



Tourism Economic Development Report

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INDUSTRY REPORT				SEPTEMBER 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 Jul.2019	Wake County	North Carolina	United States	
Jul.2020 Occupancy %	-45.4%	41.3%	48.8%	47.0%	
Jul.2020 ADR	-27.6%	\$77.85	\$95.58	\$101.76	
Jul.2020 RevPar	-60.4%	\$32.14	\$46.67	\$47.84	
2020 YTD Occupancy %	-38.1%	45.7%	44.1%	43.7%	
2020 YTD ADR	-16.0%	\$91.15	\$90.78	\$107.91	
2020 YTD RevPar	-48.0%	\$41.70	\$40.03	\$47.17	
	Jul.2020	Jul.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	554,652	539,245	3,632,560	3,678,290	-1.2%
Rooms Nights Sold	229,872	407,431	1,661,871	2,717,828	-38.9%
Tourism Tax Collections					
	Jul.2020	Jul.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$1,074,341	\$2,639,015	\$8,825,170	\$17,676,422	-50.1%
Prepared Food & Beverage	\$1,985,265	\$2,664,291	\$13,756,737	\$18,508,077	-25.7%

Website Traffic					
	Aug. 2020	Aug. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Website Sessions	132,030	316,149	267,640	672,914	-60%
Meetings/Sports Marketing Arriving in Current Month					
	Aug. 2020	Aug. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	4	30	6	65	-91%
Room Nights	2,772	28,349	3,355	81,925	-96%
Attendance	1,274	34,140	1,954	116,854	-98%
Meetings/Sports Marketing by Booked Date					
	Aug. 2020	Aug. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	16	25	33	57	-42%
Room Nights	40,871	45,724	63,768	74,982	-15%
Attendance	73,070	85,086	139,786	157,368	-11%
Leads and Tentatives for Group Sales/Sports Marketing					
	Aug. 2020	Aug. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	15	90	57	148	-61%
Room Nights	6,284	111,188	63,424	147,049	-57%
Attendance	6,688	195,925	116,328	274,120	-58%
Tradeshows and Events					
Events					
USA Baseball 15U National Team Championships North Carolina, Cary (Aug. 4-9)					
Meeting Professionals International Chicago Awards Committee Meeting – Virtual (Aug. 5)					
N.C. Sports Association Board of Directors Meeting – Virtual (Aug. 5)					
Association Executives of N.C. CVB Huddle – Virtual (Aug. 10)					
NCAA Women’s College Cup LOC Meeting – Virtual (Aug. 11)					

USA Baseball 16U National Team Championships North Carolina, Cary (Aug. 11-16)			
Meeting Professionals International-Carolinas Chapter Meeting – Virtual (Aug. 20)			
Reston Herndon Meeting Planners Aug. Meeting – Virtual (Aug. 20)			
CVENT Connect Virtual (Aug. 25-26)			
Virtual Meetings Showcase Southeast (Aug. 27)			
Alliance of Independent Meeting Professionals Member Meeting – Virtual (Aug. 31)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	10,269	15,822	12
2022 - 2023	11,335	15,812	12
2021 - 2022	14,331	23,962	16
2020 - 2021	31,445	37,377	18
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	11,485	16,122	13
2021 - 2022	20,426	39,615	25
2020 - 2021	99,814	84,498	69
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>					
	Aug. 2020	Aug. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	0	13	0	26	-100%
Visitor Guides delivered	0	1,600	0	5,900	-100%
Convention and Visitor Services					
	Aug. 2020	Aug. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	854	0	2,626	-100%
# of Visitor Inquiries	137	940	144	1,956	-93%
Meetings Serviced non-bureau booked	1	6	1	30	-97%
Meetings Serviced bureau booked	4	30	6	65	-91%
Public Relations Production					
	Aug. 2020	Aug. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Significant Placements	1	7	3	19	-84%
Total Net Reach/ Impressions	150.2 M	94.7 M	165.1 M	141.1 M	17%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
			Aug. 2020	2020 YTD	FYTD % Ch
Passenger Enplanements			154,859	1,562,274	-61.3
Passenger Deplanements			151,856	1,593,572	-60.4