



# Tourism Economic Development Report

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

INDUSTRY REPORT				DECEMBER 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 Oct. 2021	Wake County	North Carolina	United States	
Oct. 2022 Occupancy %	13.9%	75.5%	68.2%	67.2%	
Oct. 2022 ADR	18.4%	\$129.05	\$134.14	\$155.63	
Oct. 2022 RevPAR	34.9%	\$97.44	\$91.49	\$104.59	
2022 YTD Occupancy %	18.8%	67%	63.0%	64.0%	
2022 YTD ADR	25%	\$118.55	\$121.04	\$149.54	
2022 YTD RevPAR	48.4%	\$79.69	\$76.29	\$95.64	
	Oct. 2022	Oct. 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	561,968	562,743	5,518,675	5,449,826	1.3%
Room-Nights Sold	424,305	373,086	3,709,574	3,084,530	20.3%
Tourism Tax Collections					
	Oct. 2022	Oct. 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$3,325,409	\$2,581,296	\$27,526,806	\$18,261,491	50.7%
Prepared Food & Beverage	\$3,614,565	\$3,247,397	\$33,510,200	\$27,944,906	19.9%
Website Traffic					

	<b>Nov. 2022</b>	<b>Nov. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	352,188	364,433	1,644,215	1,656,037	-0.7%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Nov. 2022</b>	<b>Nov. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	34	30	155	103	50%
Room-Nights	18,543	29,666	91,870	87,009	6%
Attendance	63,806	72,116	165,795	150,674	10%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Nov. 2022</b>	<b>Nov. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	26	17	156	121	29%
Room-Nights	9,052	32,086	135,093	142,458	-5%
Attendance	23,257	74,237	319,758	300,447	6%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Nov. 2022</b>	<b>Nov. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	92	61	417	259	61%
Room-Nights	80,539	59,027	336,765	221,633	52%
Attendance	124,131	103,773	504,307	374,667	35%
<b>Tradeshows and Events</b>					
<b>Events</b>					
2022 NCAA Men's and Women's College Cups LOC Meetings, Virtual (Nov. 1, 9, 15, 21 & 29)					
ACC Women's Soccer Championship, Cary, N.C. (Nov. 3 & 6)					
visitRaleigh.com Girls Junior Showcase, Wake County, N.C. (Nov. 5-6)					
NCHSAA Volleyball State Championships, Raleigh, N.C. (Nov. 5)					
City of Oaks Marathon, Raleigh, N.C. (Nov. 6)					
Greater Raleigh Esports Summit, Raleigh, N.C. (Nov. 10)					

N.C. Sports Association Government Relations Committee Meeting, Virtual (Nov. 10)
TITANS Big Southern Classic, Cary, N.C. (Nov. 11-13)
Fortnite Champions Series Invitational, Raleigh, N.C. (Nov. 12-13)
visitRaleigh.com Boys Junior Showcase, Wake County, N.C. (Nov. 12-13)
NC LaxFest, Holly Springs, N.C. (Nov. 12-13)
ACC Men's Soccer Championship, Cary, N.C. (Nov. 13)
NC Baseball Museum Annual Banquet, Wilson, N.C. (Nov. 15)
Nike Cross Regionals Southeast, Cary, N.C. (Nov. 26)
Downtown Urban Open (DUO) Disc Golf Tournament, Cary, N.C. (Nov. 26-27)
GRSA Advisory Board Meeting, Raleigh, N.C. (Nov. 29)
YMCA of the Triangle Area Capital Classic, Cary, N.C. (Nov. 30-Dec. 4)

**Convention Center Bookings**

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	16,074	28,040	22
2022 - 2023	68,882	87,942	51
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

**Wake County Bookings**

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	23,116	45,120	35
2022 - 2023	198,307	195,320	224
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>Nov. 2022</b>	<b>Nov. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Partners Served	26	25	148	241	-39%
Visitors Guides Delivered	2,675	3,421	15,910	20,751	-23%
<b>Convention and Visitor Services</b>					
	<b>Nov. 2022</b>	<b>Nov. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	318	421	3,399	2,411	41%
# of Visitor Inquiries	212	218	1,367	1,443	-5%
Meetings Served, Non-Bureau Booked	6	0	43	9	378%
Meetings Served, Bureau Booked	34	30	155	103	50%
Site Visits/Planning Meetings	2	0	5	0	-
Pre/Post Convention Meetings	14	0	40	0	-
Attendance Promotions	3	0	6	0	-
<b>Public Relations Production</b>					
	<b>Nov. 2022</b>	<b>Nov. 2021</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	7	5	32	27	18.5%
Total Net Reach/Impressions	244 M	50.7 M	947.2 M	247.5 M	282.7%
<b>Media Placements</b>					
<ul style="list-style-type: none"> <li>• <b>November 2022:</b> <i>CNN Travel</i> highlighted Raleigh's cultural attractions in "<a href="#">You Probably Didn't Know This North Carolina City is a Museum Mecca</a>"</li> <li>• <b>November 2022:</b> <i>Travel Awaits</i> featured "<a href="#">11 Can't-Miss Experiences in Raleigh, North Carolina</a>"</li> </ul>					

- **November 2022:** *Northstar Meetings Group* published a "[Guide to Meeting & Event Planning in North Carolina](#)"
- **November 2022:** Cortez chef Oscar Diaz was featured in *WALTER's* "[Turkey with a Twist: Oscar Diaz Shares his Take on Thanksgiving](#)"
- **November 2022:** *Recreation News* highlighted Raleigh as a destination full of attractions in its November issue with "[Head to N.C.'s Capital City for History, Basketball and More](#)"
- **November 2022:** Raleigh hotels were featured in *This is My South's* "[Where to Stay in the North Carolina Triangle](#)"
- **November 2022:** *HI Travel Tales* published "[Way Cool Raleigh: Why You Should Plan to Visit Raleigh Now](#)"

**Media Hosted**

Media Hosted:

- Andrew Penner – Calgary Herald

Media Missions/Events:

- Travel South International Showcase; Louisville • Nov. 27-30

**Aviation Passengers**

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

	Nov. 2022	2022 YTD	YTD % Ch
Passenger Enplanements	567,210	4,873,124	40.29%
Passenger Deplanements	576,627	4,873,276	40.58%