



Tourism Economic Development Report

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

INDUSTRY REPORT		DECEMBER 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 Oct. 2022	Wake County	North Carolina	United States	
Oct. 2023 Occupancy %	-0.1%	75.2%	67.2%	65.8%	
Oct. 2023 ADR	6.1%	\$137.05	\$137.09	\$161.56	
Oct. 2023 RevPAR	6%	\$103.12	\$92.14	\$106.38	
2023 YTD Occupancy %	3.7%	69.5%	63.6%	64.5%	
2023 YTD ADR	9%	\$129.50	\$125.36	\$156.37	
2023 YTD RevPAR	13%	\$89.97	\$79.67	\$100.79	
	Oct. 2023	Oct. 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	570,555	560,542	5,553,857	5,509,551	0.8%
Room-Nights Sold	429,294	422,132	3,858,655	3,692,993	4.5%
Tourism Tax Collections					
	Oct. 2023	Oct. 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	\$3,741,962	\$3,325,409	\$32,323,994	\$27,526,806	17.4%
Prepared Food & Beverage	\$3,699,703	\$3,614,565	\$37,007,419	\$33,510,200	10.4%

Website Traffic					
	Nov. 2023	Nov. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Users	247,369	274,172	1,253,140	1,261,463	0%
Meetings/Sports Marketing Arriving in Current Month					
	Nov. 2023	Nov. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	39	35	167	156	7%
Room-Nights	43,543	18,723	115,476	92,050	25%
Attendance	103,041	63,906	211,488	165,895	27%
Meetings/Sports Marketing by Booked Date					
	Nov. 2023	Nov. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	28	26	199	156	28%
Room-Nights	15,261	9,052	162,673	135,113	20%
Attendance	38,180	23,257	298,636	322,524	-7%
Leads and Tentatives for Group Sales/Sports Marketing					
	Nov. 2023	Nov. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	78	91	417	414	1%
Room-Nights	87,735	79,744	414,164	336,933	23%
Attendance	166,159	124,011	535,426	519,516	3%
Tradeshows and Events					
Events					
MPI Carolinas Chapter Nov. Chapter Meeting, Raleigh, N.C. (Nov. 1-2)					
MPI Carolinas Chapter Board Meeting, Raleigh, N.C. (Nov. 1)					
2023 NCAA Women's College Cup LOC Meeting, virtual (Nov. 2)					
Young Professionals Network Program, Raleigh, N.C. (Nov. 2)					
MPI Carolinas Chapter DEI Connect, Raleigh, N.C. (Nov. 2)					

ACC Women's Soccer Championship, Cary, N.C. (Nov. 2 & 5)
Society of Government Meeting Professionals NATCAP Board Meeting, virtual (Nov. 3)
Raleigh Chamber Professional Women's Luncheon, Raleigh, N.C. (Nov. 3)
NCHSAA Volleyball State Championships, Raleigh, N.C. (Nov. 4)
visitRaleigh.com Girls Junior Showcase, Wake County, N.C. (Nov. 4-5)
City of Oaks Marathon, Raleigh, N.C. (Nov. 5)
Smart Meetings West, Monterey, Calif. (Nov. 5-7)
MPI Membership Committee Meeting, virtual (Nov. 8)
Cary Sports Alliance Meeting, Cary, N.C. (Nov. 9)
MPI Community Advisory Board Meeting, virtual (Nov. 10)
TITANS Big Southern Classic, Cary, N.C. (Nov. 10-12)
visitRaleigh.com Boys Junior Showcase, Wake County, N.C. (Nov. 11-12)
NC LaxFest, Apex & Holly Springs, N.C. (Nov. 11-12)
ACC Men's Soccer Championship, Cary, N.C. (Nov. 12)
N.C. Baseball Museum Annual Banquet, Wilson, N.C. (Nov. 14)
Calculating Overnight Attendees and Rooms Around the Block, virtual (Nov. 14)
MPI Greater New York Chapter Board of Directors Meeting, virtual (Nov. 14)
Destination Celebration Milwaukee, Milwaukee, Wis. (Nov. 14)
MPI Chicago Area Chapter Board of Directors Meeting, Chicago, Ill. (Nov. 15)
MPI Virginia Chapter Happy Hour Networking Event, Richmond, Va. (Nov. 15)
GRSA Advisory Board Meeting, Raleigh, N.C. (Nov. 15)
2023 NCAA Women's College Cup LOC meeting, virtual (Nov. 16)
2024 PDGA US Masters Disc Golf Championships LOC meeting, virtual (Nov. 16)
MPI Chicago Area Chapter Membership Committee Meeting, Chicago, Ill. (Nov. 16)
Certified Destination Management Executive Destination Leadership Course, Ottawa, Ontario (Nov. 17-20)
visitRaleigh.com Boys College Showcase, Wake County, N.C. (Nov. 17-19)

