



Tourism Economic Development Report

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

INDUSTRY REPORT			AUGUST 2017		
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 June '16	Wake County	North Carolina	United States	
June 2017 Occupancy %	-0.7%	72.0%	69.6%	73.4%	
June 2017 ADR	1.3%	\$101.98	\$104.69	\$129.12	
June 2017 RevPar	0.6%	\$73.43	\$72.88	\$94.73	
2017 YTD Occupancy %	0.7%	70.6%	63.5%	65.4%	
2017 YTD ADR	1.5%	\$103.29	\$100.23	\$126.01	
2017 YTD RevPar	2.2%	\$72.91	\$63.63	\$82.35	
Website Traffic					
	Jul. 2017	Jul. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	269,579	215,749	269,579	215,749	24%
Meetings/Sports Marketing Arriving in Current Month					
	Jul. 2017	Jul. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	29	24	29	24	21%
Room Nights	31,647	15,601	31,647	15,601	103%
Attendance	56,058	21,860	56,058	21,860	156%

Meetings/Sports Marketing Meetings by Booked Date					
	Jul. 2017	Jul. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	14	25	14	25	-44%
Room Nights	2,262	16,414	2,262	16,414	-86%
Attendance	5,717	34,782	5,717	34,782	-84%
Bids Submitted for Group Sales/Sports Marketing					
	Jul. 2017	Jul. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Leads	31	29	31	29	7%
Total Room Night Production	14,575	21,382	14,575	21,382	-32%

Tradeshows and Events	
Events	
	USA Baseball Collegiate National Team vs. Cuba, Cary (July 2, 6, 7)
	Coastal Plain League All-Star Event, Holly Springs (July 9-10)
	USA Baseball 16U Cup, Cary (July 14-16)
	Major League Soccer Expansion Site Visit, Raleigh (July 19)
	Pigskin Preview, Cary (July 20)
	North Carolina FC vs. Swansea City AFC, Cary (July 22)
	UCI BMX World Championships, Rock Hill, S.C. (July 28)
	Senior Softball-USA Eastern Nationals Manager's Meeting, Cary (July 31)
	Destination Marketing Association International Annual Convention, Montreal Canada (July 11-14)
	N.C. Society of Government Meeting Professionals Board Transition Retreat, Chapel Hill (July 12-13)
	Professional Convention Management Association (PCMA) Philadelphia Annual Retreat, Kalahari Resort, Pocono Mountain (July 17-19)
	PCMA New England Red Sox Summer Social, Boston, Mass. (July 19)
	Association Executives of North Carolina Annual Meeting, Winston Salem (July 22-24)
	PCMA Capital Chapter Reboot, Washington, D.C. (July 17)
	SMART Meetings Mid-Atlantic Trade Show, Leesburg, Va. (July 20)
	CVBReps Lunch & Presentation to Meetings Management Group, Mclean, Va. (July 21)
	Meeting Professionals Carolinas Chapter Meeting, Winston Salem (July 27-28)
	Council of Engineering & Scientific Society Executives -ACCESS17, Quebec City Canada (July 25-27)

Site Visits			
Site Name	Total Room Nights	Show Attendees	
International Association of Financial Crimes Investigators	2,169	600	
The Budd Group Site Tour	2,534	1,800	
American Cleft Palate-Craniofacial Association	2,223	800	
Bradenton, Fla. Parks and Recreation Site Visit to Cary	n/a	n/a	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2022 - 2023	4,865	4,160	4
2021 - 2022	4,590	3,248	4
2020 - 2021	11,490	15,660	11
2019 - 2020	15,135	16,366	13
2018 - 2019	18,730	30,486	21
2017 - 2018	28,560	34,760	34
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	4,865		4,160	4	
2021 - 2022	4,590		3,248	4	
2020 - 2021	11,590		15,840	12	
2019 - 2020	17,135		21,282	18	
2018 - 2019	27,097		51,329	42	
2017 - 2018	84,674		102,124	140	
2016 - 2017	265,330		227,513	351	
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>					
	Jul. 2017	Jul. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	56	69	42	69	-39%
Visitor Guides delivered	7,050	7,510	5,550	7,510	-26%
Convention and Visitor Services					
	Jul. 2017	Jul. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,826	909	1,826	909	101%
# of Visitor Inquiries	666	663	666	663	0%
Meetings Serviced non-bureau booked	14	25	14	25	-44%
Meetings Serviced bureau booked	29	24	29	24	21%

Public Relations Production					
	July 2017	July 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	6	32	6	32	-81%
Number of Outlets Reached**	62	--	62	--	--
Press Trips/Media Hosted	2	6	2	6	-67%
Significant Placements	3	5	3	5	-40%
Media Placements					
<p>Food & Wine did a profile on Raleigh chef Cheetie Kumar and how her worlds as a musician and chef collide.</p> <p>Food & Wine did an article on Raleigh Beer Garden and how the world's largest beer garden keeps all 402 of their taps fresh.</p> <p>Vogue magazine included Raleigh chefs Ashley Christensen and Cheetie Kumar in a roundup on summer grilling tips and recipes from top female chefs across the country.</p>					
Media Hosted/Media Missions					
<p><u>Hosted Writers:</u> Stephanie Be – Digital Influencer Jenn Rice – Freelancer</p> <p><u>Media Mission:</u> Visit NC U.K. Media Mission (July 1-7)</p> <p>**This measure was started in Jan. 2017.</p>					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
	Jul. 2017		2017 FYTD		FYTD % Ch
Passenger Enplanements	547,905		2,784,666		+5.6%
Passenger Deplanements	524,548		1,516,993		+5.5%