



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

| INDUSTRY REPORT  |                          |                    |                       | APRIL 2023           |                 |
|--|--------------------------|--------------------|-----------------------|----------------------|-----------------|
| <b>Hotel Occupancy Production</b>  |                          |                    |                       |                      |                 |
| <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> |                          |                    |                       |                      |                 |
|  | <b>Ch from Feb. 2022</b> | <b>Wake County</b> | <b>North Carolina</b> | <b>United States</b> |                 |
| Feb. 2023 Occupancy %  | 13.4%                    | 67%                | 58.6%                 | 60%                  |                 |
| Feb. 2023 ADR  | 18.6%                    | \$126.99           | \$113.13              | \$152.01             |                 |
| Feb. 2023 RevPAR   | 34.4%                    | \$85.04            | \$66.28               | \$91.22              |                 |
| 2023 YTD Occupancy %   | 16%                      | 62.2%              | 54.8%                 | 56.2%                |                 |
| 2023 YTD ADR   | 18%                      | \$121.93           | \$110.54              | \$147.13             |                 |
| 2023 YTD RevPAR  | 21.5%                    | \$75.88            | \$60.58               | \$82.71              |                 |
|  | <b>Feb. 2023</b>         | <b>Feb. 2022</b>   | <b>2023 YTD</b>       | <b>2022 YTD</b>      | <b>YTD % Ch</b> |
| Hotel Room-Night Supply  | 508,088                  | 511,812            | 1,068,692             | 1,078,461            | -0.9%           |
| Room-Nights Sold   | 340,236                  | 302,279            | 665,079               | 578,425              | 15%             |
| <b>Tourism Tax Collections</b>   |                          |                    |                       |                      |                 |
|  | <b>Feb. 2023</b>         | <b>Feb. 2022</b>   | <b>2023 YTD</b>       | <b>2022 YTD</b>      | <b>YTD % Ch</b> |
| Occupancy  | \$2,794,088              | \$2,112,040        | \$5,269,635           | \$3,817,295          | 38.0%           |
| Prepared Food & Beverage   | \$3,435,341              | \$3,089,512        | \$6,896,008           | \$5,782,052          | 19.3%           |
| <b>Website Traffic</b>   |                          |                    |                       |                      |                 |

|  | Mar. 2023 | Mar. 2022 | 2023 FYTD | 2022 FYTD | FYTD % Ch |
|--|-----------|-----------|-----------|-----------|-----------|
| Website Sessions   | 326,589   | 351,213   | 2,978,418 | 2,976,327 | 0.1%      |
| <b>Meetings/Sports Marketing Arriving in Current Month</b>   |           |           |           |           |           |
|  | Mar. 2023 | Mar. 2022 | 2023 FYTD | 2022 FYTD | FYTD % Ch |
| Number of Meetings   | 37        | 34        | 252       | 181       | 39%       |
| Room-Nights  | 24,183    | 19,329    | 184,608   | 143,514   | 29%       |
| Attendance   | 41,511    | 36,537    | 390,934   | 274,126   | 43%       |
| <b>Meetings/Sports Marketing by Booked Date</b>  |           |           |           |           |           |
|  | Mar. 2023 | Mar. 2022 | 2023 FYTD | 2022 FYTD | FYTD % Ch |
| Number of Meetings   | 49        | 36        | 282       | 228       | 24%       |
| Room-Nights  | 29,426    | 9,342     | 204,425   | 194,272   | 5%        |
| Attendance   | 34,658    | 32,183    | 441,422   | 419,248   | 5%        |
| <b>Leads and Tentatives for Group Sales/Sports Marketing</b>   |           |           |           |           |           |
|  | Mar. 2023 | Mar. 2022 | 2023 FYTD | 2022 FYTD | FYTD % Ch |
| Number of Meetings   | 108       | 93        | 808       | 566       | 43%       |
| Room-Nights  | 57,866    | 75,700    | 578,678   | 424,198   | 36%       |
| Attendance   | 66,589    | 80,387    | 766,474   | 633,773   | 21%       |
| <b>Tradeshows and Events</b>   |           |           |           |           |           |
| <b>Events</b>  |           |           |           |           |           |
| Meeting Professionals International Greater New York Chapter Membership Committee Meeting, virtual (March 1) |           |           |           |           |           |
| Virginia Society of Association Executives Seminar, Richmond, Va. (March 2)                                  |           |           |           |           |           |
| Grand Slam Triangle Classic, Raleigh, N.C. (March 3-5)   |           |           |           |           |           |
| MAPL Raleigh (volleyball), Morrisville & Raleigh, N.C. (March 4-5 & 11-12)                                   |           |           |           |           |           |
| ACC Wrestling Championship, Raleigh, N.C. (March 5)  |           |           |           |           |           |
| Power with a Purpose Showcase, National Harbor, Md. (March 8)  |           |           |           |           |           |

