



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT		SEPTEMBER 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 Jul.2018	Wake County	North Carolina	United States	
Jul.2019 Occupancy %	12.2%	75.6%	71.2%	73.8%	
Jul.2019 ADR	5.4%	\$107.56	\$110.76	\$135.04	
Jul.2019 RevPar	18.3%	\$81.35	\$78.85	\$99.62	
2019 YTD Occupancy %	6.7%	74.0%	67.0%	67.1%	
2019 YTD ADR	2.8%	\$108.57	\$106.41	\$131.85	
2019 YTD RevPar	9.8%	\$80.35	\$71.26	\$88.45	
	Jul.2019	Jul.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	538,935	525,140	3,676,160	3,577,716	2.8%
Rooms Nights Sold	407,594	353,896	2,720,565	2,480,777	9.7%
Tourism Tax Collections					
	Jul.2019	Jul.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,639,015	\$2,225,008	\$17,676,422	\$15,834,262	11.6%
Prepared Food & Beverage	\$2,664,291	\$2,459,830	\$18,508,077	\$17,314,496	6.9%

<b>Website Traffic</b>					
	<b>Aug. 2019</b>	<b>Aug. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	316,130	259,908	671,579	572,028	17%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Aug. 2019</b>	<b>Aug. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	29	27	63	59	7%
Room Nights	27,024	32,380	81,218	50,004	62%
Attendance	34,090	58,427	118,269	114,705	3%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Aug. 2019</b>	<b>Aug. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	25	31	57	72	-21%
Room Nights	45,724	34,471	74,982	63,670	18%
Attendance	85,086	62,921	157,368	121,857	29%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Aug. 2019</b>	<b>Aug. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	91	70	149	148	1%
Room Nights	111,435	136,263	147,296	172,108	-14%
Attendance	196,075	169,023	274,270	262,253	5%
<b>Tradeshows and Events</b>					
<b>Events</b>					
USA Swimming Southern Zone Age Group Championships, Cary, NC (July 30-Aug. 3)					
Town of Apex branding study, Apex, NC (Aug. 1)					
Sir Walter Miler, Raleigh, NC (Aug. 2)					
The Kennedy Center Leadership Exchange in Arts and Disability, Denver, CO (August 5-7)					

Meeting Professionals International Chicago Trivia Night Event, Chicago, Ill (August 6)		
CVBReps Summer Client Event, Alexandria, VA (August 6)		
Planning meeting with Town of Zebulon, Zebulon Chamber, Raleigh, NC (Aug. 8)		
USA Baseball National Team Identification Series, Cary, NC (Aug. 9-11, Aug. 16-18, Aug. 22-25)		
American Society of Association Executives Annual Meeting and Expo, Columbus, OH (August 10-13)		
Six Major Raleigh (Rainbow Six Esports), Raleigh, NC (Aug. 12-18)		
Greater Raleigh Esports Local Organizing Committee Esports Summit, Raleigh, NC (Aug. 15)		
Women’s International Champions Cup, Cary, NC (Aug. 15 & 18)		
Raleigh Chamber Emerging Leaders, Raleigh (August 20)		
National Black Heritage Championship LOC Meeting, Cary, NC (Aug. 21)		
Visit Raleigh Meeting Professionals Summit, Raleigh (August 22)		
Curling Night in America, Raleigh, NC (Aug. 22-24)		
Connect Expo and Association, Louisville, KY (August 26-28)		
Connect Sports, Louisville, KY (Aug. 26-28)		
International Association of Exhibitions and Events D.C. Chapter Networking Event, Washington, DC (August 27)		
Raleigh Chamber Emerging Leaders, Raleigh (August 27)		
<b>Site Visits</b>		
<b>Site Name</b>	<b>Total Room Nights</b>	<b>Show Attendees</b>
SOMA 2020 Scientific Assembly	2383	1000
National Extension Association of Family and Consumer Sciences	1689	700
North American Board of Certified Energy Practitioners	890	650
American Society for Indexing Site Visit	280	100
Ubisoft 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	20,170		37,457	23	
2019 - 2020	67,815		91,083	48	
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	9,435		11,395	10	
2021 - 2022	10,621		17,184	15	
2020 - 2021	41,945		58,766	40	
2019 - 2020	173,842		187,913	183	
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>					
	Aug. 2019	Aug. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	13	13	27	20	35%
Visitor Guides delivered	1,600	1,625	5,950	2,625	127%

<b>Convention and Visitor Services</b>					
	<b>Aug. 2019</b>	<b>Aug. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	854	838	2,626	2,219	18%
# of Visitor Inquiries	940	482	1,956	964	103%
Meetings Serviced non-bureau booked	6	25	30	59	-49%
Meetings Serviced bureau booked	29	27	63	59	7%
<b>Public Relations Production</b>					
	<b>Aug. 2019</b>	<b>Aug. 2018</b>	<b>2019 FYTD</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	7	8	19	14	36%
Total Net Reach/ Impressions	94.7 M	43.1 M	141.1 M	146.4 M	-4%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
			<b>Aug. 2019</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements			675,168	3,861,403	5.5
Passenger Deplanements			684,963	4,028,094	10.7