



Tourism Economic Development Report

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

INDUSTRY REPORT				January 2023	
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. 2021	Wake County	North Carolina	United States	
Nov. 2022 Occupancy %	5.4%	67.6%	60.2%	59.4%	
Nov. 2022 ADR	14.1%	\$126.11	\$119.92	\$144.46	
Nov. 2022 RevPAR	20.2%	\$85.22	\$72.22	\$85.74	
2022 YTD Occupancy %	17.5%	67.3%	62.8%	63.5%	
2022 YTD ADR	23.6%	\$119.28	\$120.89	\$149.03	
2022 YTD RevPAR	45.2%	\$80.27	\$75.89	\$94.69	
	Nov. 2022	Nov. 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	543,060	548,430	6,061,735	5,998,256	1.1%
Room-Nights Sold	366,966	351,627	4,079,273	3,436,157	18.7%
Tourism Tax Collections					
	Nov. 2022	Nov. 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$2,945,842	\$2,398,507	\$30,472,648	\$22,665,336	34.4%
Prepared Food & Beverage	\$3,440,201	\$2,954,460	\$36,950,401	\$36,950,401	19.6%
Website Traffic					

	Dec. 2022	Dec. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	343,659	383,341	1,987,874	2,039,378	-3%
Meetings/Sports Marketing Arriving in Current Month					
	Dec. 2022	Dec. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	17	14	173	117	48%
Room-Nights	37,729	17,401	129,779	104,410	24%
Attendance	82,507	49,360	248,402	200,034	24%
Meetings/Sports Marketing by Booked Date					
	Dec. 2022	Dec. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	15	20	171	141	21%
Room-Nights	6,542	17,174	141,655	159,632	-11%
Attendance	16,519	46,263	336,277	346,710	-3%
Leads and Tentatives for Group Sales/Sports Marketing					
	Dec. 2022	Dec. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	99	54	514	313	64%
Room-Nights	81,215	25,706	417,516	247,339	69%
Attendance	97,907	47,128	602,793	421,795	43%
Tradeshows and Events					
Events					
MPI Virginia Holiday Social and Silent Auction, Doswell, Va. (Dec. 1)					
PCMA Philadelphia Chapter Holiday Event, Philadelphia, Pa. (Dec. 1)					
Association Executives of N.C. FUEL Meeting, Raleigh, N.C. (Dec. 1)					
N.C. SGMP Board Meeting, virtual (Dec. 2)					
NCAA Division I Women's Soccer Championship, Cary, N.C. (Dec. 2 & 5)					
visitRaleigh.com Girls College Showcase, Wake County, N.C. (Dec. 2-4)					

Virginia Society of Association Executives Holiday Event, Richmond, Va. (Dec. 3)
NCHSAA Cheerleading Invitational, Raleigh, N.C. (Dec. 3)
Old North State Classic, Raleigh, N.C. (Dec. 3-4)
Meetings Today LIVE! Savannah, Savannah, Ga. (Dec. 4-7)
NCAA Division I Women's Soccer Championship Reception, Raleigh, N.C. (Dec. 4)
Professional Convention Management Association New England Chapter Annual Event, Boston, Mass. (Dec. 5)
US Sports Congress, Richmond, Va. (Dec. 5-7)
Association of Meeting Professionals D.C., Washington, D.C. (Dec. 6)
NHL Stadium Series LOC Meeting, Raleigh, N.C. (Dec. 6)
Raleigh Chamber's Young Professionals Network Membership Task Force Meeting, Raleigh, N.C. (Dec. 7)
Association Executives of N.C. Annual Trade Show, Raleigh, N.C. (Dec. 8)
Raleigh Chamber's Young Professionals Network Social, Raleigh, N.C. (Dec. 8)
Meeting Professionals International Carolinas Chapter DEI Coffee Connect, Raleigh, N.C. (Dec. 9)
NCAA Division I Men's Soccer Championship, Cary, N.C. (Dec. 9 & 12)
visitRaleigh.com Boys College Showcase, Wake County, N.C. (Dec. 9-11)
Speedo Blizzard Blitz, Cary, N.C. (Dec. 9-11)
NCHSAA Football State Championship, Raleigh, N.C. (Dec. 10)
NCAA Division I Men's Soccer Championship Reception, Raleigh, N.C. (Dec. 11)
Georgia Association of Convention and Visitors Bureaus' Group Sales Symposium, Peachtree City, Ga. (Dec. 12-13)
International Association of Exhibitions and Events Expo! Expo! 2022, Louisville, Ky. (Dec. 12-14)
Meeting Professionals International Chicago Area Chapter Membership Committee Meeting, virtual (Dec. 15)
Raleigh Chamber's Young Professionals Network Board Meeting, Raleigh, N.C. (Dec. 15)
S.C. Society of Association Executives Bowling Tournament and Silent Auction, Cayce, S.C. (Dec. 15)
Call of Duty League: Major I, Raleigh, N.C. (Dec. 15-18)
John Wall Holiday Invitational Luncheon, Raleigh, N.C. (Dec. 20)
John Wall Holiday Invitational, Cary & Raleigh, N.C. (Dec. 27-30)

