



# Tourism Economic Development Report

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

INDUSTRY REPORT					April 2022	
Hotel Occupancy Production						
<i>Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.</i>						
	Ch from Feb. 2021	Wake County	North Carolina	United States		
Feb. 2022 Occupancy %	34.6%	59.5%	55.7%	56.9%		
Feb. 2022 ADR	32%	\$106.59	\$102.51	\$137.39		
Feb. 2022 RevPAR	77.6%	\$63.43	\$57.06	\$78.24		
2022 YTD Occupancy %	32.3%	54%	50.6%	52.1%		
2022 YTD ADR	30.9%	\$102.82	\$99.32	\$130.80		
2022 YTD RevPAR	73.3%	\$55.65	\$50.26	\$68.15		
	Feb. 2022	Feb. 2021	2022 YTD	2021 YTD	YTD % Ch	
Hotel Room-Night Supply	513,800	499,604	1,082,650	1,052,737	2.8%	
Room-Nights Sold	305,742	220,869	585,926	430,559	36.1%	
Tourism Tax Collections						
	Feb. 2022	Feb. 2021	2022 YTD	2021 YTD	YTD % Ch	
Occupancy	\$2,112,040	\$1,132,922	\$3,817,295	\$2,128,319	79.4%	
Prepared Food & Beverage	\$3,089,512	\$2,251,922	\$5,782,052	\$4,541,578	27.3%	
Website Traffic						

	Mar. 2022	Mar. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	346,803	177,233	2,976,327	1,628,047	83%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	Mar. 2022	Mar. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	32	8	179	48	273%
Room-Nights	18,688	2,548	142,873	47,924	198%
Attendance	36,422	5,810	274,011	110,648	148%
<b>Meetings/Sports Marketing by Booked Date</b>					
	Mar. 2022	Mar. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	36	21	228	133	71%
Room-Nights	9,336	17,096	192,701	140,187	37%
Attendance	30,583	17,220	417,468	244,984	70%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	Mar. 2022	Mar. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	93	50	567	295	92%
Room-Nights	76,004	206,061	421,382	453,710	-7%
Attendance	78,727	78,691	630,667	409,746	54%
<b>Tradeshows and Events</b>					
<b>Events</b>					
STS Course: Purposeful Leadership for 2022, Virtual (March 1)					
ECU Sports Management Class Guest Speaker, Virtual (March 1)					
Young Professionals Network Membership Task Force Meeting, Raleigh, N.C. (March 2)					
NYSAE Meet NY 2022 Tradeshow, New York, N.Y. (March 2)					
Washington Capitals vs. Carolina Hurricanes Client Event, Washington, D.C. (March 3)					
Rumble in Raleigh Gymnastics Invite, Raleigh, N.C. (March 4-6)					

DII Baseball Challenge, Cary, N.C. (March 4-7)		
Raleigh Podcast, Virtual (March 7)		
PCMA Greater Midwest Chapter Awards Committee Meeting, Virtual (March 8)		
MPI Chicago Area Chapter Membership Committee Meeting, Virtual (March 10)		
USA Swimming ESSZ Senior Sectionals, Cary, N.C. (March 10-13)		
NCHSAA Basketball State Championships, Raleigh, N.C. (March 12)		
Association Forum Volunteer Leadership event, Chicago, Ill. (March 15)		
PCMA Greater Midwest Chapter Annual Awards Event, Chicago, Ill. (March 16)		
MPI Potomac March e2: Drive Attendance with the Perfect Engagement, Washington, D.C. (March 16)		
NCAA Division I Women’s Lacrosse Championship LOC Meeting, Virtual (March 17)		
USA Swimming ESSZ Age Group Sectionals, Cary, N.C. (March 17-20)		
NCAA Women’s Basketball, Raleigh, N.C. (March 17-21)		
BODYARMOR Winter State Games of N.C., Multiple Venues (March 18-20 & 26)		
Tobacco Road Marathon, Cary, N.C. (March 20)		
Association of Meeting Professionals (AMPS) Reception, Washington, D.C. (March 22)		
Destinations International Convention Sales & Services Summit, Washington, D.C. (March 23)		
Stadium Series Executive Committee Meeting, Raleigh, N.C. (March 23)		
Destination Showcase, Washington, D.C. (March 25)		
NC USA Gymnastics Level 6-10 State Meet, Raleigh, N.C. (March 25-27)		
Washington Capitals vs. Carolina Hurricanes Client Event, Washington, D.C. (March 28)		
NCAA Women’s Gymnastic Regional, Raleigh, N.C. (March 30-April 2)		
<b>Site Visits</b>		
Site Name	Total Room-Nights	Show Attendees
Ruby Central, Inc.	-	-
North Carolina National Guard Association Convention	130	300
Democratic Attorneys General Association	582	350

