



Tourism Economic Development Report

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

INDUSTRY REPORT				AUGUST 2023	
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 2022	Wake County	North Carolina	United States	
June 2023 Occupancy %	-1.7%	71.9%	67.4%	69.7%	
June 2023 ADR	5.8%	\$129.70	\$127.67	\$158.40	
June 2023 RevPAR	4.0%	\$93.32	\$86.06	\$110.33	
2023 YTD Occupancy %	6%	68.9%	62.3%	62.9%	
2023 YTD ADR	11.9%	\$129.30	\$122.09	\$154.45	
2023 YTD RevPAR	18.6%	\$89.05	\$76.06	\$97.08	
	June 2023	June 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	546,480	538,860	3,301,698	3,292,905	0.3%
Room-Nights Sold	393,190	394,420	2,273,872	2,139,916	6.3%
Tourism Tax Collections					
	June 2023	June 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	\$3,284,920	\$3,215,257	\$19,191,441	\$15,614,617	22.9%
Prepared Food & Beverage	\$3,736,010	\$3,470,151	\$22,249,157	\$19,678,234	13.1%
Website Traffic					

	Jul. 2023	Jul. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Users	285,300	276,544	285,300	276,544	3%
Meetings/Sports Marketing Arriving in Current Month					
	Jul. 2023	Jul. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	35	24	35	24	46%
Room-Nights	19,475	23,491	19,475	23,491	-17%
Attendance	46,705	44,791	46,705	44,791	4%
Meetings/Sports Marketing by Booked Date					
	Jul. 2023	Jul. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	51	23	51	23	122%
Room-Nights	32,256	12,997	32,256	12,997	148%
Attendance	55,179	35,473	55,179	35,473	56%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jul. 2023	Jul. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	73	83	73	83	-12%
Room-Nights	81,610	68,291	81,610	68,291	20%
Attendance	94,707	114,114	94,707	114,114	-17%
Tradeshows and Events					
Events					
USA Baseball 14U National Team Championships North Carolina, Cary, N.C. (July 6-9)					
USA Baseball Collegiate National Team Stars vs. Japan, Cary, N.C. (July 7-9)					
North America Yu-Gi-Oh! World Championship Qualifier, Raleigh, N.C. (July 7-9)					
Meetings Today Live! South, Nashville, Tenn. (July 9-12)					
ACCESSE 2023, Detroit, Mich. (July 11-13)					
MPI Greater New York Chapter Membership Meeting, virtual (July 12)					

Raleigh Chamber Young Professionals Network Social, Raleigh, N.C. (July 13)
USA Baseball 15U National Team Championships North Carolina, Cary, N.C. (July 13-16)
NC Swimming Age Group Championship, Cary, N.C. (July 13-16)
Visit Raleigh Meeting Professionals Summit, Cary, N.C. (July 14)
Bridge II Sports NC Youth Wheelchair Basketball Camp, Cary, N.C. (July 15-16)
NC USSSA Girls Fastpitch Eastern Nationals, Cary, N.C. (July 15-16)
USSSA Capital City Classic, Raleigh, N.C. (July 15-16)
Raleigh Chamber Business After Hours, Cary, N.C. (July 17)
MPI Volunteer Engagement Monthly Call, virtual (July 17)
USA Baseball 13U National Team Championships North Carolina, Cary, N.C. (July 17-20)
MPI Carolinas Chapter Board Meeting, virtual (July 18)
Raleigh Chamber Young Professionals Network Board Meeting, Raleigh, N.C. (July 18)
Cary Chamber Planning Conference, Beaufort, N.C. (July 18-19)
Raleigh Chamber Young Professionals Network Task Force Interest Meeting, Raleigh, N.C. (July 19)
MPI Chicago Area Chapter Board of Directors Meeting, Chicago, Ill. (July 19)
MPI Chicago Area Chapter Membership Committee Meeting, Chicago, Ill. (July 20)
Professional Convention Management Association Capital Center/MPI Potomac Summer Networking Event, Washington, D.C. (July 20)
NJCAA Region 10 Athletic Directors Meeting, Raleigh, N.C. (July 20)
Major League Cricket: Round 2, Morrisville, N.C. (July 20-25)
Society of Government Meeting Professionals NATCAP Budget Meeting, virtual (July 21)
NCFC Youth North Carolina 3v3 Championship, Raleigh, N.C. (July 22)
Southeast Showdown Youth Tournament, Fuquay-Varina, N.C. (July 22-23)
Association Executives of North Carolina, Winston-Salem, N.C. (July 23-25)
Cvent CONNECT 2023, Las Vegas, Nev. (July 24-27)
Raleigh Chamber Diversity, Equity and Inclusivity Conference, Raleigh, N.C. (July 25)
USA Swimming Southern Zone Age Group Championships, Cary, N.C. (July 26-29)

