



Tourism Economic Development Report

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

INDUSTRY REPORT				APRIL 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 Feb. '17	Wake County	North Carolina	United States	
Feb. 2018 Occupancy %	-3.6%	66.6%	57.1%	61.7%	
Feb. 2018 ADR	2.8%	\$104.34	\$96.69	\$126.38	
Feb. 2018 RevPar	-0.9%	\$69.49	\$55.23	\$78.02	
2018 FYTD Occupancy %	-4.1%	62.6%	53.3%	57.9%	
2018 FYTD ADR	2.4%	\$103.58	\$95.62	\$124.88	
2018 FYTD RevPar	-1.8%	\$64.88	\$50.99	\$72.30	
Website Traffic					
	Mar. 2018	Mar. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	202,272	203,227	1,705,879	1,593,025	7%
Meetings/Sports Marketing Arriving in Current Month					
	Mar. 2018	Mar. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	34	49	240	257	-7%
Room Nights	15,223	25,628	167,918	173,308	-3%
Attendance	38,099	53,622	419,987	393,329	7%

Meetings/Sports Marketing by Booked Date					
	Mar. 2018	Mar. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	44	16	293	247	19%
Room Nights	22,064	8,856	196,940	202,294	-3%
Attendance	47,772	14,195	395,986	342,137	16%
Leads and Tentatives for Group Sales/Sports Marketing					
	Mar. 2018	Mar. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Leads	84	101	996	1,078	-8%
Total Room Night Production	69,010	63,226	993,882	1,109,482	-10%
Tradeshows and Events					
Events					
Army Baseball Classic, Cary (March 2-4)					
USA Cricket Youth Regional Combine, Fuquay-Varina (March 4)					
Visit NC 365 Conference, Winston-Salem, N.C. (March 4-6)					
N.C. High School Athletic Association Basketball State Finals Media Day, Durham, N.C. (March 5)					
N.C. Sports Association Quarterly Meeting, Winston-Salem, N.C. (March 6)					
Christian Meetings & Conventions Association (March 6-8)					
USA Swimming Spring Senior Sectionals, Cary (March 9)					
South by Southwest, Austin, Texas (March 10-14)					
The American Society of Association Executives (ASAE) Great Ideas Conference Colorado Springs, CO (March 10-14)					
Experient Envision Conference, Detroit, MI (March 13-15)					
NTC Division II Challenge, Cary (March 9-11)					
Shaw Softball Challenge, Cary (March 9-11)					
N.C. High School Athletic Association Basketball State Championship, Raleigh (March 10)					
MAPL Volleyball, Raleigh (March 10-11)					

NCFC Community Shield Luncheon, Durham (March 13)		
NCAA Women's Basketball 1st Round, Raleigh (March 16)		
NCAA Men's Basketball 1st/2nd Rounds, Nashville, Tenn. (March 16-18)		
UNC Rex Healthcare Expo/Tobacco Road Marathon, Cary (March 16-18)		
Meeting Professionals International-Carolina Chapter Meeting, Raleigh, NC (March 17-18)		
Dude University 2018, San Diego, CA (March 18-21)		
Atlantic Coast Showcase (Ultimate), Raleigh, NC (March 20)		
Professional Convention Management Association (PCMA) Bowl-a-Thon, Washington, DC (March 22)		
Association Executives of North Carolina (AENC) Raleigh, NC (March 22)		
USA Baseball National High School Invitational, Cary (March 28-31)		
NCAA Men's Basketball Final Four, San Antonio, Texas (March 31-April 2)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
Site/Planning Visit for APPA	1,321	1,000
North Carolina State University	175	275
Southern Association for College Student Affairs	600	650

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	12,090		14,860	11	
2019 - 2020	20,211		31,045	20	
2018 - 2019	20,705		37,485	32	
2017 - 2018	82,362		73,919	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	7,390		8,231	7	
2020 - 2021	12,570		15,450	14	
2019 - 2020	21,906		34,293	32	
2018 - 2019	60,017		89,002	95	
2017 - 2018	273,637		224,509	326	
2016 - 2017	266,095		228,370	360	
2015 - 2016	280,834		223,437	338	
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>					
	Mar. 2018	Mar. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	26	40	362	439	-18%
Visitor Guides delivered	4,750	3,120	45,639	43,202	5%

Convention and Visitor Services					
	Mar. 2018	Mar. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,043	1,211	8,593	8,389	2%
# of Visitor Inquiries	1,159	907	8,283	7,230	15%
Meetings Serviced non-bureau booked	31	20	157	168	-7%
Meetings Serviced bureau booked	34	49	240	257	-7%
Public Relations Production					
<i>*This measure was previously combined with Number of Outlets Reached and will adjust in April 2018 reported numbers.</i>					
<i>**This measure was started in Jan. 2017.</i>					
	Mar. 2018	Mar. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)*	5	1	41	233	-82%
Number of Outlets Reached**	92	24	551	--	--
Press Trips/Media Hosted	5	2	45	18	150%
Significant Placements	3	0	49	19	158%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
			Mar. 2018	2018 FYTD	FYTD % Ch
Passenger Enplanements			405,430	810,788	6.7%
Passenger Deplanements			401,265	816,167	6.4%