<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel Room-Night Supply</strong></td>
<td>568,850</td>
<td>553,164</td>
<td>6,581,860</td>
<td>6,339,202</td>
<td>3.8%</td>
</tr>
<tr>
<td><strong>Room-Nights Sold</strong></td>
<td>317,119</td>
<td>204,034</td>
<td>3,767,681</td>
<td>2,797,767</td>
<td>34.7%</td>
</tr>
<tr>
<td><strong>Occupancy</strong></td>
<td>$2,005,337</td>
<td>$950,808</td>
<td>$14,287,830</td>
<td>$22,665,333</td>
<td>58.6%</td>
</tr>
<tr>
<td><strong>Prepared Food &amp; Beverage</strong></td>
<td>$3,313,907</td>
<td>$2,303,819</td>
<td>$25,055,592</td>
<td>$34,149,993</td>
<td>36.3%</td>
</tr>
</tbody>
</table>

### Tourism Economic Development Report

**Hotel Occupancy Production**

*Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.*

<table>
<thead>
<tr>
<th></th>
<th>Ch from Dec. 2020</th>
<th>Wake County</th>
<th>North Carolina</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 2021 Occupancy %</td>
<td>51.1%</td>
<td>55.7%</td>
<td>51.3%</td>
<td>53.3%</td>
</tr>
<tr>
<td>Dec. 2021 ADR</td>
<td>32.6%</td>
<td>$103.58</td>
<td>$105.07</td>
<td>$135.28</td>
</tr>
<tr>
<td>Dec. 2021 RevPAR</td>
<td>100.4%</td>
<td>$57.74</td>
<td>$53.88</td>
<td>$72.15</td>
</tr>
<tr>
<td>2022 YTD Occupancy %</td>
<td>29.7%</td>
<td>57.2%</td>
<td>57.6%</td>
<td>57.6%</td>
</tr>
<tr>
<td>2022 YTD ADR</td>
<td>11.9%</td>
<td>$97.03</td>
<td>$105.95</td>
<td>$124.67</td>
</tr>
<tr>
<td>2022 YTD RevPAR</td>
<td>45.1%</td>
<td>$55.54</td>
<td>$61.02</td>
<td>$71.87</td>
</tr>
</tbody>
</table>

**Tourism Tax Collections**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
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<td>$34,149,993</td>
<td>36.3%</td>
</tr>
</tbody>
</table>

**Website Traffic**
<table>
<thead>
<tr>
<th></th>
<th>Jan. 2022</th>
<th>Jan. 2021</th>
<th>2022 FYTD</th>
<th>2021 FYTD</th>
<th>FYTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website Sessions</strong></td>
<td>262,786</td>
<td>137,575</td>
<td>2,302,164</td>
<td>1,315,415</td>
<td>75%</td>
</tr>
<tr>
<td><strong>Meetings/Sports Marketing Arriving in Current Month</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Meetings</td>
<td>11</td>
<td>2</td>
<td>128</td>
<td>35</td>
<td>266%</td>
</tr>
<tr>
<td>Room-Nights</td>
<td>11,177</td>
<td>70</td>
<td>115,587</td>
<td>40,716</td>
<td>184%</td>
</tr>
<tr>
<td>Attendance</td>
<td>25,961</td>
<td>420</td>
<td>225,995</td>
<td>92,136</td>
<td>145%</td>
</tr>
<tr>
<td><strong>Meetings/Sports Marketing by Booked Date</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Meetings</td>
<td>23</td>
<td>23</td>
<td>164</td>
<td>101</td>
<td>62%</td>
</tr>
<tr>
<td>Room-Nights</td>
<td>9,638</td>
<td>31,173</td>
<td>167,759</td>
<td>116,116</td>
<td>44%</td>
</tr>
<tr>
<td>Attendance</td>
<td>15,616</td>
<td>25,091</td>
<td>362,396</td>
<td>219,664</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Leads and Tentatives for Group Sales/Sports Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Meetings</td>
<td>77</td>
<td>31</td>
<td>391</td>
<td>184</td>
<td>113%</td>
</tr>
<tr>
<td>Room-Nights</td>
<td>51,802</td>
<td>37,076</td>
<td>299,476</td>
<td>209,077</td>
<td>43%</td>
</tr>
<tr>
<td>Attendance</td>
<td>49,889</td>
<td>52,480</td>
<td>472,304</td>
<td>279,325</td>
<td>69%</td>
</tr>
<tr>
<td><strong>Tradeshows and Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N.C. Sports Leadership Council Meeting, Charlotte, N.C. (Jan. 5)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rocky Mount Rumble Gymnastics Challenge, Raleigh, N.C. (Jan. 7-9)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US Youth Soccer ODP Girls Subregional, Raleigh, N.C. (Jan. 7-9)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PCMA Convening Leaders 2022, Las Vegas, Nev. (Jan. 9-12)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MPI Chicago Area Chapter Membership Committee Meeting, Virtual (Jan. 13)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>USA Lacrosse Convention, Baltimore, Md. (Jan. 14-16)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## City of Oaks Challenge, Morrisville and Raleigh, N.C. (Jan. 15-17)

