



# Tourism Economic Development Report

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

INDUSTRY REPORT				FEBRUARY 2017	
Hotel Occupancy Production					
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.					
	Chg. from Dec. '15	Wake County	North Carolina	United States	
Dec. 2016 Occupancy %	2.3%	58.5%	53.4%	52.9%	
Dec. 2016 ADR	1.3%	\$96.13	\$93.14	\$119.01	
Dec. 2016 RevPar	3.7%	\$56.20	\$49.71	\$62.98	
2016 FYTD Occupancy %	0.2%	70.1%	64.9%	65.5%	
2016 FYTD ADR	4.5%	\$100.85	\$99.45	\$123.97	
2016 FYTD RevPar	4.6%	\$70.74	\$64.59	\$81.19	
Website Traffic					
	Jan. 2017	Jan. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	195,589	151,998	1,282,967	1,240,967	3%
Meetings/Sports Marketing Arriving in Current Month					
	Jan. 2017	Jan. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	16	22	180	183	-2%
Room Nights	15,294	17,076	141,998	140,414	1%
Attendance	27,839	25,015	325,908	213,418	53%

<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Jan. 2017</b>	<b>Jan. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	36	40	201	207	-3%
Room Nights	28,161	32,808	167,155	154,836	8%
Attendance	41,220	39,672	307,995	277,867	11%
<b>Bids Submitted for Group Sales/Sports Marketing</b>					
	<b>Jan. 2017</b>	<b>Jan. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Leads	48	36	354	247	43%
Total Room Night Production	40,731	49,481	442,994	167,555	164%
<b>Tradeshows and Events</b>					
<b>Events</b>					
American Baseball Coaches Association, Anaheim, Calif. (Jan. 4-7)					
Holly Springs Sports & Leisure Task Force Quarterly Meeting, Holly Springs (Jan. 5)					
National Soccer Coaches Association of America Convention, Los Angeles (Jan. 11-15)					
City of Oaks Volleyball Challenge, Raleigh (Jan. 14-16)					
US Lacrosse Convention, Baltimore, Md. (Jan. 19-21)					
GRCVB Meeting with Apex Town Leaders, Apex (Jan. 25)					
GRCVB Staff Planning Retreat, Raleigh (Jan. 30)					
Meeting Professionals International Potomac Chapter Educational Experience, Washington, D.C. (Jan. 5)					
Professional Convention Management Association, Austin, Tx (Jan. 8-11)					
Event Service Professionals Association Annual Conference, Austin, Tx (Jan. 6-8)					
Raleigh Chamber Young Professionals Network Day of Service, Raleigh (Jan. 16)					
Meeting Professionals International Carolinas Chapter, Raleigh (Jan. 19-20)					
FemCity, Raleigh (Jan. 17)					
Association of Meeting Professionals Monthly Meeting, Washington, D.C. (Jan. 17)					

Health Physics Society Mid-Year Meeting, Bethesda, Md. (Jan. 22-24)			
Association for Women in Events Networking Reception, Alexandria, Va. (Jan. 24)			
N.C. State University Department of Parks Speaker Series, Raleigh (Jan. 25)			
Raleigh Chamber Professional Women's Luncheon, Raleigh (Jan. 27)			
Site Visits			
Site Name	Total Room Nights	Show Attendees	
2017 arvc Outdoor Hospitality Conference and Expo Planning Visit	1,584	650	
National Association of Black Storytellers	404	200	
2018 Manufacturing and Technology Conference and Expo	885	1500	
nCino nSight 2018 and 2019 Conference	1,660	600	
2017 Rock 'n' Roll Marathon	4,300	7,700	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2021 - 2022	4,090	2,595	3
2020 - 2021	7,490	9,508	7
2019 - 2020	15,290	13,492	12
2018 - 2019	27,105	24,566	18
2017 - 2018	26,205	25,873	24
2016 - 2017	102,777	80,984	52
2015 - 2016	113,752	74,215	60
2014 - 2015	142,497	81,718	62

Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2021 - 2022	4,090		2,595	3	
2020 - 2021	7,490		9,508	7	
2019 - 2020	15,990		14,928	15	
2018 - 2019	29,445		30,286	30	
2017 - 2018	68,522		79,820	78	
2016 - 2017	257,813		221,725	311	
2015 - 2016	281,034		223,259	338	
2014 - 2015	297,593		205,560	311	
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>					
	Jan. 2017	Jan. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	21	47	327	266	23%
Visitor Guides delivered	2,050	10,627	33,301	35,924	-7%
Convention and Visitor Services					
	Jan. 2017	Jan. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	830	712	6,436	6,055	6%
# of Visitor Inquiries	870	277	5,608	1,651	240%
Meetings Serviced non-bureau booked	15	26	131	156	-16%
Meetings Serviced bureau booked	16	22	180	183	-2%

Public Relations Production					
	Jan. 2017	Jan. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	35	16	35	16	+118%
Number of Outlets Reached	35	16	35	16	+118%
Press Trips/Media Hosted	0	0	0	0	0%
Significant Placements	2	5	2	5	-60%
Media Placements					
Forbes Travel Guide named Raleigh as one of their global " <a href="#">12 Top Destinations of 2017</a> ."					
<a href="#">AAA World magazine</a> ran a feature story as well as created a vignette on Raleigh's museums in the Jan./Feb. issue.					
Media Hosted					
N/A					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
	Jan. 2017		2017 FYTD		FYTD % Ch
Passenger Enplanements	480,508		5,057,584		10.9%
Passenger Deplanements	475,312		5,050,455		10.8%