



Tourism Economic Development Report

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INDUSTRY REPORT		September 2021			
Hotel Occupancy Production					
<i>Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.</i>					
	Ch from July 2020	Wake County	North Carolina	United States	
July 2021 Occupancy %	55.2%	63.5%	67.3%	69.6%	
July 2021 ADR	28.7%	\$100.37	\$119.84	\$143.30	
July 2021 RevPAR	99.8%	\$63.73	\$80.63	\$99.71	
2021 YTD Occupancy %	17.5%	53.7%	56.4%	56.2%	
2021 YTD ADR	-1.9%	\$89.51	\$100.22	\$117.11	
2021 YTD RevPAR	-15.3	\$48.07	\$56.64	\$65.77	
	July 2021	July 2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room-Night Supply	554,776	549,444	3,789,542	3,621,789	4.6%
Room-Nights Sold	352,244	224,744	2,035,207	1,655,905	22.9%
Tourism Tax Collections					
	July 2021	July 2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$2,212,035	\$1,074,341	\$11,390,537	\$8,825,170	29.1%
Prepared Food & Beverage	\$2,854,299	\$1,985,265	\$18,795,643	\$13,756,737	36.6%
Website Traffic					

	Aug. 2021	Aug. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Website Sessions	293,456	132,030	639,243	267,640	139%
Meetings/Sports Marketing Arriving in Current Month					
	Aug. 2021	Aug. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	15	4	35	6	483%
Room-Nights	13,539	2,772	32,684	3,355	874%
Attendance	22,425	1,274	46,260	1,954	2267%
Meetings/Sports Marketing by Booked Date					
	Aug. 2021	Aug. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	24	14	59	31	90%
Room-Nights	35,051	36,921	67,272	59,818	12%
Attendance	76,697	70,970	164,289	137,686	19%
Leads and Tentatives for Group Sales/Sports Marketing					
	Aug. 2021	Aug. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	54	15	107	56	91%
Room-Nights	51,968	6,254	86,766	64,518	34%
Attendance	91,965	6,688	147,824	117,008	26%
Tradeshows and Events					
Events					
Raleigh Chamber's Young Professionals Network Social, Raleigh, N.C. (Aug. 5)					
Reston Herndon Meeting Planners Summer Camp, Herndon, Va. (Aug. 5)					
Meeting Professionals International Virginia Annual Conference 2021, Richmond, Va. (Aug 5-6)					
Esports Summit, Raleigh, N.C. (Aug. 6)					
XP League North American Finals & Carolina Games Summit, Raleigh, N.C. (Aug. 6-8)					

Sir Walter Miler & "Eat with the Pros" Athlete Dinner, Raleigh, N.C. (Aug. 5-6)
USA BMX Freestyle Series, Cary, N.C. (Aug. 6-8)
Smart Meetings West, San Diego, Calif. (Aug 8-11)
USA Baseball NTIS Champions Cup, Cary, N.C. (Aug. 11-15, 18-22, 25-29)
MPI Potomac Summer Sizzle Reception: Membership Fair, Washington D.C. (Aug. 24)
AENC FUEL Young Professionals Lunch Roundtable, Raleigh, N.C. (Aug. 25)
Goombay Raleigh-Durham Kickball Classic, Holly Springs, N.C. (Aug. 28)
Connect Sports, Tampa, Fla. (Aug. 30-Sept. 1)
Connect Association, Tampa, Fla. (Aug. 30-Sept. 2)

Connect Corporate, Tampa, Fla. (Aug. 30-Sept. 2)
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Site Visits

Site Name	Total Room-Nights	Show Attendees
North Carolina Department of Public Instruction, 2021 AIM Conference	1700	2000
American Association of Pharmacy Technicians, 2022 Annual National Convention	145	200

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	11,324	18,476	15
2022 - 2023	17,322	30,242	20
2021 - 2022	49,571	56,159	36
2020 - 2021	18,250	8,867	4
2019 - 2020	60,266	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	11,624		19,154	16	
2022 - 2023	18,782		33,310	30	
2021 - 2022	136,882		135,998	113	
2020 - 2021	115,724		86,790	97	
2019 - 2020	211,753		217,626	257	
2018 - 2019	264,371		263,345	367	
2017 - 2018	274,370		225,310	348	
2016 - 2017	266,055		228,400	359	
Visitors Guide Delivery Service to Partners					
	Aug. 2021	Aug. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners Serviced	84	0	94	0	-
Visitors Guides Delivered	6,625	0	7,200	0	-
Convention and Visitor Services					
	Aug. 2021	Aug. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	467	0	1,128	0	-
# of Visitor Inquiries	317	137	690	144	379%
Meetings Serviced, Non-Bureau Booked	0	1	0	1	-100%
Meetings Serviced, Bureau Booked	15	4	35	6	483%
Public Relations Production					
	Aug. 2021	Aug. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	5	1	11	3	266%
Total Net Reach/ Impressions	79 M	150.2 M	165.9 M	165.1 M	1%
Aviation Passengers					
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2021</i>					

	Aug. 2021	2021 YTD	YTD % Ch
Passenger Enplanements	485,936	2,171,811	39.0
Passenger Deplanements	481,743	2,159,194	35.5