



Tourism Economic Development Report

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

INDUSTRY REPORT		MARCH 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 Jan. '16	Wake County	North Carolina	United States	
Jan.2017 Occupancy %	3.7%	62.1%	51.6%	54.1%	
Jan.2017 ADR	5.1%	\$102.28	\$91.39	\$120.72	
Jan.2017 RevPar	8.9%	\$63.52	\$47.17	\$65.33	
2017 FYTD Occupancy %	3.7%	62.1%	51.6%	54.1%	
2017 FYTD ADR	5.1%	\$102.28	\$91.39	\$120.72	
2017 FYTD RevPar	8.9%	\$63.52	\$47.17	\$65.33	
Website Traffic					
	Feb. 2017	Feb. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	147,811	156,480	1,430,778	1,240,967	15%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2017	Feb. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	25	18	206	201	2%
Room Nights	5,322	3,901	147,435	144,315	2%
Attendance	12,974	8,657	339,482	222,075	53%

Meetings/Sports Marketing by Booked Date					
	Feb. 2017	Feb. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	31	28	232	235	-1%
Room Nights	25,835	21,937	192,945	176,773	9%
Attendance	20,092	41,670	328,087	319,537	3%
Bids Submitted for Group Sales/Sports Marketing					
	Feb. 2017	Feb. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Leads	61	33	431	280	54%
Total Room Night Production	32,476	9,375	492,631	176,930	178%

Tradeshows and Events		
Events		
GRSA Client Event, Raleigh (Feb. 1)		
Marriott Crabtree Grand Re-Opening, Raleigh (Feb. 7)		
Triangle Aquatic Center sponsor appreciation reception, Cary (Feb. 8)		
NCHSAA Swimming & Diving State Championships, Raleigh & Cary (Feb. 8-11)		
Southeastern Masters Track & Field LOC Meeting, Raleigh (Feb. 13)		
GRSA Advisory Board Meeting, Raleigh (Feb. 22)		
Triangle Grand Slam Softball Classic, Cary (Feb. 24-26)		
Religious Conference Management Association Emerge Conference, Chicago, Ill. (Feb. 7-9)		
FEMCITY Lunch and Speaker Meeting, Raleigh (Feb. 7)		
N.C. Society of Government Meeting Professionals Chapter meeting, Raleigh (Feb. 8)		
AMC Institute Annual Meeting, Ft. Lauderdale, Fl. (Feb. 8-10)		
Association Executives of N.C., Durham (Feb. 10)		
Meetings Professionals International Philadelphia Chapter Education Institute, Washing, D.C. (Feb. 15)		
GPPCMA Chapter, Philadelphia, Pa. (Feb. 16)		
PCMA Capital Chapter Mix 'n Bowl, Washing, D.C. (Feb. 21)		
MPI Potomac Chapter Mid Atlantic Conference and Expo, Washington, D.C. (Feb. 22-23)		
Convention Sales Professional International Board Meeting and Annual Conference, Washington, D.C. (Feb. 28)		
Site Visits		
Site Name	Total Room Nights	Show Attendees
Kappa Alpha Psi Fraternity	475	400
American Association for Aerosol Research	1,302	600
2017 Humana Rock 'n' Roll Marathon & 1/2 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		9,463	7	
2019 - 2020	15,835		15,394	13	
2018 - 2019	27,105		24,566	18	
2017 - 2018	27,105		27,685	25	
2016 - 2017	102,962		81,429	54	
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	7,490		9,463	7	
2019 - 2020	16,535		16,830	16	
2018 - 2019	29,570		30,688	31	
2017 - 2018	71,573		84,868	86	
2016 - 2017	260,825		224,510	322	
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>					
	Feb. 2017	Feb. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	74	114	400	368	9%
Visitor Guides delivered	6,800	27,298	40,051	61,167	-35%

Convention and Visitor Services					
	Feb. 2017	Feb. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	742	799	7,178	6,854	5%
# of Visitor Inquiries	715	329	6,323	1,980	219%
Meetings Serviced non-bureau booked	17	17	148	173	-14%
Meetings Serviced bureau booked	25	18	206	201	2%
Public Relations Production					
	Feb. 2017	Feb. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	42	16	77	32	+140%
Number of Outlets Reached	42	16	77	32	+140%
Press Trips/Media Hosted	0	10	0	10	-100%
Significant Placements	1	5	3	10	-40%
Media Placements					
The Atlanta Journal-Constitution included new restaurant Vidrio in a roundup of trip-worthy restaurants around the state of N.C.					
Media Hosted					
N/A					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
	Feb. 2017		2017 FYTD		FYTD % Ch
Passenger Enplanements		385,261		385,261	+9.5%
Passenger Deplanements		390,086		390,086	+7.7%