



# Tourism Economic Development Report

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

<b>INDUSTRY REPORT</b>		<b>JULY 2017</b>			
<b>Hotel Occupancy Production</b>					
<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>					
	<b>Chg. from May '16</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
May 2017 Occupancy %	-3.3%	72.0%	65.9%	67.8%	
May 2017 ADR	2.2%	\$106.93	\$106.35	\$126.63	
May 2017 RevPar	-1.2%	\$76.98	\$70.10	\$85.85	
2017 YTD Occupancy %	1.0%	70.3%	62.3%	63.7%	
2017 YTD ADR	1.5%	\$103.55	\$99.21	\$125.25	
2017 YTD RevPar	2.5%	\$72.81	\$61.76	\$79.84	
<b>Website Traffic</b>					
	<b>June 2017</b>	<b>June 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	206,734	210,780	2,364,940	1,989,410	19%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>June 2017</b>	<b>June 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	31	33	349	340	3%
Room Nights	14,778	23,429	224,640	224,432	0%
Attendance	24,708	47,800	488,553	387,965	26%

<b>Meetings/Sports Marketing Meetings by Booked Date</b>					
	<b>June 2017</b>	<b>June 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	30	29	322	349	-8%
Room Nights	12,093	11,262	241,473	225,876	7%
Attendance	26,026	17,498	404,942	394,549	3%
<b>Bids Submitted for Group Sales/Sports Marketing</b>					
	<b>June 2017</b>	<b>June 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Leads	43	24	616	405	52%
Total Room Night Production	46,568	17,924	601,252	252,959	138%
<b>Tradeshows and Events</b>					
<b>Events</b>					
NC Sports Association Meeting, June 1-2 (Wilmington)					
NCHSAA Baseball State Championship, June 2-3 (Raleigh & Zebulon)					
NCHSAA Softball State Championship, June 2-3 (Raleigh)					
IRONMAN 70.3 Raleigh, June 4 (Raleigh)					
Cary Sports Alliance Meeting, June 8 (Cary)					
US Adult Soccer Association Regional Cup, June 9-11 (Raleigh)					
State Games of N.C., June 15-16 (Greensboro)					
WISE (Women in Sports and Events) Symposium, June 21-22 (New York City)					
U.S. Australian Football League, June 24 (Raleigh)					
AAU Karate National Championships, June 27-July 1 (Raleigh)					
USA Baseball Tournament of Stars, June 27-July 1 (Cary)					
Cary Chamber of Commerce Breakfast, June 28 (Cary)					
Direct Selling Association Annual Conference, June 3-7 (Orlando, Fl.)					
International Association of Exhibitions and Events Exhibitions Day on a Hill, June 6-7 (Washington, D.C.)					

Meeting Professionals International Phi 16th Annual CMP/CMM Recognition Luncheon, June 7 (Philadelphia, Pa.)			
MPI-WEC, June 18-22, (Las Vegas, Nv.)			
Plan Your Meetings Charlotte, June 27 (Charlotte)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room Nights</b>	<b>Show Attendees</b>
2018 Manufacturing and Technology Conference and Expo		885	1,500
The Society for Maintenance & Reliability Professionals		2,330	1,000
2017 C Rodger Wilson Undergraduate Leadership Conference		145	25
National Association of Local Boards of Health 2018 Conference		293	250
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room Nights</b>	<b># of Definite Groups</b>
2021 - 2022	4,090	2,595	3
2020 - 2021	11,490	15,660	11
2019 - 2020	15,135	16,366	13
2018 - 2019	18,730	30,486	21
2017 - 2018	27,845	33,604	31
2016 - 2017	104,937	79,728	58
2015 - 2016	113,552	74,393	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	11,590		15,840	12	
2019 - 2020	17,135		21,282	18	
2018 - 2019	26,527		50,545	38	
2017 - 2018	84,139		99,952	129	
2016 - 2017	265,195		224,650	350	
2015 - 2016	280,834		223,437	338	
2014 - 2015	297,893		206,111	312	
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>					
	June 2017	June 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	34	56	528	469	13%
Visitor Guides delivered	3,040	6,027	51,286	75,307	-32%
Convention and Visitor Services					
	June 2017	June 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,123	936	12,080	11,085	9%
# of Visitor Inquiries	1,105	729	9,840	6,174	59%
Meetings Serviced non-bureau booked	18	18	222	254	-13%
Meetings Serviced bureau booked	31	33	349	340	3%

Public Relations Production					
	June 2017	June 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	6	2	91	48	+90%
Number of Outlets Reached	7	28	253	212	+19%
Press Trips/Media Hosted	2	3	18	116	-84%
Significant Placements	2	1	9	17	-47%
Media Placements					
<ul style="list-style-type: none"> <li>• <a href="#">Men's Health</a> ranked Raleigh one of the "10 Most Adventurous Cities in America," citing the city's greenway system which offers more than 100 miles of trails for running, walking and biking, the city's BMX assets, horse-back riding and water sports as reasons to visit the capital city.</li> <li>• <a href="#">Garden and Gun</a> included Raleigh's Hopscotch Music Festival in their lineup of Southern festivals well worth adding to the calendar.</li> </ul>					
Media Hosted					
Jason Frye – Freelancer Shandrea Hill – Atlanta Parent magazine					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
	June 2017	2017 FYTD	FYTD % Ch		
Passenger Enplanements	487,023	1,717,636	+7.1		
Passenger Deplanements	483,257	1,725,565	+6.9		