



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT				JULY 2022	
<b>Hotel Occupancy Production</b>					
<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 May 2021	Wake County	North Carolina	United States	
May 2022 Occupancy %	17.3%	70.0%	63.9%	65.1%	
May 2022 ADR	28.6%	\$120.95	\$124.63	\$149.91	
May 2022 RevPAR	50.7%	\$84.63	\$79.69	\$97.53	
2022 YTD Occupancy %	27.9%	63.7%	59.3%	59.9%	
2022 YTD ADR	33.5%	\$113.33	\$112.77	\$142.82	
2022 YTD RevPAR	70.8%	\$72.20	\$66.88	\$85.50	
	May 2022	May 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	566,556	554,652	2,775,006	2,697,282	2.9%
Room-Nights Sold	396,413	331,121	1,767,832	1,343,519	31.6%
<b>STourism Tax Collections</b>					
	May 2022	May 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$2,871,304	\$1,906,492	\$12,399,360	\$7,171,943	72.9%
Prepared Food & Beverage	\$3,559,178	\$2,956,878	\$16,208,083	\$12,955,015	25.1%
<b>Website Traffic</b>					

	June 2022	June 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	348,433	262,800	4,034,692	2,304,697	75%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	June 2022	June 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	30	16	267	98	172%
Room-Nights	19,836	19,045	211,577	86,894	143%
Attendance	34,831	29,480	422,717	172,355	145%
<b>Meetings/Sports Marketing by Booked Date</b>					
	June 2022	June 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	14	20	303	193	57%
Room-Nights	4,572	7,904	223,095	177,713	26%
Attendance	12,676	8,752	457,457	290,562	57%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	June 2022	June 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	65	48	792	422	88%
Room-Nights	39,962	24,009	562,828	528,346	7%
Attendance	36,539	26,325	810,785	504,281	61%
<b>Tradeshows and Events</b>					
<b>Events</b>					
BODYARMOR State Games of N.C., Wake County, N.C. (June)					
NCHSAA Women's Soccer State Championships, Cary, N.C. (June 3-4)					
NCHSAA Baseball State Championships, Holly Springs, N.C. (June 3-4)					
NCAA Division II Baseball Championship, Cary, N.C. (June 4-10)					
Professional Convention Management Association EduCon, New Orleans, La. (June 5-8)					
Meeting Professionals International Chicago Area Chapter Membership Committee Meeting, Virtual (June 9)					

N.C. Society of Government Meeting Professionals Chapter Conference, Cary, N.C. (June 10)			
USA Baseball 17U National Team Championships, Cary, N.C. (June 14-17)			
USA Baseball 10U Futures Invitational, Cary, N.C. (June 16-19)			
Speedo Triangle Classic, Cary, N.C. (June 16-19)			
USA Baseball 13U National Team Championships, Cary, N.C. (June 18-20)			
Meeting Professionals International World Education Congress, San Francisco, Calif. (June 20-23)			
USA Baseball 16U National Team Championships, Cary, N.C. (June 21-25)			
2023/24 NCAA Women’s Lacrosse Championship LOC Meeting, Virtual (June 23)			
USA Baseball 11U Futures Invitational, Cary, N.C. (June 23-26)			
USA BMX Freestyle National Tour Stop, Cary, N.C. (June 24-25)			
Spikeball College Nationals, Raleigh, N.C. (June 25-26)			
NCSA Annual Meeting and Board Meeting, Fayetteville, N.C. (June 28)			
Meeting Professionals International Greater New York Genies Awards and Education, New York City, N.Y. (June 28)			
Association Meeting Professionals D.C. Summer Bash, Washington, D.C. (June 28)			
Professional Convention Management Association Capital Chapter June Event, Washington, D.C. (June 29)			
Association Executives of N.C. Young Professionals FUEL Roundtable, Durham, N.C. (June 29)			
MLB/USA Baseball PDP League, Cary, N.C. (June 29-July 6)			
USA Baseball Collegiate National Team Training Camp, Cary, N.C. (June 30)			
<b>Site Visits</b>			
<b>Site Name</b>	<b>Total Room-Nights</b>	<b>Show Attendees</b>	
TRINCPINTRADE LLC, NC Disneyana 2023	60	600	
LabCorp, LabCorp Global Leadership Meeting	855	200	
2023 IWLCA Southeast Cup	1,000	2,500	
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room-Nights</b>	<b># of Definite Groups</b>

2023 - 2024	13,874	24,514	19		
2022 - 2023	27,247	48,284	32		
2021 - 2022	68,271	67,741	46		
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		
<b>Wake County Bookings</b>					
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room-Nights</b>	<b># of Definite Groups</b>		
2023 - 2024	14,671	26,601	24		
2022 - 2023	45,147	82,637	85		
2021 - 2022	228,966	210,325	266		
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		
<b>Visitors Guide Delivery Service to Partners</b>					
	<b>June 2022</b>	<b>June 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Partners Served	2	1	443	35	1166%
Visitors Guides Delivered	775	100	42,552	3,575	1090%
<b>Convention and Visitor Services</b>					
	<b>June 2022</b>	<b>June 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	697	3	5,392	3	179633%

# of Visitor Inquiries	275	361	3,674	2,729	35%
Meetings Serviced, Non-Bureau Booked	6	0	40	8	400%
Meetings Serviced, Bureau Booked	30	16	267	98	172%
<b>Public Relations Production</b>					
	<b>June 2022</b>	<b>June 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	8	4	77	63	22%
Total Net Reach/Impressions	17 M	4.9 M	586.8 M	525 M	12%
<b>Media Placements</b>					
<ul style="list-style-type: none"> <li>Lonely Planet featured <a href="#">William B. Umstead State Park</a> in "<a href="#">North Carolina's Seven Best Hikes</a>"</li> <li>Traveling Mom named Raleigh as one of the "<a href="#">Best Eastern United States Vacation Spots for Families</a>"</li> <li>Raleigh was featured in the summer issue of AAA <i>Living</i> magazine in "<a href="#">Destination North Carolina</a>"</li> <li><i>Southern Flavor Magazine</i> highlighted some of Raleigh's favorite foodie spots in "<a href="#">Tasty Trips: Raleigh, N.C.</a>"</li> <li>North Carolina Weekend's Deborah Holt Noel stopped by <a href="#">Heights House Hotel</a> and <a href="#">Wye Hill Kitchen &amp; Brewing</a> in the recent episode, "<a href="#">Relax and Recharge</a>"</li> <li>U.S. Travel Association's IPW Daily highlighted Raleigh as an esports destination in "<a href="#">Game On: Esports Around the Nation Offer Excitement</a>"</li> <li>Uncorked Asheville included Raleigh's historic <a href="#">Saint Agnes Hospital</a> in "<a href="#">11 Abandoned Places in North Carolina</a>"</li> <li>This is My South shared some of the City of Oaks' coolest restaurants, lodging and attractions in "<a href="#">Weekend Guide to Raleigh, N.C.</a>"</li> </ul>					
<b>Media Hosted</b>					
<ul style="list-style-type: none"> <li>Coleman Concierge – Travel Blog, Freelance</li> <li>Regan Stephens – Food &amp; Wine, People Magazine, Philadelphia Magazine, inPickleball Magazine</li> </ul>					
<b>Aviation Passengers</b>					
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2022</i>					
		<b>June 2022</b>	<b>2022 YTD</b>	<b>YTD % Ch</b>	
Passenger Enplanements		550,056	2,193,155	77.41%	
Passenger Deplanements		538,677	2,174,905	75.43%	