Nike Cross Regionals Southeast, Cary, N.C. (Nov. 19)		
2023 NCAA Women’s College Cup LOC meeting, virtual (Nov. 21)		
Downtown Urban Open (DUO) Disc Golf Tournament, Cary, N.C. (Nov. 25-26)		
2023 NCAA Women’s College Cup Team Administrative Call, virtual (Nov. 27)		
MPI Volunteer Engagement Monthly Call, virtual (Nov. 27)		
MPI Chapter and Membership Advisory Council, virtual (Nov. 28)		
Association Forum’s Holiday Showcase, Chicago, Ill. (Nov. 29-30)		
MPI Anti-Human Trafficking Committee Meeting, virtual (Nov. 30)		
MPI Carolinas Chapter MarComm Team Meeting, virtual (Nov. 30)		
PCMA Greater Philadelphia Chapter Holiday Fundraiser and Awards Celebration, Philadelphia, Pa. (Nov. 30)		
NCAA Division I Women’s Soccer Committee Reception, Raleigh, N.C. (Nov. 30)		
NC Business Travel Association Annual Gala and Silent Auction, Raleigh, N.C. (Nov. 30-Dec.1)		
YMCA of the Triangle Area Capital Classic, Cary, N.C. (Nov. 30-Dec. 3)		
Site Visits		
Site Name	Total Room-Nights	Show Attendees
EsportsTravel Summit	550	400
College Swimming and Diving Association of America 2025 Annual Meeting	625	300
Society for Cardiovascular Angiography and Interventions Scientific Sessions	2,982	2,000
Stampin Up OnStage Live-US Market	3,800	2,500
National HEP CAMP Conference	1,030	250
Society of Lake Management Professionals 2026 Annual Summit	295	150
Automotive Service and Technology Expo	888	2,000

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room-Nights	# of Definite Groups	
2023 - 2024	52,954		63,375	47	
2022 - 2023	82,157		100,084	64	
2021 - 2022	68,371		67,791	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	
2023 - 2024	169,729		176,720	243	
2022 - 2023	289,161		279,512	361	
2021 - 2022	229,066		210,375	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					
	Nov. 2023	Nov. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Partners Serviced	73	25	209	144	45%
Visitors Guides Delivered	3,980	1,925	15,050	13,635	10%

Convention and Visitor Services

	Nov. 2023	Nov. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	550	318	3,759	3,399	11%
# of Visitor Inquiries	204	212	1,344	1,367	-2%
Meetings Serviced, Non-Bureau Booked	15	6	45	43	5%
Meetings Serviced, Bureau Booked	39	35	167	156	7%
Site Visits/Planning Meetings	2	2	16	5	220%
Pre/Post Convention Meetings	2	14	8	40	-80%
Attendance Promotions	0	3	4	6	-33%

Public Relations Production

	Nov. 2023	Nov. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Significant Placements	6	7	53	32	65.6%
Total Net Reach/ Impressions*	167 M	-	991.5 M	-	-

Media Placements

- *Esquire* recognized Cheetie Kumar's new restaurant [Aija](#) in "[The Best New Restaurants in America, 2023](#)"
- Raleigh was recognized as 2023's 5th best place to visit for Thanksgiving by *WalletHub* in "[Best Places to Go For Thanksgiving \(2023\)](#)"
- The Umstead Hotel and Spa was spotlighted by Canadian travel blog *The Planet D* in "[11 Best Package and All-Inclusive Resorts in North Carolina](#)"
- The 2023 Navy Federal Credit Union NHL Stadium Series™ was honored in the 2023 Champions of Economic Impact in Sports Tourism for the positive economic impact of the event on our destination and the industry by *Sports Destination Management* in "[Meet SDM's 2023 Champions of Economic Impact in Sports Tourism](#)"
- *Sports Destination Management* highlighted the visitRaleigh.com Showcase Series in "[The Largest Annual Sporting Event in Wake County Kicks off This Month](#)"
- Visit Raleigh was recognized as an elite meeting destination by *ConventionSouth* in "[2023 Readers' Choice Award Winners Announced](#)"

Media Hosted/Media Missions

Media Hosted:
 -Cheryl Rodewig – Livability
 Media Missions/Events
 - Visit NC Media Mission; New York City • Nov. 7-9

*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*

	Nov. 2023	2023 YTD	YTD % Ch
Passenger Enplanements	678,455	6,027,163	23.69%
Passenger Deplanements	688,148	6,043,522	24.01%