



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT				FEBRUARY 2023	
<b>Hotel Occupancy Production</b>					
<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. 2021	Wake County	North Carolina	United States	
Dec. 2022 Occupancy %	10.6%	61.4%	53.1%	53.6%	
Dec. 2022 ADR	16.1%	\$120.65	\$113.63	\$146.72	
Dec. 2022 RevPAR	28.4%	\$74.04	\$60.33	\$78.63	
2023 YTD Occupancy %	16.9%	66.8%	61.9%	62.7%	
2023 YTD ADR	23%	\$119.39	\$120.46	\$148.83	
2023 YTD RevPAR	43.7%	\$79.73	\$74.62	\$93.27	
	Dec. 2022	Dec. 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	562,247	566,649	6,624,762	6,564,905	0.9%
Room-Nights Sold	345,020	314,281	4,424,293	3,750,438	18.0%
<b>Tourism Tax Collections</b>					
	Dec. 2022	Dec. 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$2,479,009	\$2,005,338	\$32,951,657	\$22,665,336	45.4%
Prepared Food & Beverage	\$3,904,891	\$3,313,908	\$40,855,292	\$34,213,274	19.4%
<b>Website Traffic</b>					

	Jan. 2023	Jan. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Sessions	330,975	262,786	2,318,849	2,302,164	1%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	Jan. 2023	Jan. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	18	10	191	127	50%
Room-Nights	10,790	10,333	140,569	114,743	23%
Attendance	23,029	25,361	271,431	225,395	20%
<b>Meetings/Sports Marketing by Booked Date</b>					
	Jan. 2023	Jan. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	31	23	202	164	23%
Room-Nights	15,138	9,645	156,793	169,277	-7%
Attendance	51,096	15,616	387,373	362,326	7%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	Jan. 2023	Jan. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	84	77	599	390	54%
Room-Nights	42,374	51,586	458,969	298,925	54%
Attendance	49,098	48,899	653,961	470,694	39%
<b>Tradeshows and Events</b>					
<b>Events</b>					
Raleigh Chamber's Young Professionals Network Membership Task Force Meeting, Jan. 4, 2023, Raleigh, N.C.					
MPI Greater New York Chapter Membership Committee Meeting, Jan. 4, 2023, virtual					
MPI Virginia Chapter Lunch and Learn, Jan. 5, 2023, Richmond, Va.					
The Carolina Cup, Jan. 6-8, Raleigh, N.C.					
United Futsal Eastern Conference Finals, Jan. 6-8, Raleigh, N.C.					
American Baseball Coaches Association Convention, Jan. 6-9, Nashville, Tenn.					

Professional Convention Management Association Convening Leaders, Jan. 8-11, Columbus, Ohio		
United Soccer Coaches Convention and US Youth Soccer Workshop, Jan. 11-15, Philadelphia, Pa.		
N.C. Society of Government Meeting Professionals Board Meeting, Jan. 12, virtual		
Meeting Professionals International Carolinas Chapter DEI Committee Meeting, Jan. 13, virtual		
City of Oaks Challenge (volleyball), Jan. 14-16, Raleigh, N.C.		
NHL Stadium Series Site Visit, Jan. 17, Raleigh, N.C.		
2024 PDGA US Masters Championship Planning Meeting, Jan. 18, Cary, N.C.		
USA Lacrosse Convention, Jan. 20-22, Baltimore, Md.		
N.C. Sports Association Board Development Committee Meeting, Jan. 20, virtual		
Meeting Professionals International Carolinas Chapter Board of Directors Nominations Committee Meeting, Jan. 23, virtual		
MPI Volunteer Engagement Committee Meeting, Jan. 23, virtual		
Religious Conference Management Association Emerge Conference, Jan. 24-26, Chattanooga, Tenn.		
Raleigh Chamber's Young Professionals Network Board Meeting, Jan. 24, Raleigh, N.C.		
N.C. Society of Government Meeting Professionals Board Meeting, Jan. 25, virtual		
Association Management Companies Institute Annual Meeting, Jan. 25-27, Orlando, Fla.		
Courtyard by Marriott Cary Crossroads Hotel Opening, Jan. 26, Cary, N.C.		
Cary Sports Alliance Meeting, Jan. 26, Cary, N.C.		
Embassy Suites Raleigh Durham Research Triangle Site Tour, Jan. 27, Cary, N.C.		
Varsity Spirit American Championships, Jan. 28-29, Raleigh, N.C.		
NCAA Meetings, Jan. 30-31, Indianapolis, Ind.		
N.C. Sports Association Membership Meeting, Jan. 31, High Point, N.C.		
<b>Site Visits</b>		
<b>Site Name</b>	<b>Total Room-Nights</b>	<b>Show Attendees</b>
2024 National Chimney Sweep Guild	1,412	600
Annual Symposium on Children's Grief	896	500

