



Tourism Economic Development Report

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

INDUSTRY REPORT		December 2021			
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 Oct. 2020	Wake County	North Carolina	United States	
Oct. 2021 Occupancy %	47.5%	66.4%	64.4%	62.9%	
Oct. 2021 ADR	34.3%	\$108.92	\$121.45	\$134.78	
Oct. 2021 RevPAR	98.1%	\$72.36	\$78.15	\$84.75	
2021 YTD Occupancy %	26.2%	56.7%	58.2%	58.1%	
2021 YTD ADR	7.8%	\$94.83	\$105.67	\$123.24	
2021 YTD RevPAR	36.0%	\$53.76	\$61.50	\$71.61	
	Oct. 2021	Oct. 2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room-Night Supply	565,068	549,413	5,463,666	5,252,305	4.0%
Room-Nights Sold	375,410	247,428	3,097,450	2,360,013	31.2%
Tourism Tax Collections					
	Oct. 2021	Oct. 2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$2,527,128	\$1,198,587	\$18,098,989	\$12,277,394	47.4%
Prepared Food & Beverage	\$3,184,896	\$2,321,539	\$27,757,405	\$20,402,652	36.0%

Website Traffic					
	Nov. 2021	Nov. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Website Sessions	364,433	205,372	1,656,037	905,715	83%
Meetings/Sports Marketing Arriving in Current Month					
	Nov. 2021	Nov. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	28	13	100	31	223%
Room-Nights	29,762	22,207	89,344	27,403	226%
Attendance	70,897	54,343	149,444	66,916	123%
Meetings/Sports Marketing by Booked Date					
	Nov. 2021	Nov. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	17	6	121	66	83%
Room-Nights	31,343	2,616	142,462	77,467	84%
Attendance	74,237	4,730	300,497	174,113	73%
Leads and Tentatives for Group Sales/Sports Marketing					
	Nov. 2021	Nov. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	61	29	260	129	102%
Room-Nights	63,479	36,743	226,515	144,588	57%
Attendance	98,893	35,950	370,187	205,601	80%
Tradeshows and Events					
Events					
Six in the City Client Event, Vienna, Va. (Nov. 2)					
MPI-Carolinas Chapter Meeting, Greenville, S.C. (Nov. 4-5)					
PCMA Greater Midwest Chapter Signature Event, Chicago, Ill. (Nov. 3)					
ACC Women's Soccer Championship, Cary, N.C. (Nov. 5 & 7)					
visitRaleigh.com Girls Junior Showcase, Wake County, N.C. (Nov. 6-7)					

IMEX America, Las Vegas, Nev. (Nov. 8-12)
North Carolina Baseball Museum Annual Banquet, Wilson, N.C. (Nov. 9)
MPI Chicago Area Chapter Membership Committee Meeting, Virtual (Nov. 11)
North Carolina LaxFest, Holly Springs, N.C. (Nov. 13-14)
visitRaleigh.com Boys Junior Showcase, Wake County, N.C. (Nov. 13-14)
Triangle Tango Intercollegiate Regatta, Morrisville, N.C. (Nov. 13-14)
ACC Men's Soccer Championship, Cary, N.C. (Nov. 14)
Destination Celebration Minneapolis, Minneapolis, Minn. (Nov. 16)
Raleigh Chamber's Young Professionals Network Program, Raleigh, N.C. (Nov. 17)
NCHSAA Men's Soccer State Championship, Cary, N.C. (Nov. 19-20)
visitRaleigh.com Girls College Showcase, Wake County, N.C. (Nov. 19-21)
MPI Education Institute, State of the Industry Panel, Virtual (Nov. 22)
MPI Chicago Area Chapter Membership Committee Meeting, Virtual (Nov. 23)
Nike Cross Regionals Southeast, Cary, N.C. (Nov. 27)
Downtown Urban Open (DUO) Disc Golf Tournament, Cary, N.C. (Nov. 27-28)
N.C. Sports Association (NCSA) Board Meeting, Virtual (Nov. 30)

Site Visits

Site Name	Total Room-Nights	Show Attendees
American Forage and Grassland Council, 2023 Annual Conference	560	350
Independent Schools Experiential Education Network, ISEEN Institute 2023	344	160

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	11,624	20,258	16
2022 - 2023	19,772	35,550	23
2021 - 2022	65,826	69,449	42

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	11,964	21,052	18
2022 - 2023	24,382	51,810	35
2021 - 2022	202,735	183,510	161
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

	Nov. 2021	Nov. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners Serviced	25	0	245	6	3983%
Visitors Guides Delivered	3,421	0	20,951	225	9212%

Convention and Visitor Services

	Nov. 2021	Nov. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	421	0	2,411	0	-
# of Visitor Inquiries	218	164	1,443	793	82%
Meetings Serviced, Non-Bureau Booked	0	0	9	2	350%

Meetings Serviced, Bureau Booked	28	13	100	31	223%
Public Relations Production					
	Nov. 2021	Nov. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	5	7	27	21	28%
Total Net Reach/ Impressions	50.7 M	86.4 M	247.5 M	355.9 M	-30%
Media Placements					
<ul style="list-style-type: none"> • November 2021: <i>Southern Living</i> featured Heights House Hotel in "How to Research the History of Your Home." • November 2021: The Nov. issue of <i>American Art Collector</i> included the North Carolina Museum of Art and CAM Raleigh in "The Art Lover's Guide to Collecting Fine Art in North Carolina." • November 2021: <i>Southern Living</i> featured Raleigh as one of "The Most Affordable Southern Cities for Your 2022 Family Vacation." • November 2021: <i>The Esports Observer</i> highlighted the new esports industry grant fund in "N.C. Implements \$5M Esports Tax Incentive Program." • November 2021: <i>Northstar Meetings Group</i> showcased Raleigh in "Why N.C. for Your Next Meeting or Event?" 					
Media Hosted					
<p><u>Media Hosted:</u></p> <ul style="list-style-type: none"> - Lilit Marcus – CNN Travel - Sandrine Champigny – Bel Âge Magazine <p><u>Media Missions/Events:</u></p> <ul style="list-style-type: none"> - Travel South International Showcase; New Orleans (Nov. 30-Dec. 3) 					