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| Convention Sales and Services Summit, National Harbor, Md.(March 9)  |
| 2023 NCAA Women’s Lacrosse Championship LOC Meeting, Virtual (March 9)                                       |
| USA Swimming ESSZ Senior Sectionals, Cary, N.C. (March 9-12)   |
| Meeting Professionals International Chicago Area Chapter Board Planning Retreat, Chicago, Ill. (March 10-12) |
| NCHSAA Basketball State Championships, Raleigh, N.C. (March 11)  |
| Meeting Professionals International Carolinas Chapter Board Meeting, virtual (March 14)                      |
| WISE/R Symposium, New York, N.Y. (March 14)  |
| MPI Carolinas Chapter New Member Lunch’N Learn, virtual (March 15)   |
| ECU Sports Marketing Class Guest Speaker, Greenville, N.C. (March 15)  |
| MPI Chicago Area Chapter Membership Days, virtual (March 16)   |
| MPI Chicago Area Chapter Membership Committee Meeting, virtual (March 16)                                    |
| USA Swimming ESSZ Age Group Sectionals, Cary, N.C. (March 16-19)   |
| Raleigh Chamber Professional Women’s Luncheon, Raleigh, N.C. (March 17)                                      |
| BODYARMOR Winter State Games of North Carolina, Morrisville, N.C. (March 17-19)                              |
| Tobacco Road Marathon, Cary, N.C. (March 19)   |
| Meeting Professionals International (MPI) Volunteer Engagement Meeting, virtual (March 20)                   |
| Young Professionals Network New Member Orientation, virtual (March 21)                                       |
| MPI Chapter and Membership Advisory Council Meeting, virtual (March 21)                                      |
| MPI Anti-Human Trafficking Committee Meeting, virtual (March 23)   |
| Association Executives of N.C. FUEL Roundtable and Meeting, Raleigh, N.C. (March 23)                         |
| Triangle Collegiate Classic, Morrisville, N.C. (March 26)  |
| Meeting Professionals International (MPI) Carolinas Chapter Business Exchange, Charlotte, N.C. (March 29)    |
| USA Baseball National High School Invitational, Cary, N.C. (March 29-April 1)                                |
| MPI Carolinas Chapter Global Meetings Industry Day, Charlotte, N.C. (March 30)                               |
| Professional Convention Management Association Global Meetings Industry Day, Philadelphia, Pa. (March 30)    |
| Industry Xchange, Chicago, Ill. (March 30)   |

|  |                            |                             |                             |
|--|----------------------------|-----------------------------|-----------------------------|
| 2023 Global Meeting Industry Day, Washington, D.C. (March 30)  |                            |                             |                             |
| Association Meeting Professionals (AMP) D.C. Give Back!, Washington, D.C. (March 31)                         |                            |                             |                             |
| MPI Carolinas Chapter DEI Connects, Charlotte, N.C. (March 31)   |                            |                             |                             |
| Meeting Professionals International Greater New York Chapter Membership Committee Meeting, virtual (March 1) |                            |                             |                             |
| <b>Site Visits</b>   |                            |                             |                             |
| <b>Site Name</b>   |                            | <b>Total Room-Nights</b>    | <b>Show Attendees</b>       |
| National Drug & Alcohol Screening Association Annual Conference & Trade Show                                 |                            | 640                         | 400                         |
| Sila Technologies SOAP 2023  |                            | 651                         | 250                         |
| American Trails International Trails Summit 2025   |                            | 1,355                       | 700                         |
| 2024 Power America International Conference  |                            | 2,150                       | 1,100                       |
| North Carolina State Council Pentecostal Assemblies of the World   |                            | 230                         | 350                         |
| <b>Convention Center Bookings</b>  |                            |                             |                             |
| <b>Fiscal Year</b>   | <b>Definite Attendance</b> | <b>Definite Room-Nights</b> | <b># of Definite Groups</b> |
| 2023 - 2024  | 23,424                     | 38,609                      | 28                          |
| 2022 - 2023  | 80,057                     | 98,370                      | 63                          |
| 2021 - 2022  | 68,371                     | 67,761                      | 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>  |                            |                             |                             |
| <b>Fiscal Year</b>   | <b>Definite Attendance</b> | <b>Definite Room-Nights</b> | <b># of Definite Groups</b> |
| 2023 - 2024  | 29,954                     | 49,699                      | 61                          |

