



Tourism Economic Development Report

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

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	\$2,398,507	\$1,059,628	\$20,659,996	\$13,337,022	54.9%
Prepared Food & Beverage	\$2,954,460	\$2,349,121	\$30,899,366	\$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