



Tourism Economic Development Report

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| INDUSTRY REPORT | | January 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 Nov. 2020 | Wake County | North Carolina | United States | |
| Nov. 2021 Occupancy % | 46.3% | 64.3% | 58.1% | 57.6% | |
| Nov. 2021 ADR | 35.7% | \$110.35 | \$109.67 | \$128.50 | |
| Nov. 2021 RevPAR | 98.5% | \$70.95 | \$63.73 | \$74.03 | |
| 2021 YTD Occupancy % | 28.0% | 57.4% | 58.2% | 58.1% | |
| 2021 YTD ADR | 10.4% | \$96.43 | \$106.02 | \$123.73 | |
| 2021 YTD RevPAR | 41.2% | \$55.34 | \$61.69 | \$71.84 | |
| | Nov. 2021 | Nov. 2020 | 2021 YTD | 2020 YTD | YTD % Ch |
| Hotel Room-Night Supply | 550,560 | 531,570 | 6,013,010 | 5,782,659 | 4.0% |
| Room-Nights Sold | 353,962 | 233,560 | 3,450,583 | 2,593,011 | 33.1% |
| Tourism Tax Collections | | | | | |
| | Nov. 2021 | Nov. 2020 | 2021 YTD | 2020 YTD | YTD % Ch |
| Occupancy | \$2,954,460 | \$2,349,121 | \$20,659,996 | \$13,337,022 | 54.9% |
| Prepared Food & Beverage | \$30,836,086 | \$22,751,773 | \$30,836,086 | \$22,751,773 | 35.5% |
| Website Traffic | | | | | |

| | Dec. 2021 | Dec. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
|---|-----------|-----------|-----------|-----------|-----------|
| Website Sessions | 383,341 | 272,125 | 2,039,378 | 1,177,840 | 73% |
| Meetings/Sports Marketing Arriving in Current Month | | | | | |
| | Dec. 2021 | Dec. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Number of Meetings | 14 | 2 | 116 | 33 | 252% |
| Room-Nights | 17,401 | 13,243 | 104,380 | 40,646 | 157% |
| Attendance | 49,360 | 24,800 | 200,015 | 91,716 | 118% |
| Meetings/Sports Marketing by Booked Date | | | | | |
| | Dec. 2021 | Dec. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Number of Meetings | 20 | 12 | 141 | 78 | 81% |
| Room-Nights | 16,215 | 7,476 | 157,977 | 84,943 | 86% |
| Attendance | 46,283 | 20,460 | 346,780 | 194,573 | 78% |
| Leads and Tentatives for Group Sales/Sports Marketing | | | | | |
| | Dec. 2021 | Dec. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Number of Meetings | 54 | 24 | 314 | 153 | 105% |
| Room-Nights | 25,316 | 27,413 | 251,831 | 172,001 | 46% |
| Attendance | 47,228 | 21,244 | 417,415 | 226,845 | 84% |
| Tradeshows and Events | | | | | |
| Events | | | | | |
| MPI Chicago Area Chapter Committee Meeting, Virtual (Dec. 9) | | | | | |
| IAEE Expo! Expo! Annual Meeting, Philadelphia, PA (Dec. 5-8) | | | | | |
| Association Executives of NC Tradeshow, Raleigh, NC (Dec. 9) | | | | | |
| North Carolina Society of Government Meeting Professionals Holiday Meeting, Knightdale, NC (Dec. 8) | | | | | |
| Association Forum's Holiday Showcase, Chicago, IL (Dec 13-14) | | | | | |
| Site Visits | | | | | |

| Site Name | | Total Room-Nights | Show Attendees | | |
|--|---------------------|----------------------|----------------------|-----------|-----------|
| North Carolina Child Support Council, 2023 Annual Conference | | 450 | 400 | | |
| Convention Center Bookings | | | | | |
| Fiscal Year | Definite Attendance | Definite Room-Nights | # of Definite Groups | | |
| 2023 - 2024 | 12,174 | 21,424 | 17 | | |
| 2022 - 2023 | 24,772 | 43,873 | 24 | | |
| 2021 - 2022 | 69,886 | 69,468 | 45 | | |
| 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 | 12,514 | 22,218 | 19 | | |
| 2022 - 2023 | 29,382 | 60,133 | 36 | | |
| 2021 - 2022 | 212,722 | 187,460 | 179 | | |
| 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 | | | | | |
| | Dec. 2021 | Dec. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Partners Serviced | 22 | 0 | 267 | 6 | 4350% |

| | | | | | |
|--|------------------|------------------|------------------|------------------|------------------|
| Visitors Guides Delivered | 2,725 | 0 | 23,676 | 225 | 10423% |
| Convention and Visitor Services | | | | | |
| | Dec. 2021 | Dec. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| # of Visitor Information Center Visitors | 350 | 0 | 2,761 | 0 | - |
| # of Visitor Inquiries | 183 | 152 | 1,626 | 945 | 72% |
| Meetings Serviced, Non-Bureau Booked | 6 | 3 | 15 | 5 | 200% |
| Meetings Serviced, Bureau Booked | 14 | 2 | 116 | 33 | 252% |
| Public Relations Production | | | | | |
| | Dec. 2021 | Dec. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Significant Placements | 3 | 8 | 30 | 29 | 3% |
| Total Net Reach/ Impressions | 54.8 M | 10.3 M | 302.5 M | 366.2 M | -17% |
| Media Placements | | | | | |
| <ul style="list-style-type: none"> December 2021: Visit North Carolina executive director Wit Tuttell appeared on the Dec. 6 episode of The Morning Show emphasizing the magic of Raleigh as a bucket list destination. December 2021: <i>Spectrum News' Capital Tonight</i> program featured the "Esports Industry Growing in North Carolina." December 2021: <i>Sports Business Journal</i> highlighted Raleigh in "6 Key Traits of an Ideal Esports Event Destination." | | | | | |
| Media Hosted | | | | | |
| <u>Media Hosted:</u> | | | | | |
| - Craig Tansley – Freelancer | | | | | |
| - Scotty Eddy – Freelancer | | | | | |
| Aviation Passengers | | | | | |
| <i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2021</i> | | | | | |
| | | | Dec. 2021 | 2021 YTD | YTD % Ch |
| Passenger Enplanements | | | 474,876 | 3,948,363 | 75.93 |
| Passenger Deplanements | | | 468,533 | 3,935,141 | 73.46 |