



# Tourism Economic Development Report

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

<b>INDUSTRY REPORT</b>		<b>DECEMBER 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 Oct. '16</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
Oct. 2017 Occupancy %	-10.7%	73.6%	68.1%	69.6%	
Oct. 2017 ADR	1.8%	\$106.76	\$110.95	\$130.20	
Oct. 2017 RevPar	-9.1%	\$78.62	\$75.56	\$90.56	
2017 FYTD Occupancy %	-0.9%	70.5%	65.0%	67.6%	
2017 FYTD ADR	1.7%	\$102.82	\$103.09	\$127.46	
2017 FYTD RevPar	0.8%	\$72.51	\$66.97	\$86.19	
<b>Website Traffic</b>					
	<b>Nov. 2017</b>	<b>Nov. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	187,886	162,592	1,032,124	897,153	16%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Nov. 2017</b>	<b>Nov. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	30	31	152	154	-1%
Room Nights	42,113	29,461	124,671	108,364	15%
Attendance	99,253	61,532	318,561	272,069	17%

<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Nov. 2017</b>	<b>Nov. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	38	30	139	152	-9%
Room Nights	14,606	17,577	128,435	131,606	-2%
Attendance	32,171	46,474	271,704	256,970	6%
<b>Bids Submitted for Group Sales/Sports Marketing</b>					
	<b>Nov. 2017</b>	<b>Nov. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Number of Leads	45	46	195	286	-32%
Total Room Night Production	42,513	59,695	183,733	395,096	-53%
<b>Tradeshows and Events</b>					
<b>Events</b>					
Society of American Travel Writers, Portland, Oregon. (Oct. 29-Nov. 2)					
TEAMS Conference and Expo, Orlando, Fla., (Oct. 30- Nov. 2)					
NCHSAA State Volleyball Championships, Raleigh (Nov. 4)					
visitRaleigh.com Girls Junior Showcase, Raleigh (Nov. 4-5)					
Professional Convention Management Association Capital Chapter REWIND, Washington, DC, (Nov. 6)					
Meeting Professionals International Carolina Chapter (MPI-CC) Board of Directors Retreat, (Nov. 8-9)					
Visit North Carolina Atlanta Regional Media Mission, Atlanta Georgia, (Nov. 9)					
Meeting Professional International (MPI)-CC Meeting, (Nov. 9-10)					
NCAA Division I Women's Soccer First Round, Cary (Nov. 11)					
visitRaleigh.com Boys Junior Showcase, Raleigh (Nov. 11-12)					
Raleigh LaxFest, Holly Springs (Nov. 11-12)					
CMP Exam Review Committee Meeting National Harbor, Maryland (Nov. 13)					
CMP Conclave, National Harbor, Maryland (Nov. 13-15)					
Association of Meeting Professional (AMP) National Harbor, Maryland (Nov. 14)					

U.S. Specialty Sports Association Convention, Daytona, Fla. (Nov. 14-17)		
Guest Lecturer, UNC-CH Sports Admin Grad School, Chapel Hill (Nov. 15)		
International Association of Exhibitions and Events (IAEE) D.C. Chapter Education Program, Washington, DC (Nov. 17)		
CMP Conclave National Harbor, MD (Nov. 14)		
NCAA Division I Women's Soccer 2 <sup>nd</sup> Round, Cary (Nov. 17)		
visitRaleigh.com Boys College Showcase, Raleigh (Nov. 17-19)		
NCHSAA Men's Soccer State Championships, Raleigh (Nov. 18)		
MPI Chicago Area Chapter Education Conference Chicago, Illinois (Nov. 20)		
Meeting Professionals International (MPI) New England educational Institute, Portsmouth, New Hampshire, (Nov. 21-22)		
Nike Cross Regionals Southeast Championships, Cary (Nov. 25)		
Downtown Urban Open Disc Golf Tournament, Cary (Nov. 26)		
NCAA Division I Women's College Cup, Orlando, Fla. (Nov. 29-Dec. 2)		
<b>Site Visits</b>		
<b>Site Name</b>	<b>Total Room Nights</b>	<b>Show Attendees</b>
International Nursing Association for Clinical Simulation & Learning (INACSL)	2,133	850
Tech Textil	940	3,000

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2022 - 2023	4,865		4,160	4	
2021 - 2022	5,090		5,673	5	
2020 - 2021	11,490		15,660	11	
2019 - 2020	16,311		21,214	15	
2018 - 2019	20,180		32,477	25	
2017 - 2018	79,422		69,617	53	
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	4,865		4,160	4	
2021 - 2022	5,090		5,673	5	
2020 - 2021	11,590		15,840	12	
2019 - 2020	18,411		26,215	21	
2018 - 2019	50,478		74,537	56	
2017 - 2018	240,622		193,330	234	
2016 - 2017	265,980		228,067	357	
2015 - 2016	280,834		223,437	338	
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>					
	Nov. 2017	Nov. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	30	77	306	304	1%
Visitor Guides delivered	4,325	7,635	36,034	31,232	15%

<b>Convention and Visitor Services</b>					
	<b>Nov. 2017</b>	<b>Nov. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	844	652	5,636	5,038	12%
# of Visitor Inquiries	688	839	4,130	3,871	7%
Meetings Serviced non-bureau booked	13	12	89	107	-17%
Meetings Serviced bureau booked	30	31	152	154	-1%
<b>Public Relations Production</b>					
<i>*This measure was previously combined with Number of Outlets Reached, and will adjust in Jan. 2017.</i>					
<i>**This measure was started in Jan. 2017.</i>					
	<b>Nov. 2017</b>	<b>Nov. 2016</b>	<b>2017 FYTD</b>	<b>2016 FYTD</b>	<b>FYTD % Ch</b>
Media Outreach (Releases and Pitches)*	3	6	27	109	-75%
Number of Outlets Reached**	59	--	327	--	--
Press Trips/Media Hosted	10	1	20	16	25%
Significant Placements	9	0	31	15	107%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
			<b>Nov. 2017</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements			530,014	4,826,712	+5.5
Passenger Deplanements			530,851	4,819,398	+5.3