,190	800
National Council on Education for the Ceramic Arts	4,261	6,500
Cooperative Council of NC	20	55
Innovative Financial Group	400	300
Institute of Micro Manufacturing	425	200
National Small Enrollment Conference	445	200
Rural Community Assistance Partnership	1,195	250

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	23,435		39,059	25	
2018 - 2019	32,905		51,110	43	
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	7,480		8,428	8	
2020 - 2021	15,070		24,402	20	
2019 - 2020	45,821		61,565	51	
2018 - 2019	154,571		157,904	188	
2017 - 2018	274,442		225,380	347	
2016 - 2017	266,055		228,400	359	
Visitor Guide Delivery service to Partners					
<i>*Visitor guide distribution completed on a request-only basis this month due to Visitor Information Assistant being on medical leave</i>					
	Aug. 2018	Aug. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	13	85	20	140	-86%
Visitor Guides delivered	1,625	9,309	2,625	16,159	-84%

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>					
	Aug. 2018	Aug. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	838	745	2,219	2,571	-14%
# of Visitor Inquiries	482	1,018	964	1,684	-43%
Meetings Serviced non-bureau booked	25	34	59	37	59%
Meetings Serviced bureau booked	27	18	58	49	18%
Public Relations Production					
	Aug. 2018	Aug. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	5	8	8	14	-43%
Number of Outlets Reached**	204	87	255	149	71%
Press Trips/Media Hosted	8	1	10	3	233%
Significant Placements	8	4	14	7	100%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
	Aug. 2018	2018 FYTD	FYTD % Ch		
Passenger Enplanements	597,868	3,661,388	10.5%		
Passenger Deplanements	602,983	3,639,396	10.4%		