<table>
<thead>
<tr>
<th></th>
<th>Ch from Nov. 2021</th>
<th>Wake County</th>
<th>North Carolina</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 2022 Occupancy %</td>
<td>5.4%</td>
<td>67.6%</td>
<td>60.2%</td>
<td>59.4%</td>
</tr>
<tr>
<td>Nov. 2022 ADR</td>
<td>14.1%</td>
<td>$126.11</td>
<td>$119.92</td>
<td>$144.46</td>
</tr>
<tr>
<td>Nov. 2022 RevPAR</td>
<td>20.2%</td>
<td>$85.22</td>
<td>$72.22</td>
<td>$85.74</td>
</tr>
<tr>
<td>2022 YTD Occupancy %</td>
<td>17.5%</td>
<td>67.3%</td>
<td>62.8%</td>
<td>63.5%</td>
</tr>
<tr>
<td>2022 YTD ADR</td>
<td>23.6%</td>
<td>$119.28</td>
<td>$120.89</td>
<td>$149.03</td>
</tr>
<tr>
<td>2022 YTD RevPAR</td>
<td>45.2%</td>
<td>$80.27</td>
<td>$75.89</td>
<td>$94.69</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Room-Night Supply</td>
<td>543,060</td>
<td>548,430</td>
<td>6,061,735</td>
<td>5,998,256</td>
</tr>
<tr>
<td>Room-Nights Sold</td>
<td>366,966</td>
<td>351,627</td>
<td>4,079,273</td>
<td>3,436,157</td>
</tr>
</tbody>
</table>

**Tourism Tax Collections**

<table>
<thead>
<tr>
<th></th>
<th>Nov. 2022</th>
<th>Nov. 2021</th>
<th>2022 YTD</th>
<th>2021 YTD</th>
<th>YTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>$2,945,842</td>
<td>$2,398,507</td>
<td>$30,472,648</td>
<td>$22,665,336</td>
<td>34.4%</td>
</tr>
<tr>
<td>Prepared Food &amp; Beverage</td>
<td>$3,440,201</td>
<td>$2,954,460</td>
<td>$36,950,401</td>
<td>$36,950,401</td>
<td>19.6%</td>
</tr>
</tbody>
</table>

**Website Traffic**
<table>
<thead>
<tr>
<th></th>
<th>Dec. 2022</th>
<th>Dec. 2021</th>
<th>2022 FYTD</th>
<th>2021 FYTD</th>
<th>FYTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website Sessions</strong></td>
<td>343,659</td>
<td>383,341</td>
<td>1,987,874</td>
<td>2,039,378</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>Meetings/Sports Marketing Arriving in Current Month</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Meetings</td>
<td>17</td>
<td>14</td>
<td>173</td>
<td>117</td>
<td>48%</td>
</tr>
<tr>
<td>Room-Nights</td>
<td>37,729</td>
<td>17,401</td>
<td>129,779</td>
<td>104,410</td>
<td>24%</td>
</tr>
<tr>
<td>Attendance</td>
<td>82,507</td>
<td>49,360</td>
<td>248,402</td>
<td>200,034</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Meetings/Sports Marketing by Booked Date</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Meetings</td>
<td>15</td>
<td>20</td>
<td>171</td>
<td>141</td>
<td>21%</td>
</tr>
<tr>
<td>Room-Nights</td>
<td>6,542</td>
<td>17,174</td>
<td>141,655</td>
<td>159,632</td>
<td>-11%</td>
</tr>
<tr>
<td>Attendance</td>
<td>16,519</td>
<td>46,263</td>
<td>336,277</td>
<td>346,710</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>Leads and Tentatives for Group Sales/Sports Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Meetings</td>
<td>99</td>
<td>54</td>
<td>514</td>
<td>313</td>
<td>64%</td>
</tr>
<tr>
<td>Room-Nights</td>
<td>81,215</td>
<td>25,706</td>
<td>417,516</td>
<td>247,339</td>
<td>69%</td>
</tr>
<tr>
<td>Attendance</td>
<td>97,907</td>
<td>47,128</td>
<td>602,793</td>
<td>421,795</td>
<td>43%</td>
</tr>
<tr>
<td><strong>Tradeshows and Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MPI Virginia Holiday Social and Silent Auction, Doswell, Va. (Dec. 1)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>PCMA Philadelphia Chapter Holiday Event, Philadelphia, Pa. (Dec. 1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Association Executives of N.C. FUEL Meeting, Raleigh, N.C. (Dec. 1)</td>
<td></td>
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<tr>
<td>N.C. SGMP Board Meeting, virtual (Dec. 2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCAA Division I Women's Soccer Championship, Cary, N.C. (Dec. 2 &amp; 5)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>visitRaleigh.com Girls College Showcase, Wake County, N.C. (Dec. 2-4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event</td>
<td>Location</td>
<td>Date</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------------------</td>
<td>----------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virginia Society of Association Executives Holiday Event</td>
<td>Richmond, Va.</td>
<td>(Dec. 3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCHSAA Cheerleading Invitational</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Old North State Classic</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 3-4)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meetings Today LIVE!</td>
<td>Savannah, Ga.</td>
<td>(Dec. 4-7)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCAA Division I Women's Soccer Championship Reception</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 4)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Convention Management Association New England Chapter</td>
<td>Boston, Mass.</td>
<td>(Dec. 5)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>US Sports Congress</td>
<td>Richmond, Va.</td>
<td>(Dec. 5-7)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Association of Meeting Professionals D.C.</td>
<td>Washington, D.C.</td>
<td>(Dec. 6)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NHL Stadium Series LOC Meeting</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 6)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raleigh Chamber's Young Professionals Network Membership Task Force</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 7)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Association Executives of N.C. Annual Trade Show</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 8)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raleigh Chamber's Young Professionals Network Social</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 8)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting Professionals International Carolinas Chapter DEI Coffee</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 9)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCAA Division I Men's Soccer Championship</td>
<td>Cary, N.C.</td>
<td>(Dec. 9 &amp; 12)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>visitRaleigh.com Boys College Showcase</td>
<td>Wake County, N.C.</td>
<td>(Dec. 9-11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speedo Blizzard Blitz</td>
<td>Cary, N.C.</td>
<td>(Dec. 9-11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCHSAA Football State Championship</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 10)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCAA Division I Men's Soccer Championship Reception</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Georgia Association of Convention and Visitors Bureaus’ Group Sales</td>
<td>Peachtree City, Ga.</td>
<td>(Dec. 12-13)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Association of Exhibitions and Events Expo! Expo! 2022</td>
<td>Louisville, Ky.</td>
<td>(Dec. 12-14)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting Professionals International Chicago Area Chapter</td>
<td>virtual</td>
<td>(Dec. 15)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raleigh Chamber’s Young Professionals Network Board Meeting</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 15)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S.C. Society of Association Executives Bowling Tournament and Silent</td>
<td>Cayce, S.C.</td>
<td>(Dec. 15)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Call of Duty League: Major I</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 15-18)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Wall Holiday Invitational Luncheon</td>
<td>Raleigh, N.C.</td>
<td>(Dec. 20)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Wall Holiday Invitational</td>
<td>Cary &amp; Raleigh, N.C.</td>
<td>(Dec. 27-30)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Name</td>
<td>Total Room-Nights</td>
<td>Show Attendees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>-------------------</td>
<td>----------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023/2024 NCAA Division I Women’s Lacrosse Championships</td>
<td>3,400</td>
<td>7,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEEE Ultrasonics, Ferroelectrics and Frequency Control Society</td>
<td>2,950</td>
<td>1,800</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASF NBC 2024</td>
<td>1,850</td>
<td>475</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IFRC Conference 2025</td>
<td>376</td>
<td>190</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State Revolving Funds Workshop (SRF)</td>
<td>90</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ICAA 2024</td>
<td>1,380</td>
<td>500</td>
<td></td>
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</tr>
</tbody>
</table>

