



Tourism Economic Development Report

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

INDUSTRY REPORT				JUNE 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 April '16	Wake County	North Carolina	United States	
April 2017 Occupancy %	-1.4%	74.0%	68.3%	67.5%	
April 2017 ADR	0.6%	\$104.42	\$103.23	\$126.26	
April 2017 RevPar	-0.8%	\$77.23	\$70.53	\$85.19	
2017 YTD Occupancy %	2.3%	69.9%	61.3%	62.7%	
2017 YTD ADR	1.3%	\$102.39	\$97.13	\$124.83	
2017 YTD RevPar	3.6%	\$71.60	\$59.55	\$78.26	
Website Traffic					
	May 2017	May 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	204,408	212,702	2,042,349	1,989,410	10%
Meetings/Sports Marketing Arriving in Current Month					
	May 2017	May 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	31	32	316	307	3%
Room Nights	11,350	11,049	206,152	201,003	3%
Attendance	26,877	32,379	454,745	340,165	34%

Meetings/Sports Marketing by Booked Date					
	May 2017	May 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	11	24	292	320	-9%
Room Nights	9,579	19,703	229,249	214,614	7%
Attendance	8,178	27,910	378,916	377,051	0%
Bids Submitted for Group Sales/Sports Marketing					
	May 2017	May 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Leads	37	32	566	381	49%
Total Room Night Production	15,215	16,805	551,941	235,110	135%
Tradeshows and Events					
Events					
Meeting Professionals International Potomac Chapter Derby Days Networking Event, May 2 (Raleigh)					
Association of Meeting Professionals (AMPs) Chapter Meeting, May 3 (Washington, D.C.)					
MPs Golf Tournament, May 4 (Waldorf, Md.)					
Association of Meeting Professionals Monthly Meeting, May 9, (Arlington, Va)					
Professional Convention Management Association Chesapeake Chapter's The Disaster Experience: A Crisis Management Workshop, May 11 (Baltimore, Md.)					
The International Association of Exhibitions and Events D.C. Chapter May Luncheon, May 12 (Alexandria, Va.)					
Meeting Professionals International Annual Meeting, May 10-12, (New Bern, N.C)					
Meeting Professionals International Chicago Area Chapter Spring Education Event, May 16, (Chicago, Ill.)					
Professional Convention Management Association Capital Chapter Education, May 18 (Washington, D.C.)					
Xperience Design Project (XDP), May 22-23 (National Harbor, Md.)					
Cary Rotary Presentation, May 2 (Cary)					
Apex Town Council Presentation, May 2 (Apex)					
NCHSAA Annual Meeting, May 4 (Chapel Hill)					
GRSA Advisory Board Meeting, May 10 (Raleigh)					

NCAA Baseball Division II Southeast Regional, May 18-19 (Mt. Olive)			
NCHSAA Lacrosse State Championships, May 19-20 (Cary)			
Greater Raleigh Chamber: Spotlight on Soccer, May 23 (Cary)			
National Club Baseball Division I World Series, May 26-June 1 (Holly Springs)			
NCHSAA Women's Soccer State Championships, May 27 (Raleigh)			
National Black Heritage Championship Swim Meet, May 27-28 (Cary)			
NCAA Baseball Division II World Series, May 29-31 (Grand Prairie, Texas)			
Association of Children's Museums/ InterActivity 2018 (attendance promotion) May 2-5 (Pasadena, California)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
International Association of Financial Crimes Investigators		2,169	600
Society of Rheology Conference		950	400
Allscripts Healthcare LLC		Varies	Varies
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2021 - 2022	4,090	2,595	3
2020 - 2021	8,990	13,568	9
2019 - 2020	15,135	16,366	13
2018 - 2019	17,705	27,073	19
2017 - 2018	26,795	30,070	29
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	9,090	13,748		10	
2019 - 2020	17,135	21,282		18	
2018 - 2019	25,377	46,826		35	
2017 - 2018	79,516	93,862		110	
2016 - 2017	264,946	224,327		344	
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>					
	May 2017	May 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	7	4	494	413	20%
Visitor Guides delivered	860	600	48,246	69,280	-30%
Convention and Visitor Services					
	May 2017	May 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,390	1,077	10,957	10,149	8%
# of Visitor Inquiries	727	699	8,735	5,445	60%
Meetings Serviced non-bureau booked	20	27	204	236	-14%
Meetings Serviced bureau booked	31	32	316	307	3%

Public Relations Production					
	May 2017	May 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	1	2	85	46	+84%
Number of Outlets Reached	5	75	248	184	+34%
Press Trips/Media Hosted	6	6	16	113	-85%
Significant Placements	1	2	7	16	-56%
Media Placements					
<ul style="list-style-type: none"> • <u>Convene</u> magazine ran an online article about how meeting planners can leverage relationships with destination marketing organizations to create better meetings and included Raleigh-based Dude Solution's "Dude University" conference as a case study. 					
Media Hosted					
Family Travel Writer FAM:					
<ul style="list-style-type: none"> • Trekaroo: Katie Bodell • New York Metro Parents: Christina Vercelletto • TravelMom: Kendra Pierson • Charlotte Parent: Renee Roberson • Culture Mom: Holly Rosen • Family Travel Magazine: Jodi Grundig 					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
	May 2017		2017 FYTD		FYTD % Ch
Passenger Enplanements		487,023		1,717,636	+7.1%
Passenger Deplanements		483,257		1,725,565	+6.9%