Meeting Professionals International (MPI) Volunteer Engagement Monthly Call, virtual (June 26)			
Professional Convention Management Association EduCon, Montreal, Quebec (June 26-28)			
MPI Carolinas Chapter Board Meeting, virtual (June 27)			
MPI Global Anti-Human Trafficking Committee Meeting, virtual (July 27)			
MPI Carolinas Chapter MarComm Meeting, virtual (July 28)			
Six in the City Chicago, Chicago, Ill. (June 29)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
2025 NJCAA Region 10 Men's & Women's Basketball Regionals		TBD	TBD
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2026 - 2027	4,525	7,804	4
2025 - 2026	7,925	16,611	8
2024 - 2025	11,010	18,511	15
2023 - 2024	26,604	45,558	35
2022 - 2023	82,157	100,050	64
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
Wake County Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2026 - 2027	4,525	7,804	4
2025 - 2026	8,409	18,392	11

2024 - 2025	11,970	20,574	20		
2023 - 2024	66,194	86,085	128		
2022 - 2023	294,106	292,415	361		
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		
Visitors Guide Delivery Service to Partners					
	Jul. 2023	Jul. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Partners Serviced	35	20	35	20	75%
Visitors Guides Delivered	2,908	2,475	2,908	2,475	17%
Convention and Visitor Services					
	Jul. 2023	Jul. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	1,050	768	1,050	768	37%
# of Visitor Inquiries	353	295	353	295	20%
Meetings Serviced, Non-Bureau Booked	11	9	11	9	22%
Meetings Serviced, Bureau Booked	35	24	35	24	46%
Site Visits/Planning Meetings	1	-	1	-	-
Pre/Post Convention Meetings	6	-	6	-	-
Attendance Promotions	5	-	5	-	-
Public Relations Production					
	Jul. 2023	Jul. 2022	2024 FYTD	2023 FYTD	FYTD % Ch
Significant Placements	12	6	12	6	100%
Total Net Reach/Impressions*	279.3 M	-	279.3 M	-	-

Media Placements

- **July 2023:** *Southern Living* published its ultimate guide to Raleigh in "[The 21 Best Things to Do in Raleigh, According to Locals](#)"
- **July 2023:** *Southern Living* highlighted [Howling Cow Creamery](#) in "[Eight Best Southern Ice Cream Parlors for Homemade Treats](#)"
- **July 2023:** *National Geographic Traveler* highlighted Raleigh area partners in "[Visiting North Carolina: Here's What the Locals Love](#)"
- **July 2023:** Raleigh was featured in *National Geographic Traveler* in "[The Essential Guide to Visiting North Carolina](#)"
- **July 2023:** Ashley Christensen was featured in *National Geographic Traveler's* and "[Are These the Hottest Chefs in the Southern States?](#)"
- **July 2023:** Raleigh hotels, dining and attractions were featured in *Up and Away's* summer issue, "[Where to Play, Eat and Sleep in Historic Raleigh](#)"
- **July 2023:** *StyleBlueprint* included the [Neuse River Greenway Trail](#) sunflower fields in "[12 Sunflower Fields to Visit This Summer](#)"
- **July 2023:** Raleigh lodging, dining and attractions were featured in *Cardinal & Pine's* "[Ultimate Guide to N.C. College Towns](#)"
- **July 2023:** Shorty's Famous Hot Dogs was featured in *Cardinal & Pine's* "[25 Amazing Diners and Dives in N.C.](#)"
- **July 2023:** Cary Arts Center was highlighted in a roundup from *Cardinal & Pine*, "[Support Local Artists by Visiting One of These 15 Free Galleries in N.C.](#)"
- **July 2023:** *Cardinal & Pine* featured Artist Gabe Eng-Goetz in "[Meet the Artists Behind the N.C. Murals You Love](#)"
- **July 2023:** Visit Raleigh's newly promoted Vice President of Finance and Administration, Paula McChristian, was featured in *USAE's* "[Industry Movers](#)"

Media Hosted

Media Hosted:

- Vanessa Infanzon – Freelance
- Wendy Lee – Freelance

*Year-one measurement with new vendor Muck Rack includes all device measurement reach, eliminating a comparison to prior-year numbers with vendor Cision.

Aviation Passengers

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

	Jul. 2023	2023 YTD	YTD % Ch
Passenger Enplanements	687,147	3,389,292	23.14%
Passenger Deplanements	660,361	3,360,120	23.65%