



Tourism Economic Development Report

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

INDUSTRY REPORT				JULY 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 May '17	Wake County	North Carolina	United States	
May 2018 Occupancy %	1.0%	72.6%	66.6%	68.2%	
May 2018 ADR	2.6%	\$109.81	\$107.42	\$129.90	
May 2018 RevPar	3.6%	\$79.76	\$71.54	\$88.59	
2018 FYTD Occupancy %	-2.1%	68.8%	61.5%	64.2%	
2018 FYTD ADR	2.5%	\$106.20	\$101.57	\$128.57	
2018 FYTD RevPar	0.4%	\$73.08	\$62.49	\$82.57	
Website Traffic					
	Jun. 2018	Jun. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	273,295	206,734	2,484,646	2,190,223	13%
Meetings/Sports Marketing Arriving in Current Month					
	Jun. 2018	Jun. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	30	35	348	375	-7%
Room Nights	16,697	21,017	226,322	248,627	-9%
Attendance	33,518	26,393	548,720	524,208	5%

Meetings/Sports Marketing by Booked Date					
	Jun. 2018	Jun. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	13	28	362	327	11%
Room Nights	19,186	11,792	241,563	253,014	-5%
Attendance	28,039	26,265	571,090	441,101	29%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jun. 2018	Jun. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	74	60	819	788	4%
Room Nights	53,537	47,337	768,403	826,348	-7%
Attendance	45,192	32,403	1,097,399	992,009	11%
Tradeshows and Events					
Events					
NCHSAA Baseball State Championship, Zebulon, NC (June 1-2)					
NCAA Division II Baseball Championship, Cary, NC (June 1-2)					
NCHSAA Softball State Championship, Raleigh, NC (June 1-3)					
REX Hospital Open, Raleigh, NC (June 1-3)					
NCAA Baseball Raleigh Regional, Raleigh, NC (June 1-3)					
IRONMAN 70.3 Raleigh & Health and Fitness Expo, Raleigh, NC (June 1-3)					
Meeting Professionals International (MPI) World Education Congress, Indianapolis, IN (June 2-5)					
Meeting Professionals International (MPI) Chapter Summit, Indianapolis, IN (June 2-5)					
Shootout for Soldiers Lacrosse, Raleigh, NC (June 3)					
N.C. Sports Association Board and Quarterly Meeting, Atlantic Beach, NC (June 8)					
Professional Convention Management Association (PCMA) Education Conference, Cleveland, OH (June 10-13)					
WISE/R Symposium & Annual Awards Luncheon, New York, NY (June 12-13)					

Meeting Professionals International Philadelphia Chapter - (MPI) CMP/CMM Luncheon, Philadelphia, PA (June 13)		
Powerade State Games of NC, Greensboro, NC (June 14-15)		
Direct Selling Association Annual Meeting, San Diego, CA (June 17-19)		
USA Baseball Tournament of Stars, Cary, NC (June 18-23)		
Carolina League All-Star Classic, Zebulon, NC (June 19)		
Association of Meeting Planners (AMP's) Summer Networking Event, Washington, DC (June 19)		
International Association of Exhibitions (IAEE)-DC Chapter Networking Event, Washington, DC (June 20)		
Meeting Professionals International (MPI)Potomac Evening of the Stars, Washington, DC (June 21)		
USA Baseball 11U Futures Invitational, Cary, NC (June 21-24)		
Presentation to Capitol Hill Management Services (CHMS): Maximizing CVB Partnerships, Webinar (June 26)		
USA Baseball 10U Futures Invitational, Cary, NC (June 28-July 1)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
Folk Alliance International	3,550	2,700
VezeL	325	6,000
National Black Heritage Championship Swim Meet	1,000	2,500

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2022 - 2023	7,165		7,213	6	
2021 - 2022	7,390		8,231	7	
2020 - 2021	13,590		19,856	13	
2019 - 2020	22,635		38,714	24	
2018 - 2019	24,655		42,398	36	
2017 - 2018	80,107		72,606	61	
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	7,165		7,213	6	
2021 - 2022	7,480		8,428	8	
2020 - 2021	14,270		20,927	19	
2019 - 2020	44,770		60,457	42	
2018 - 2019	67,928		99,237	126	
2017 - 2018	274,422		225,298	346	
2016 - 2017	266,055		228,400	359	
2015 - 2016	280,784		223,347	337	
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>					
	Jun. 2018	Jun. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	14	32	529	387	37%
Visitor Guides delivered	1,300	2,890	59,372	37,690	58%

Convention and Visitor Services					
	Jun. 2018	Jun. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,095	1,123	11,661	12,080	-3%
# of Visitor Inquiries	1,041	1,105	11,523	9,840	17%
Meetings Serviced non-bureau booked	39	18	275	222	24%
Meetings Serviced bureau booked	30	35	348	375	-7%
Public Relations Production					
	Jun. 2018	Jun. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	4	6	55	91	-40%
Number of Outlets Reached	112	7	919	411	124%
Press Trips/Media Hosted	8	2	62	35	77%
Significant Placements	1	2	62	30	107%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
	Jun. 2018		2018 FYTD		FYTD % Ch
Passenger Enplanements			586,622	2,448,975	9.5%
Passenger Deplanements			574,905	2,446,193	9.5%