### Convention Center Bookings

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Definite Attendance</th>
<th>Definite Room-Nights</th>
<th># of Definite Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023 - 2024</td>
<td>21,074</td>
<td>30,722</td>
<td>23</td>
</tr>
<tr>
<td>2022 - 2023</td>
<td>69,032</td>
<td>88,187</td>
<td>52</td>
</tr>
<tr>
<td>2021 - 2022</td>
<td>68,371</td>
<td>67,761</td>
<td>47</td>
</tr>
<tr>
<td>2020 - 2021</td>
<td>18,250</td>
<td>8,867</td>
<td>4</td>
</tr>
<tr>
<td>2019 - 2020</td>
<td>60,266</td>
<td>78,742</td>
<td>41</td>
</tr>
<tr>
<td>2018 - 2019</td>
<td>59,147</td>
<td>70,377</td>
<td>55</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>80,072</td>
<td>72,598</td>
<td>60</td>
</tr>
<tr>
<td>2016 - 2017</td>
<td>104,937</td>
<td>82,263</td>
<td>58</td>
</tr>
</tbody>
</table>

### Wake County Bookings

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Definite Attendance</th>
<th>Definite Room-Nights</th>
<th># of Definite Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023 - 2024</td>
<td>28,818</td>
<td>48,740</td>
<td>40</td>
</tr>
<tr>
<td>2022 - 2023</td>
<td>203,095</td>
<td>201,608</td>
<td>235</td>
</tr>
<tr>
<td>2021 - 2022</td>
<td>229,066</td>
<td>210,345</td>
<td>267</td>
</tr>
<tr>
<td></td>
<td>Dec. 2022</td>
<td>Dec. 2021</td>
<td>2022 FYTD</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td><strong>Partners Serviced</strong></td>
<td>4</td>
<td>21</td>
<td>152</td>
</tr>
<tr>
<td><strong>Visitors Guides Delivered</strong></td>
<td>225</td>
<td>2,625</td>
<td>16,135</td>
</tr>
</tbody>
</table>

**Convention and Visitor Services**

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

**Public Relations Production**

<table>
<thead>
<tr>
<th></th>
<th>Dec. 2022</th>
<th>Dec. 2021</th>
<th>2023 FYTD</th>
<th>2022 FYTD</th>
<th>FYTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant Placements</td>
<td>5</td>
<td>3</td>
<td>37</td>
<td>30</td>
<td>23.3%</td>
</tr>
<tr>
<td>Total Net Reach/Impressions</td>
<td>45.6 M</td>
<td>54.8 M</td>
<td>992.8 M</td>
<td>302.3 M</td>
<td>228.4%</td>
</tr>
</tbody>
</table>

**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*

<table>
<thead>
<tr>
<th></th>
<th>Dec. 2022</th>
<th>2022 YTD</th>
<th>YTD % Ch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Enplanements</td>
<td>539,169</td>
<td>5,412,293</td>
<td>37.08%</td>
</tr>
<tr>
<td>Passenger Deplanements</td>
<td>529,684</td>
<td>5,402,960</td>
<td>37.30%</td>
</tr>
</tbody>
</table>