



Tourism Economic Development Report

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

INDUSTRY REPORT		MAY 2018			
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 Mar. '17	Wake County	North Carolina	United States	
Mar.2018 Occupancy %	-4.9%	70.9%	65.2%	68.5%	
Mar.2018 ADR	1.7%	\$105.00	\$99.60	\$131.56	
Mar.2018 RevPar	-3.2%	\$74.49	\$64.91	\$90.17	
2018 FYTD Occupancy %	-4.5%	65.4%	57.4%	61.6%	
2018 FYTD ADR	2.2%	\$104.13	\$97.20	\$127.37	
2018 FYTD RevPar	-2.4%	\$68.15	\$55.79	\$78.46	
Website Traffic					
	Apr. 2018	Apr. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	215,501	186,056	1,921,380	1,779,081	8%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2018	Apr. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	36	35	278	292	-5%
Room Nights	24,995	22,866	193,280	196,174	-1%
Attendance	51,296	40,489	471,632	433,818	9%

Meetings/Sports Marketing Meetings by Booked Date					
	Apr. 2018	Apr. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	28	34	319	281	14%
Room Nights	12,355	20,642	208,156	223,231	-7%
Attendance	52,463	28,601	445,649	370,738	20%
Leads and Tentatives for Group Sales/Sports Marketing					
	Apr. 2018	Apr. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Leads	124	119	1,136	1,194	-5%
Room Nights	112,837	112,125	1,107,199	1,221,007	-9%
Tradeshows and Events					
Events					
NCAA Women's Gymnastics Regional, Raleigh, NC (April 7)					
Rock 'n' Roll Raleigh 5K and Half-Marathon, Raleigh, NC (April 7-8)					
Meeting Professional International (MPI) Potomac Derby Days, Washington, DC (April 9)					
Raleigh Chambers Women's Luncheon, Raleigh, NC (April 9)					
Destinations Celebrations, Kansas City, MO (April 10-12)					
Association of Meeting Planners (AMPS) April Meeting, Alexander, VA (April 11)					
CVB Reps Quarterly Meeting, Washington, DC (April 11)					
NC Society of Government Meeting Professionals (NCSGMP Chapter Meeting), Raleigh, NC (April 11)					
Professional Convention Management Association (PCMA) Capital Chapter/MPI Potomac, Global Meetings Industry Day Washington, DC (April 12)					
Global Meeting Industry Day/MPI Carolinas Chapel Hill, NC (April 12)					
Meeting Planners International (MPI_CC BOD) Raleigh, NC (April 12-13)					
Institute of Electrical and Electronics Engineers (IEEE) DC Chapter Meeting, Arlington, VA (April 13)					
The Meetingmax Unconvention, Vancouver, BC (April 16-18)					
Smart Meetings Chicago, Chicago, IL (April 17-18)					

WISE Greater Raleigh Chapter Breakfast, Raleigh, NC (April 18)			
Deep South Classic, Raleigh, NC (April 19-22)			
Diversity Luncheon 2018 Raleigh, NC (April 20)			
NASC Symposium (Led State Initiatives Session), Minneapolis, Minn. (April 23-26)			
N.C. Sports Association Client Event, Minneapolis, Minn. (April 25)			
ACC Men's and Women's Tennis Championships, Cary, NC (April 25-29)			
Women's Leadership Forum Spring Reception, Washington, DC (April 30)			
Helms Briscoe Annual Business Conference, Orlando, FL (April 30- May 2)			
Site Visits			
Site Name	Total Room Nights	Show Attendees	
Phylaxis	450	500	
Association of State Floodplain Managers _Site Visit	3,630	1,000	
Special Operations Medical Association	450	500	
2018 IRONMAN 70.3 Raleigh	2,750	5,000	
2019-21 Big South Conference Baseball Championship	735	1,600	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2022 - 2023	7,165	7,213	6
2021 - 2022	7,390	8,231	7
2020 - 2021	13,090	16,156	12
2019 - 2020	22,135	35,271	23
2018 - 2019	22,180	38,788	34
2017 - 2018	82,382	74,296	62
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	7,165		7,213	6	
2021 - 2022	7,390		8,231	7	
2020 - 2021	13,570		16,746	15	
2019 - 2020	24,160		39,040	37	
2018 - 2019	62,492		93,040	106	
2017 - 2018	274,571		225,979	339	
2016 - 2017	266,095		228,370	360	
2015 - 2016	280,784		223,347	337	
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>					
	Apr. 2018	Apr. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	34	46	460	347	33%
Visitor Guides delivered	3,350	4,165	54,072	33,915	59%
Convention and Visitor Services					
	Apr. 2018	Apr. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	914	1,178	9,507	9,567	-1%
# of Visitor Inquiries	1,150	778	9,433	8,008	18%
Meetings Serviced non-bureau booked	46	16	203	184	10%
Meetings Serviced bureau booked	36	35	278	292	-5%

Public Relations Production					
	Apr. 2018	Apr. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	4	6	45	84	-46%
Number of Outlets Reached	63	166	614	399	54%
Press Trips/Media Hosted	6	8	51	26	96%
Significant Placements	5	3	54	22	145%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
			Apr. 2018	2018 FYTD	FYTD % Ch
Passenger Enplanements			513,415	1,324,613	7.6%
Passenger Deplanements			509,736	1,325,903	6.7%