



Tourism Economic Development Report

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

INDUSTRY REPORT				February 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 Dec. 2020	Wake County	North Carolina	United States	
Dec. 2021 Occupancy %	51.1%	55.7%	51.3%	53.3%	
Dec. 2021 ADR	32.6%	\$103.58	\$105.07	\$135.28	
Dec. 2021 RevPAR	100.4%	\$57.74	\$53.88	\$72.15	
2022 YTD Occupancy %	29.7%	57.2%	57.6%	57.6%	
2022 YTD ADR	11.9%	\$97.03	\$105.95	\$124.67	
2022 YTD RevPAR	45.1%	\$55.54	\$61.02	\$71.87	
	Dec. 2021	Dec. 2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room-Night Supply	568,850	553,164	6,581,860	6,339,202	3.8%
Room-Nights Sold	317,119	204,034	3,767,681	2,797,767	34.7%
Tourism Tax Collections					
	Dec. 2021	Dec. 2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$2,005,337	\$950,808	\$14,287,830	\$22,665,333	58.6%
Prepared Food & Beverage	\$3,313,907	\$2,303,819	\$25,055,592	\$34,149,993	36.3%
Website Traffic					

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

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			
Site Name		Total Room-Nights	Show Attendees
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	13,174	23,942	19
2022 - 2023	24,772	44,017	24
2021 - 2022	67,316	64,403	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	13,514	24,736	21		
2022 - 2023	29,672	61,270	40		
2021 - 2022	210,574	183,957	188		
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					
	Jan. 2022	Jan. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Partners Serviced	31	0	298	6	4867%
Visitors Guides Delivered	3,874	0	27,550	225	12144%
Convention and Visitor Services					
	Jan. 2022	Jan. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	250	0	3,011	0	N/A
# of Visitor Inquiries	330	177	1,956	1,122	74%
Meetings Serviced, Non-Bureau Booked	2	2	17	7	143%
Meetings Serviced, Bureau Booked	11	2	128	35	266%
Public Relations Production					
	Jan. 2022	Jan. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Significant Placements	6	4	36	33	9%
Total Net Reach/ Impressions	88.7 M	7.1 M	391.2 M	373.7 M	4.7%
Media Placements					
<ul style="list-style-type: none"> • January 2022: The Jan. issue of <i>WALTER</i> 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 Reykjavik 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)

Aviation Passengers

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

	Jan. 2022	2022 YTD	YTD % Ch
Passenger Enplanements	471,708	4,420,071	81.5%
Passenger Deplanements	439,916	4,375,057	78.7%