Delta Sigma Theta, Inc. Site Visit		2,915	4,000		
BLAST		TBD	TBD		
EA/PGL		TBD	TBD		
<b>Convention Center Bookings</b>					
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups		
2023 - 2024	14,674	25,252	20		
2022 - 2023	26,677	47,369	28		
2021 - 2022	68,536	67,511	47		
2020 - 2021	18,250	8,867	4		
2019 - 2020	60,266	78,742	41		
2018 - 2019	59,147	70,377	55		
2017 - 2018	80,072	72,598	60		
2016 - 2017	104,937	82,263	58		
<b>Wake County Bookings</b>					
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups		
2023 - 2024	15,351	27,079	24		
2022 - 2023	38,412	76,484	62		
2021 - 2022	225,052	205,998	231		
2020 - 2021	115,724	86,790	97		
2019 - 2020	211,753	217,626	257		
2018 - 2019	264,371	263,345	367		
2017 - 2018	274,370	225,310	348		
2016 - 2017	266,055	228,400	359		
<b>Visitors Guide Delivery Service to Partners</b>					
	Mar. 2022	Mar. 2021	2022 FYTD	2021 FYTD	FYTD % Ch

Partners Serviced	33	6	361	18	1906%
Visitors Guides Delivered	3,500	900	33,700	1,975	1606%
<b>Convention and Visitor Services</b>					
	<b>Mar. 2022</b>	<b>Mar. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	431	0	3,792	0	-
# of Visitor Inquiries	435	363	2,736	1,763	55%
Meetings Serviced, Non-Bureau Booked	2	0	23	8	188%
Meetings Serviced, Bureau Booked	32	8	179	48	273%
<b>Public Relations Production</b>					
	<b>Mar. 2022</b>	<b>Mar. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	11	9	53	47	13%
Total Net Reach/ Impressions	13.4 M	15.6 M	489.3 M	406.1 M	21%
<b>Media Placements</b>					
<ul style="list-style-type: none"> <li>• <b>March 2022:</b> Shaw University and Estey Hall, which is an important stop on the U.S. Civil Rights Trail, was listed in <i>The Group Travel Leader's</i> "<a href="#">United States Civil Rights Trail: Everyday Heroes</a>"</li> <li>• <b>March 2022:</b> <i>Southern Living</i> named Raleigh one of "<a href="#">The South's Best Cities on the Rise 2022</a>"</li> <li>• <b>March 2022:</b> <i>Spectrum News North Carolina</i> highlighted Raleigh's growing esports ecosystem in its feature, "<a href="#">Esports Spotlight on N.C.</a>"</li> <li>• <b>March 2022:</b> Raleigh, along with other N.C. locales, was featured as a top food destination in <i>Be! Age</i> magazine's "<a href="#">North Carolina: The Masters of the Grill</a>"</li> <li>• <b>March 2022:</b> <i>Travel + Leisure</i> paid homage to Raleigh's growing boutique and independent hotel scene in its March issue with "<a href="#">Change in Motion</a>"</li> <li>• <b>March 2022:</b> <i>The Miami Times</i> published journalist Lahoma Scarlett's piece on her recent visit to Raleigh and North Carolina, "<a href="#">Southern Hospitality the North Carolina Way</a>"</li> <li>• <b>March 2022:</b> <i>Select Traveler</i> highlighted Raleigh as one of the best southern destinations for group travelers in "<a href="#">Downtown Down South</a>"</li> <li>• <b>March 2022:</b> Read about Raleigh's Heights House Hotel in <i>Atlanta Magazine's</i> "<a href="#">Eat, Stay, Love: Relax in Style at the South's Best New Hotels</a>"</li> <li>• <b>March 2022:</b> Raleigh's need for increased convention hotel rooms was covered in <i>USAE's</i> "<a href="#">After Pressing Pause, Raleigh Pursuing New Convention Hotel Again</a>"</li> <li>• <b>March 2022:</b> <i>Exhibit City News</i> featured Visit Raleigh's President and CEO in "<a href="#">Dennis Edwards Honored by ESPA</a>"</li> <li>• <b>March 2022:</b> <i>The Meeting Magazines</i> covered "<a href="#">Raleigh Discusses Building Convention Center Hotel, Expansion</a>"</li> </ul>					
<b>Media Hosted</b>					

- Channon Hodge – CNN Travel
- Jess Hoffert – Meredith Travel

**Aviation Passengers**

*Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2022*

	<b>Mar. 2022</b>	<b>2022 YTD</b>	<b>YTD % Ch</b>
Passenger Enplanements	347,740	656,427	120.61%
Passenger Deplanements	352,937	681,774	123.41%