5 <sup>th</sup> BioAg World Congress	4,600	1,500
26 <sup>th</sup> Annual Organized Crime Drug Enforcement Task Force Conference	750	250
NHL Stadium Series	TBD	TBD

**Convention Center Bookings**

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	21,074	30,922	23
2022 - 2023	74,607	94,184	57
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	29,363	50,605	46
2022 - 2023	214,058	212,129	259
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

**Visitors Guide Delivery Service to Partners**

	Jan. 2023	Jan. 2022	2023 FYTD	2022 FYTD	FYTD % Ch

Partners Serviced	9	31	161	293	-45%
Visitors Guides Delivered	564	3,874	16,699	27,250	-39%
<b>Convention and Visitor Services</b>					
	<b>Jan. 2023</b>	<b>Jan. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	397	250	4,260	3,011	41%
# of Visitor Inquiries	375	330	1,936	1,956	-1%
Meetings Serviced, Non-Bureau Booked	10	2	57	17	176%
Meetings Serviced, Bureau Booked	18	10	191	127	50%
Site Visits/Planning Meetings	3	0	12	9	33%
Pre/Post Convention Meetings	16	0	63	47	34%
Attendance Promotions	2	0	11	9	22%
<b>Public Relations Production</b>					
	<b>Jan. 2023</b>	<b>Jan. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	11	6	48	36	33.3%
Total Net Reach/ Impressions	77.3 M	88.7 M	1.07 B	391.2 M	173.5%
<b>Media Placements</b>					
<ul style="list-style-type: none"> <li>• <b>January 2023:</b> Many of Raleigh's amazing offerings for visitors and locals alike were highlighted in <i>CardRate's</i> "<a href="#">Raleigh Offers Food, Fun and Culture to Delight Travel Rewards Cardholders</a>"</li> <li>• <b>January 2023:</b> Raleigh's reputation as a growing esports mecca was highlighted in <i>Sports Business Journal's</i> "<a href="#">N.C. Incentive Program Shows that Esports Has a Place for Local Markets</a>"</li> <li>• <b>January 2023:</b> <i>Eater Carolinas</i> published a map of "<a href="#">18 Essential Restaurants in Raleigh, North Carolina</a>"</li> <li>• <b>January 2023:</b> <i>Sports Travel Magazine</i> published "<a href="#">Riot Games' League Championship Series Coming to Raleigh</a>"</li> <li>• <b>January 2023:</b> Heights House Hotel was featured in <i>The Local Palate's</i> "<a href="#">New Hotels Around the South</a>"</li> <li>• <b>January 2023:</b> Excitement for the upcoming NHL Stadium Series game is ramping up with <i>Raleigh Magazine's</i> "<a href="#">Once in a Lifetime</a>"</li> <li>• <b>January 2023:</b> <i>Sports Destination Management</i> highlighted Raleigh as a maturing esports powerhouse in "<a href="#">Coming of Age</a>"</li> <li>• <b>January 2023:</b> CW22's "<a href="#">Community Matters</a>" show featured Visit Raleigh staff discussing the state of tourism, esports and what to look forward to in 2023</li> <li>• <b>January 2023:</b> <i>HI Travel Tales</i> published "<a href="#">Things to do in Cary, North Carolina: Raleigh's Fast-Growing Neighbor</a>"</li> <li>• <b>January 2023:</b> <i>iWay Magazine</i> highlighted "<a href="#">23 Reasons to Visit Raleigh This Year</a>"</li> <li>• <b>January 2023:</b> Raleigh was featured in <i>Cigar Snob Magazine's</i> "<a href="#">Smoking in the Triangle</a>"</li> </ul>					

**Media Hosted/Media Missions**

Media Hosted:

- Lisa Mowry – Marietta Daily Journal
- Alexandra Domrongchai – Food & Wine
- Monica Michael Willis – Food Network Magazine

Media Missions/Events:

- TravMedia International Media Marketplace; New York • Jan. 25-27

**Aviation Passengers**

*Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2023*

	<b>Jan. 2023</b>	<b>2023 YTD</b>	<b>YTD % Ch</b>
Passenger Enplanements	526,844	5,939,137	34.37%
Passenger Deplanements	499,697	5,903,193	34.93%