



Tourism Economic Development Report

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

INDUSTRY REPORT				AUGUST 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 June 2021	Wake County	North Carolina	United States	
June 2022 Occupancy %	16.2%	74.4%	68.4%	70.1%	
June 2022 ADR	26.4%	\$122.08	\$126.34	\$155.04	
June 2022 RevPAR	46.9%	\$89.64	\$86.37	\$108.64	
2022 YTD Occupancy %	25.5%	65.3%	60.8%	61.6%	
2022 YTD ADR	31.8%	\$114.94	\$115.33	\$145.15	
2022 YTD RevPAR	65.4%	\$75.07	\$70.15	\$89.37	
	June 2022	June 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	543,900	536,670	3,318,453	3,233,499	2.6%
Room-Nights Sold	399,996	338,996	2,167,193	1,682,515	28.8%
Tourism Tax Collections					
	June 2022	June 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$3,215,257	\$2,006,559	\$15,614,617	\$9,178,502	70.1%
Prepared Food & Beverage	\$3,470,151	\$2,986,329	\$19,678,234	\$15,941,344	23.4%
Website Traffic					

	July 2022	July 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	362,089	345,787	362,089	345,787	5%
Meetings/Sports Marketing Arriving in Current Month					
	July 2022	July 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	21	20	21	20	5%
Room-Nights	23,224	16,895	23,224	16,895	37%
Attendance	44,560	23,835	44,560	23,835	87%
Meetings/Sports Marketing by Booked Date					
	July 2022	July 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	23	35	23	35	-34%
Room-Nights	12,997	31,499	12,997	31,499	-59%
Attendance	35,473	87,592	35,473	87,592	-60%
Leads and Tentatives for Group Sales/Sports Marketing					
	July 2022	July 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	86	52	86	52	65%
Room-Nights	69,031	34,588	69,031	34,588	100%
Attendance	114,054	55,459	114,054	55,459	106%
Tradeshows and Events					
Events					
Raleigh Chamber Young Professionals Network Membership Task Force Meeting, Raleigh, N.C. (July 6)					
Raleigh Chamber Young Professionals Network July Meeting, Raleigh, N.C. (July 7)					
Professional Convention Management Association Greater Midwest Chapter IDEA Committee Meeting, Virtual (July 7)					
N.C. Amateur Sports Event, Durham, N.C. (July 7)					
Apex Legends Global Series Year 2 Championship, Raleigh, N.C. (July 7-10)					
USA Baseball 14U National Team Championships, Cary, N.C. (July 7-11)					

Meeting Professionals International Carolinas Chapter DEI Committee Meeting, Virtual (July 8)
Coastal Plain League All-Star Game, Holly Springs, N.C. (July 10)
USA Baseball 15U National Team Championships, Cary, N.C. (July 12-16)
Meeting Professionals International Carolinas Chapter July Meeting, Chapel Hill, NC (July 14-15)
USA Swimming ESSZ Senior Sectionals, Cary, N.C. (July 14-17)
N.C. Baseball Museum Board Meeting, Wilson, N.C. (July 19)
Council of Engineering and Scientific Society Executives ACCESSE22, Richmond, Va. (July 19-22)
Meeting Professionals International Chicago Membership Committee Meeting, Chicago, Ill. (July 21)
Southeast Showdown Youth Tournament, Fuquay-Varina, N.C. (July 23-24)
Association Executives of N.C. 67th Annual Meeting, New Bern, N.C. (July 24-26)
Association Forum's Holiday Showcase Tradeshow Advisory Meeting, Virtual (July 27)
USA Swimming Futures Championship, Cary, N.C. (July 27-30)

Site Visits

Site Name	Total Room-Nights	Show Attendees
2023 National Catholic Education Association Catholic Leadership Summit	758	300
Faith & Science 2024: A BioLogos Conference	600	600
Harambee: Let's All Pull Together Annual Conference 2023	950	500
CE Pharm 2023	362	150

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	13,874	24,514	19
2022 - 2023	58,747	74,340	39
2021 - 2022	68,271	67,741	46
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		
Wake County Bookings					
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups		
2023 - 2024	14,751	26,744	25		
2022 - 2023	142,396	147,490	115		
2021 - 2022	228,966	210,325	266		
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		
Visitors Guide Delivery Service to Partners					
	July 2022	July 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Partners Serviced	20	10	20	10	100%
Visitors Guides Delivered	2,475	575	2,475	575	330%
Convention and Visitor Services					
	July 2022	July 2021	2022 FYTD	2021 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	768	661	768	661	16%
# of Visitor Inquiries	295	373	295	373	-21%
Meetings Serviced, Non-Bureau Booked	9	0	9	0	-
Meetings Serviced, Bureau Booked	21	20	21	20	5%
Public Relations Production					
	July 2022	July 2021	2023 FYTD	2022 FYTD	FYTD % Ch

Significant Placements	6	6	6	6	0%
Total Net Reach/Impressions	148 M	87 M	148 M	87 M	70%
Media Placements					
<ul style="list-style-type: none"> • <i>MSN Food & Drink</i> published a rundown of Raleigh's top breweries along the Raleigh Beer Trail in "20 Local Raleigh Breweries for a Great Pint" • Poole's Diner and St. Roch Fine Oysters + Bar were featured in <i>Thrillist's</i> "Here's Where to Get the Freshest Foraged Seafood in North Carolina" • Raleigh's Heights House Hotel continues to make waves in <i>The Local Palate's</i> "Tuck in at These Hotels in the South" • The Longleaf Hotel was featured in <i>Mosaic's</i> "Be Their Guest" about cool modern retro motels that have been given new life in recent years • The Apex Legends Global Series was covered by multiple news outlets last week including <i>North State Journal</i> in "PNC Arena Hosts its First Ever Esports Event" • <i>Coleman Concierge</i> published "Bike Trails in Raleigh, North Carolina - Plan Your Cycling Getaway to the City of Oaks," complete with maps and area lodging and food recommendations 					
Media Hosted					
<ul style="list-style-type: none"> • Therese Iknioian and Michael Hodgson—HI Travel Tales/Freelance • Crai Bower—AARP, Garden & Gun 					
Aviation Passengers					
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2022</i>					
		July 2022	2022 YTD	YTD % Ch	
Passenger Enplanements		559,694	2,752,849	63.29%	
Passenger Deplanements		542,587	2,717,492	62.01%	