



# Tourism Economic Development Report

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<b>INDUSTRY REPORT</b>				<b>JUNE 2018</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 April '17</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
April 2018 Occupancy %	1.7%	75.0%	68.6%	67.9%	
April 2018 ADR	3.1%	\$107.96	\$106.40	\$130.33	
April 2018 RevPar	4.9%	\$80.92	\$72.95	\$88.54	
2018 FYTD Occupancy %	-2.9%	67.8%	60.2%	63.2%	
2018 FYTD ADR	2.5%	\$105.19	\$99.87	\$128.19	
2018 FYTD RevPar	-0.5%	\$71.35	\$60.13	\$81.00	
<b>Website Traffic</b>					
	<b>May 2018</b>	<b>May 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	289,971	204,408	2,211,351	1,983,489	12%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>May 2018</b>	<b>May 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	36	33	314	325	-3%
Room Nights	14,324	15,060	207,604	211,234	-2%
Attendance	36,020	35,977	507,652	469,795	8%

<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>May 2018</b>	<b>May 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	27	11	346	292	18%
Room Nights	4,052	9,585	217,353	232,816	-7%
Attendance	41,612	8,178	487,211	378,916	29%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>May 2018</b>	<b>May 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	119	63	1,255	1,257	-1%
Room Nights	3,535	45,161	1,222,987	1,266,168	-3%
<b>Tradeshows and Events</b>					
<b>Events</b>					
N.C. Sports Hall of Fame, Raleigh, NC (May 4)					
Association of Meeting Planners (AMPS), Washington DC ( May 8)					
Simpleview Summit, Scottsdale, AZ (May 7-9)					
North Carolina Society of Government Meeting Professionals (NCSGMP) Spring Conference, Fayetteville, NC (May 8-9)					
Meeting Professionals International (MPI) Chicago Area Chapter, Chicago, IL (May 9)					
GRSA Advisory Board Meeting, Raleigh, NC (May 9)					
National Travel & Tourism Week Welcome Event, Norlina, NC (May 11)					
NCHSAA Men's Individual Tennis State Championships, Cary & Raleigh, NC (May 11-12)					
TORHS 2Hot4Ice Regional Qualifier, Apex, NC (May 11-13)					
NCAA Division I Men's Golf Regional, Raleigh, NC (May 14-16)					
GRCVB Meeting with Town of Cary, Cary, NC (May 16)					
NCAA Division III Baseball South Regional, Holly Springs, NC (May 17-20)					
NCHSAA Men's & Women's Lacrosse State Championships, Cary, NC (May 18-19)					
Conference Direct IndustryInsights, Washington, DC (May 22)					

Techtextil North America 2018, Atlanta, GA (May 22-24)			
National Club Baseball Association Division I World Series, Holly Springs, NC (May 25-31)			
NCHSAA Women's Soccer State Championships, Raleigh, NC (May 26)			
National Black Heritage Championship Swim Meet, Cary, NC (May 26-27)			
NCAA Division II Baseball Championship, Cary, NC (May 26-June 2)			
REX Hospital Open, Raleigh, NC (May 31-June 3)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room Nights</b>	<b>Show Attendees</b>
Prospanica 2019		2,245	900
SAS US Kick Off Meeting		1,800	1,300
NC Farm Bureau		1,043	900
Southeastern Regional Meeting of the American Chemical Society (SERMACS)		810	2,000
Carolina Recycling Association Site		955	400
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room Nights</b>	<b># of Definite Groups</b>
2022 - 2023	7,165	7,213	6
2021 - 2022	7,390	8,231	7
2020 - 2021	13,590	18,121	13
2019 - 2020	22,635	37,226	24
2018 - 2019	24,655	42,373	36
2017 - 2018	80,107	72,566	61
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	7,480		8,428	8	
2020 - 2021	14,270		19,192	19	
2019 - 2020	24,770		41,269	40	
2018 - 2019	66,702		97,508	115	
2017 - 2018	274,250		225,117	342	
2016 - 2017	266,055		228,369	359	
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>					
	May 2018	May 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	55	8	515	355	45%
Visitor Guides delivered	4,000	885	58,072	34,800	67%
Convention and Visitor Services					
	May 2018	May 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,059	1,390	10,566	10,957	-4%
# of Visitor Inquiries	1,049	727	10,482	8,735	20%
Meetings Serviced non-bureau booked	33	20	236	204	16%
Meetings Serviced bureau booked	36	33	314	325	-3%

<b>Public Relations Production</b>					
	<b>May 2018</b>	<b>May 2017</b>	<b>2018 FYTD</b>	<b>2017 FYTD</b>	<b>FYTD % Ch</b>
Media Outreach (Releases and Pitches)	6	1	51	85	-40%
Number of Outlets Reached	193	5	807	404	100%
Press Trips/Media Hosted	3	6	54	32	69%
Significant Placements	7	1	61	23	165%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
			<b>May 2018</b>	<b>2018 FYTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements			538,150	1,862,353	8.4%
Passenger Deplanements			545,385	1,871,288	8.4%