



Tourism Economic Development Report

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

INDUSTRY REPORT				JANUARY 2024	
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. 2022	Wake County	North Carolina	United States	
Nov. 2023 Occupancy %	2.9%	69.1%	59.1%	58.4%	
Nov. 2023 ADR	6.5%	\$134.43	\$124.22	\$151.23	
Nov. 2023 RevPAR	9.6%	\$92.91	\$74.12	\$88.36	
2023 YTD Occupancy %	3.6%	69.4%	63.2%	63.9%	
2023 YTD ADR	8.8%	\$129.26	\$125.26	\$155.99	
2023 YTD RevPAR	12.7%	\$90.24	\$79.18	\$99.71	
	Nov. 2023	Nov. 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	552,150	542,460	6,106,007	6,052,011	0.9%
Room-Nights Sold	381,595	364,483	4,240,284	4,057,476	4.5%
Tourism Tax Collections					
	Nov. 2023	Nov. 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	\$3,256,437	\$2,945,842	\$35,580,431	\$30,472,648	16.8%
Prepared Food & Beverage	\$3,618,465	\$3,440,201	\$40,625,884	\$36,950,401	9.9%

Website Traffic					
	Dec. 2023	Dec. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Users	235,729	262,315	1,488,869	1,523,778	-2%
Meetings/Sports Marketing Arriving in Current Month					
	Dec. 2023	Dec. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	10	17	179	173	3%
Room-Nights	7,311	37,729	122,807	129,779	-5%
Attendance	15,448	82,507	227,786	248,402	-8%
Meetings/Sports Marketing by Booked Date					
	Dec. 2023	Dec. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	21	15	220	171	29%
Room-Nights	27,639	6,542	190,312	141,655	34%
Attendance	72,870	16,519	371,506	339,043	10%
Leads and Tentatives for Group Sales/Sports Marketing					
	Dec. 2023	Dec. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	78	99	494	513	-4%
Room-Nights	72,868	73,029	489,227	409,962	19%
Attendance	63,672	96,427	599,055	615,943	-3%
Tradeshows and Events					
Events					
SGMP NATCAP Board Meeting, virtual (Dec. 1)					
VSAE Annual Luncheon, Richmond, Va. (Dec. 1)					
Raleigh Chamber YPN Network Social, Raleigh, N.C. (Dec. 1)					
NCAA Division I Women's Soccer Championship, Cary, N.C. (Dec. 1 & 4)					
visitRaleigh.com Girls College Showcase, Wake County, N.C. (Dec. 1-3)					

NCHSAA Cheerleading Invitational, Raleigh, N.C. (Dec. 2)		
MPI Volunteer Engagement Monthly Call, virtual (Dec. 4)		
SGMP Holiday Party and Silent Auction, Washington, D.C. (Dec. 6)		
IAEE Expo! Expo!, Dallas, Texas (Dec. 5-7)		
NCBMP Annual Conference, Atlanta, Ga. (Dec. 6-9)		
2024 PDGA US Masters Championships LOC meeting, virtual (Dec. 6)		
MPI Carolinas Chapter DEI Committee Meeting, virtual (Dec. 7)		
MPI Community Advisory Board Meeting, virtual (Dec. 8)		
NCHSAA Football State Championships, Raleigh, N.C. (Dec. 9)		
Speedo Blizzard Blitz, Cary, N.C. (Dec. 8-10)		
MPI Chicago Chapter Swing Into the Holidays, Chicago, Ill. (Dec. 11)		
DC CVBReps Holiday Event, Washington, D.C. (Dec. 13)		
PCMA Capital Chapter Holiday Celebration, Washington, D.C. (Dec. 14)		
AENC Annual Tradeshow, Raleigh, N.C. (Dec. 14)		
Raleigh Chamber YPN All Task Force Holiday Social, Raleigh, N.C. (Dec. 14)		
MPI Greater New York Chapter Industry Holiday Celebration, New York, N.Y. (Dec. 18)		
2024 Rowing Events Planning Meeting, virtual (Dec. 19)		
NC Baseball Museum Quarterly Meeting, Wilson, N.C. (Dec. 19)		
MPI Carolinas Chapter Board Meeting, virtual (Dec. 19)		
MPI Carolinas Chapter MarComm Meeting, virtual (Dec. 21)		
John Wall Holiday Invitational, Raleigh, N.C. (Dec. 27-30)		
Site Visits		
Site Name	Total Room-Nights	Show Attendees
Association of Collegiate Conference and Events Directors Annual Meeting 2026	1,569	450
FlightSimExpo 2025	1,150	1,500