|  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|
| 2022 - 2023  | 245,997          | 256,903          | 319              |                  |                  |
| 2021 - 2022  | 229,066          | 210,345          | 267              |                  |                  |
| 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> |                  |                  |                  |                  |                  |
|  | <b>Mar. 2023</b> | <b>Mar. 2022</b> | <b>2023 FYTD</b> | <b>2022 FYTD</b> | <b>FYTD % Ch</b> |
| Partners Serviced                                  | 7                | 33               | 451              | 352              | 28%              |
| Visitors Guides Delivered                          | 600              | 3,500            | 27,987           | 33,200           | -16%             |
| <b>Convention and Visitor Services</b>             |                  |                  |                  |                  |                  |
|  | <b>Mar. 2023</b> | <b>Mar. 2022</b> | <b>2023 FYTD</b> | <b>2022 FYTD</b> | <b>FYTD % Ch</b> |
| # of Visitor Information Center Visitors           | 831              | 431              | 5,573            | 3,792            | 47%              |
| # of Visitor Inquiries                             | 371              | 435              | 2,712            | 2,736            | -1%              |
| Meetings Serviced, Non-Bureau Booked               | 12               | 2                | 79               | 23               | 243%             |
| Meetings Serviced, Bureau Booked                   | 37               | 34               | 252              | 181              | 39%              |
| Site Visits/Planning Meetings                      | 8                | 0                | 23               | 0                | -                |
| Pre/Post Convention Meetings                       | 12               | 0                | 81               | 0                | -                |
| Attendance Promotions                              | 4                | 0                | 16               | 0                | -                |
| <b>Public Relations Production</b>                 |                  |                  |                  |                  |                  |
|  | <b>Mar. 2023</b> | <b>Mar. 2022</b> | <b>2023 FYTD</b> | <b>2022 FYTD</b> | <b>FYTD % Ch</b> |
| Significant Placements                             | 7                | 11               | 62               | 53               | 17%              |
| Total Net Reach/Impressions                        | 197 M            | 13.4 M           | 1.7 B            | 489.3 M          | 249%             |
| <b>Media Placements</b>                            |                  |                  |                  |                  |                  |

- **March 2023:** *The Times'* named Raleigh one of the "[Best Value Cities in the U.S.](#)"
- **March 2023:** *Southern Living* named Raleigh one of "[The South's Best Cities 2023](#)"
- **March 2023:** *Complex* highlighted Dreamville's impact and activations throughout the city in "[Inside Dreamville Festival's Takeover of Raleigh, North Carolina](#)"
- **March 2023:** *Boardroom* highlighted the benefits of J. Cole's music festival in "[Dreamville Festival Expects Record-Breaking Revenue in 2023](#)"
- **March 2023:** *EBONY* highlighted some of Raleigh and Cary's excellent lodging, dining and shopping in "[Where to Eat, Stay and Play in Raleigh, N.C. During Dreamville Festival](#)"
- **March 2023:** *Smart Meetings Magazine* included Raleigh venues and attractions in its North Carolina feature, "[Tar Nation](#)"
- **March 2023:** *HI Travel Tales* published "[Walkable Downtown Raleigh: Rich in History, Museums and Public Art](#)"

#### Media Hosted

##### Media Hosted:

- Pat Lee – PostMedia National
- Keydra Manns – Real Simple
- Pat Doherty – Travel + Leisure
- Susan Barnes – Freelance
- Cari Wira Dineen – WorldBride, Freelance
- Dana Cowin – Speaking Broadly
- Virginia Miller – The Perfect Spot, Freelance
- Kimberly Wilson – ESSENCE
- Felice Leon – ESSENCE, Freelance

#### Aviation Passengers

*Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2023*

|                        | Mar. 2023 | 2023 YTD | YTD % Ch |
|------------------------|-----------|----------|----------|
| Passenger Enplanements | 438,915   | 438,915  | 42.19%   |
| Passenger Deplanements | 446,069   | 445,877  | 35.59%   |