## N.C. Sports Association Membership and Board Meeting, Virtual (Jan. 18)

## PCMA Greater Midwest Chapter’s Inclusion, Diversity and Equity Committee Meeting, Virtual (Jan. 18)

## MPI Chicago’s 45th Anniversary Sapphire Soiree, Chicago, Ill. (Jan. 20)

## Young Professionals Network Program - January 2022, Virtual (Jan. 18)

## Meeting Professionals International-Carolinas Chapter Meeting, Charlotte, N.C. (Jan. 20-21)

## Sports ETA Chief Executive Summit, Las Vegas, Nev. (Jan. 26-27)

## Reston Herndon Meeting Planners Monthly Meeting, Virtual (Jan. 27)

## Association Executives of North Carolina (AENC) Winter Conference, Durham (Jan. 27-28)

## MPI Chicago Area Chapter Membership Days, Virtual (Jan. 28)

## Varsity Spirit American Championships, Raleigh, N.C. (Jan. 29-30)

---

### Site Visits

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Total Room-Nights</th>
<th>Show Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Center Bookings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fiscal Year</td>
<td>Definite Attendance</td>
<td>Definite Room-Nights</td>
</tr>
<tr>
<td>2023 - 2024</td>
<td>13,174</td>
<td>23,942</td>
</tr>
<tr>
<td>2022 - 2023</td>
<td>24,772</td>
<td>44,017</td>
</tr>
<tr>
<td>2021 - 2022</td>
<td>67,316</td>
<td>64,403</td>
</tr>
<tr>
<td>2020 - 2021</td>
<td>18,250</td>
<td>8,867</td>
</tr>
<tr>
<td>2019 - 2020</td>
<td>60,266</td>
<td>78,742</td>
</tr>
<tr>
<td>2018 - 2019</td>
<td>59,147</td>
<td>70,377</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>80,072</td>
<td>72,598</td>
</tr>
<tr>
<td>2016 - 2017</td>
<td>104,937</td>
<td>82,263</td>
</tr>
</tbody>
</table>

### Wake County Bookings

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Definite Attendance</th>
<th>Definite Room-Nights</th>
<th># of Definite Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>Partners Serviced</td>
<td>Visitors Guides Delivered</td>
<td>FYTD % Ch</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------</td>
<td>---------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>2023 - 2024</td>
<td>13,514</td>
<td>24,736</td>
<td>21</td>
</tr>
<tr>
<td>2022 - 2023</td>
<td>29,672</td>
<td>61,270</td>
<td>40</td>
</tr>
<tr>
<td>2021 - 2022</td>
<td>210,574</td>
<td>183,957</td>
<td>188</td>
</tr>
<tr>
<td>2020 - 2021</td>
<td>115,724</td>
<td>86,790</td>
<td>97</td>
</tr>
<tr>
<td>2019 - 2020</td>
<td>211,753</td>
<td>217,626</td>
<td>257</td>
</tr>
<tr>
<td>2018 - 2019</td>
<td>264,371</td>
<td>263,345</td>
<td>367</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>274,370</td>
<td>225,310</td>
<td>348</td>
</tr>
<tr>
<td>2016 - 2017</td>
<td>266,055</td>
<td>228,400</td>
<td>359</td>
</tr>
</tbody>
</table>