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	54,554	65,422	49
2022 - 2023	82,157	100,084	64
2021 - 2022	68,371	67,791	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

Wake County Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	200,245	202,104	262
2022 - 2023	289,161	279,512	361
2021 - 2022	229,066	210,375	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

Visitors Guide Delivery Service to Partners

	Dec. 2023	Dec. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Partners Serviced	3	4	212	148	43%
Visitors Guides Delivered	300	225	15,350	13,860	11%

Convention and Visitor Services

	Dec. 2023	Dec. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	409	464	4,168	3,863	8%
# of Visitor Inquiries	146	194	1,490	1,561	-5%
Meetings Serviced, Non-Bureau Booked	4	0	49	43	14%
Meetings Serviced, Bureau Booked	10	17	179	173	3%
Site Visits/Planning Meetings	5	4	21	9	133%
Pre/Post Convention Meetings	3	3	11	47	-77%
Attendance Promotions	0	3	4	9	-56%

Public Relations Production

	Dec. 2023	Dec. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Significant Placements	10	5	63	37	70.2%
Total Net Reach/Impressions*	105.1 M	-	1.1 B	-	-

Media Placements

- **December 2023:** *EnVols* showcased Raleigh's top attractions in "[The Best Places to Visit When Staying in Raleigh](#)"
- **December 2023:** *Garden & Gun* featured the best local restaurants to visit when flying through RDU International Airport in "[Where to Eat in Southern Airports](#)"
- **December 2023:** *TravelPulse* showcased The Umstead Hotel and Spa as a property that excels at offering delectable gluten-free menu options in "[Hotels With Delicious Gluten-Free Dining Options](#)"
- **December 2023:** *Trekaroo* highlighted Raleigh as an elite family-friendly destination in "[Over 15 Fun Things to Do in Raleigh With Kids](#)"
- **December 2023:** Greater Raleigh was highlighted as a premier esports and sports destination by *Sports Planning Guide* in "[North Carolina Is Becoming an Esports Mecca](#)" and "[Site Inspections: Raleigh, N.C.](#)"
- **December 2023:** Aija was recognized as top restaurant in 2023 by *Eater Carolinas* in "[Carolinas Food Writers and Photographers Name Their Best Restaurant Meal of 2023](#)"
- **December 2023:** *Sports Destination Management* recognized the positive impact of the Greater Raleigh Sports Alliance over the last 25 years in "[Celebrating 25 Years of the Greater Raleigh Sports Alliance](#)"
- **December 2023:** Visit Raleigh's Loretta Yingling's career in tourism was highlighted by *Smart Meetings* in "[CMP Spotlight: Get To Know Loretta Yingling, CMP](#)"

- **December 2023:** Visit Raleigh's Executive Vice President Loren Gold was interviewed by *Simpleview* on the positive impact esports has on the Greater Raleigh community in "[Esports Tourism: Essential to Any Destination's Future](#)"

Media Hosted/Media Missions

*Year-one measurement with new vendor Muck Rack includes all device measurement reach, eliminating a comparison to prior-year numbers with vendor Cision.

Aviation Passengers

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

	Dec. 2023	2023 YTD	YTD % Ch
Passenger Enplanements	632,037	6,655,697	23.08%
Passenger Deplanements	626,947	6,670,469	13.53%