Meeting Professionals International (MPI) Greater New York Chapter Industry Holiday Event, New York, N.Y. (Dec. 29)

Site Visits

Site Name	Total Room-Nights	Show Attendees
2023/2024 NCAA Division I Women’s Lacrosse Championships	3,400	7,000
IEEE Ultrasonics, Ferroelectrics and Frequency Control Society	2,950	1,800
BASF NBC 2024	1,850	475
IFRC Conference 2025	376	190
State Revolving Funds Workshop (SRF)	90	100
ICAA 2024	1,380	500

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	21,074	30,722	23
2022 - 2023	69,032	88,187	52
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	28,818	48,740	40
2022 - 2023	203,095	201,608	235
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

	Dec. 2022	Dec. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Partners Served	4	21	152	262	-42%
Visitors Guides Delivered	225	2,625	16,135	23,376	-31%

Convention and Visitor Services

	Dec. 2022	Dec. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	464	350	3,863	2,761	40%
# of Visitor Inquiries	194	183	1,561	1,626	-4%
Meetings Served, Non-Bureau Booked	0	6	43	15	187%
Meetings Served, Bureau Booked	17	14	173	117	48%
Site Visits/Planning Meetings	4	0	9	0	-
Pre/Post Convention Meetings	3	0	47	0	-
Attendance Promotions	3	0	9	0	-

Public Relations Production

	Dec. 2022	Dec. 2021	2023 FYTD	2022 FYTD	FYTD % Ch
Significant Placements	5	3	37	30	23.3%
Total Net Reach/Impressions	45.6 M	54.8 M	992.8 M	302.3 M	228.4%

Media Placements

- December 2022:** Ashley Christensen restaurants Poole's Diner and Death & Taxes' fresh seafood sourcing were highlighted in *The New York Times*' "[She Harvests Shellfish and Helps Protect Them](#)"
- December 2022:** *Fodor's Travel* highlighted Raleigh's iconic New Year's Eve acorn drop in "[Best New Year's Eve Destinations That Drop Something Besides a Ball](#)"

- **December 2022:** *Sports Travel Magazine* published "[Professional Disc Golf Association 2024 Championship Heads to Raleigh](#)"
- **December 2022:** *The Local Palate* looked back with chef Ashley Christensen on one of Raleigh's most famous restaurants in "[Poole's Diner Celebrates 15 Years](#)"
- **December 2022:** Anne's Apothecary and Liz Kelly Pottery were featured in *Cardinal & Pine's* "[NC-Centric Holiday Gift Guide](#)"

Media Hosted

Media Hosted:

- Charles Thorp & Magnus Lygdback – Freelance & Great Adventures Podcast
- Andrew Nelson – National Geographic

Aviation Passengers

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

	Dec. 2022	2022 YTD	YTD % Ch
Passenger Enplanements	539,169	5,412,293	37.08%
Passenger Deplanements	529,684	5,402,960	37.30%