**Visitors Guide Delivery Service to Partners**

<table>
<thead>
<tr>
<th></th>
<th>Jan. 2022</th>
<th>Jan. 2021</th>
<th>2022 FYTD</th>
<th>2021 FYTD</th>
<th>FYTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners Serviced</td>
<td>31</td>
<td>0</td>
<td>298</td>
<td>6</td>
<td>4867%</td>
</tr>
<tr>
<td>Visitors Guides Delivered</td>
<td>3,874</td>
<td>0</td>
<td>27,550</td>
<td>225</td>
<td>12144%</td>
</tr>
</tbody>
</table>

**Convention and Visitor Services**

<table>
<thead>
<tr>
<th></th>
<th>Jan. 2022</th>
<th>Jan. 2021</th>
<th>2022 FYTD</th>
<th>2021 FYTD</th>
<th>FYTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Visitor Information Center Visitors</td>
<td>250</td>
<td>0</td>
<td>3,011</td>
<td>0</td>
<td>N/A</td>
</tr>
<tr>
<td># of Visitor Inquiries</td>
<td>330</td>
<td>177</td>
<td>1,956</td>
<td>1,122</td>
<td>74%</td>
</tr>
<tr>
<td>Meetings Serviced, Non-Bureau Booked</td>
<td>2</td>
<td>2</td>
<td>17</td>
<td>7</td>
<td>143%</td>
</tr>
<tr>
<td>Meetings Serviced, Bureau Booked</td>
<td>11</td>
<td>2</td>
<td>128</td>
<td>35</td>
<td>266%</td>
</tr>
</tbody>
</table>

**Public Relations Production**

<table>
<thead>
<tr>
<th></th>
<th>Jan. 2022</th>
<th>Jan. 2021</th>
<th>2022 FYTD</th>
<th>2021 FYTD</th>
<th>FYTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant Placements</td>
<td>6</td>
<td>4</td>
<td>36</td>
<td>33</td>
<td>9%</td>
</tr>
<tr>
<td>Total Net Reach/Impressions</td>
<td>88.7 M</td>
<td>7.1 M</td>
<td>391.2 M</td>
<td>373.7 M</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

**Media Placements**

- **January 2022**: The Jan. issue of *WALTER* magazine highlighted “2,022 Reasons to Love Raleigh.”
- **January 2022**: The Jan. 10 *GTT Global newsletter* featured RDU International Airport’s newest international flight from Reykjavík on Icelandair (starting in May).
• **January 2022**: *Sports Destination Management* featured Raleigh as a growing esports destination in the U.S. in "With Surging Interest in Esports, Destinations are Scoring Big."

• **January 2022**: *This is Raleigh* created an itinerary on “How to Visit Raleigh in Two Days (Local’s Guide).”

• **January 2022**: *Eater Carolinas* named five Wake County bars among the "Top 10 Triangle Dive Bars for a Beer and a Shot."

• **January 2022**: *Thrillist* hailed Raleigh as one of the "Great American Cities for Creatives (that you can actually afford to live in)."

### Media Hosted/Media Missions

TravMedia International Media Marketplace North America; New York City (January 26-28)

<table>
<thead>
<tr>
<th>Aviation Passengers</th>
<th>Jan. 2022</th>
<th>2022 YTD</th>
<th>YTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Enplanements</td>
<td>471,708</td>
<td>4,420,071</td>
<td>81.5%</td>
</tr>
<tr>
<td>Passenger Deplanements</td>
<td>439,916</td>
<td>4,375,057</td>
<td>78.7%</td>
</tr>
</tbody>
</table>

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