



Tourism Economic Development Report

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

INDUSTRY REPORT		September 2016			
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 July '15	Wake County	North Carolina	United States	
July 2016 Occupancy %	-6.0%	68.5%	70.9%	74.4%	
July 2016 ADR	1.5%	\$95.82	\$103.45	\$128.77	
July 2016 RevPar	-4.6%	\$65.68	\$73.37	\$95.81	
2016 FYTD Occupancy %	-2.8%	69.9%	65.0%	66.4%	
2016 FYTD ADR	5.3%	\$100.73	\$98.45	\$123.93	
2016 FYTD RevPar	2.3%	\$70.39	\$63.94	\$82.33	
Website Traffic					
	Aug. 2016	Aug. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Website Sessions	187,885	181,181	403,634	390,830	3.3%
Meetings/Sports Marketing Arriving in Current Month					
	Aug. 2016	Aug. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	23	28	49	52	-6%
Room Nights	20,324	23,858	37,975	44,901	-15%
Attendance	38,878	19,477	59,738	30,807	94%

Meetings by Booked Date					
	Aug. 2016	Aug. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	34	29	61	65	-6%
Room Nights	62,052	15,739	80,603	31,778	154%
Attendance	86,031	37,645	122,483	66,243	85%
Leads Submitted for Group Sales/Sports Marketing					
	Aug. 2016	Aug. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Leads	81	41	103	84	23%
Total Room Night Production	210,984	18,419	220,666	44,963	391%
Tradeshows & Events					
Events					
USA Swimming Southern Zone Age Group Championships, Cary (Aug. 2-6)					
Senior Softball-USA Eastern Nationals, Raleigh (Aug. 2-7)					
N.C. Sports Association/Visit North Carolina meeting, Winston-Salem (Aug. 9)					
2017 CPL All-Star Game Press Conference, Holly Springs (Aug. 18)					
USA Baseball National Team Identification Series, Cary (Aug. 10-14, Aug. 18-21, Aug. 25-28)					
Greater Raleigh Convention and Visitors Bureau Annual Meeting, Raleigh (Aug. 25)					
Connect Sports Marketplace & Olympic SportsLink, Grapevine, Texas (Aug. 24-27)					
N.C. Soccer Coaches Association Kick Off Classic, Cary (Aug. 26-27)					
Collinson Connect Marketplace, Grapevine, Texas (Aug. 25-27)					

Site Visits		
Site Name	Total Room Nights	Show Attendees
US Power Squadron Site Itinerary	1,328	800
2016 NCAA Division I Women's College Cup	2,000	10,000
2017 NCAA Division I Women's Lacrosse Championship	1,000	5,000
2017 NCAA Division III Tennis Championship	1,350	700
2017 Rock 'n' Roll Raleigh Marathon and Half Marathon	4,300	7,800
Society for Freshwater Science	2,410	1,000
NCSU Department of Computers	116	80
NC Department of Transportation	1,100	500
Omicron Delta Kappa	68	26
CASE	1,715	600
Dude Solutions	2,550	1,200
Council of State and Territorial Epidemiologists, CSTE	3,780	1,500
Eclipse Foundation	820	600
TRB Transportation Planning Application	790	350
The Links	353	200
Society for Freshwater Science	540	1,000
Council of State and Territorial Epidemiologists, CSTE	1,150	1,500
Helmsbriscoe	100-1,500	100-3,000

Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2021 - 2022	4,090	2,595	3
2020 - 2021	9,490	10,928	8
2019 - 2020	15,890	9,192	10
2018 - 2019	27,305	19,667	15
2017 - 2018	29,025	23,156	19
2016 - 2017	64,687	58,964	45
2015 - 2016	117,762	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	9,490	10,928	8
2019 - 2020	16,590	10,628	13
2018 - 2019	29,015	23,656	23
2017 - 2018	42,570	43,052	45
2016 - 2017	190,768	178,804	217
2015 - 2016	285,379	223,259	338
2014 - 2015	297,593	205,560	311

Visitor Guide Delivery service to Partners					
*This is a new service that we have begun as of October 2014, % compared to first year month end stats					
	Aug. 2016	Aug. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Partners serviced	66	68	134	99	+35%
Visitor Guides delivered	6,151	7,500	13,661	10,994	+34%
Convention and Visitor Services					
	Aug. 2016	Aug. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
# of Visitor Information Center visitors	931	732	1,840	1,845	-0%
# of Visitor Inquiries	820	282	1,483	586	153%
Meetings Serviced non-bureau booked	26	23	49	55	-10%
Meetings Serviced bureau booked	20	22	44	58	-24%
PUBLIC RELATIONS PRODUCTION					
	Aug. 2016	Aug. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	36	12	68	38	56
Press Trips/Media Hosted	3	2	9	29	-105.2**
Dollar value of media (source: Cision)	\$41,760	\$90,000	\$64,730	\$593,131	-160.6
Significant Placements	3	2	8	15	-60.8
Media Placements					
The Daily Meal highlighted the " 5 Must Try Eateries in North Carolina's Food Mecca. "					
The Charlotte Observer covered " 5 Reasons Why Raleigh is Perfect for a Family Day Trip "					
Raleigh's craft brewing explosion was featured in WhereTraveler					
Media Hosted					
Bill Fink – Freelance Travel Writer					
Chelsea Davis – Daily Meal City Guide Editor					
Katie Coleman – Charlotte Observer					
*To note: The Visit NC In-State Media Mission was held in Raleigh which hosted 22 local and regional travel writers					

Aviation Passengers

Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2016

	Aug. 2016	2016 FYTD	FYTD % Ch
Passenger Enplanements	508,317	1,975,500	+10%
Passenger Deplanements	506,685	1,949,113	+10%