



Tourism Economic Development Report

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

INDUSTRY REPORT				JULY 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 May 2022	Wake County	North Carolina	United States	
May 2023 Occupancy %	4.5%	72.8%	64.8%	64.8%	
May 2023 ADR	11.5%	\$135.61	\$129.85	\$156.25	
May 2023 RevPAR	16.6%	\$98.68	\$84.13	\$101.31	
2023 YTD Occupancy %	7.7%	68.3%	61.3%	61.5%	
2023 YTD ADR	13.4%	\$129.21	\$120.92	\$153.51	
2023 YTD RevPAR	22.1%	\$88.20	\$74.08	\$94.40	
	May 2023	May 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	569,160	561,255	2,755,218	2,754,045	0.0%
Room-Nights Sold	414,163	390,861	1,880,664	1,745,496	7.7%
Tourism Tax Collections					
	May 2023	May 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	\$3,662,308	\$2,871,304	\$15,906,521	\$12,399,360	28.3%
Prepared Food & Beverage	\$3,943,994	\$3,559,178	\$18,513,146	\$16,208,082	14.2%
Website Traffic					

	Jun. 2023	Jun. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Sessions	321,493	362,089	3,881,905	4,034,692	-4%
Meetings/Sports Marketing Arriving in Current Month					
	Jun. 2023	Jun. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	33	30	359	268	34%
Room-Nights	17,105	19,836	278,163	211,597	31%
Attendance	42,610	34,831	648,493	423,217	53%
Meetings/Sports Marketing by Booked Date					
	Jun. 2023	Jun. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	16	14	350	303	16%
Room-Nights	5,542	4,572	248,786	224,021	11%
Attendance	8,147	12,676	615,265	459,442	34%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jun. 2023	Jun. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	80	64	1,070	790	35%
Room-Nights	80,951	39,629	762,649	558,692	37%
Attendance	60,563	36,289	945,322	814,791	16%
Tradeshows and Events					
Events					
Meeting Professionals International (MPI) Carolinas Chapter Annual Awards Gala, Raleigh, N.C. (June 1)					
Association Forum Holiday Showcase Tradeshow Advisory Committee Meeting, virtual (June 1)					
The Soccer Tournament, Cary, N.C. (June 1-4)					
UNC HEALTH Championship presented by STITCH, Raleigh, N.C. (June 1-4)					
NCHSAA Baseball State Championships, Holly Springs, N.C. (June 2-3)					
USA Fencing Raleigh SJCC & Division II North American Cup, Raleigh, N.C. (June 2-4)					

NCAA Division II Baseball Championship, Cary, N.C. (June 3-10)
MPI Greater New York Chapter Board of Directors Meeting, Long Island, N.Y. (June 4-6)
Raleigh Chamber We Connect: Advocating for LGBTQIA+ Employees in the Workplace, Raleigh, N.C. (June 6)
Society of Government Meeting Professionals National Education Conference, Bloomington, Minn. (June 6-8)
Professional Convention Management Association (PCMA) Greater Midwest Chapter with IAEE Joint Education, Chicago, Ill. (June 8)
N.C. Sports Association Board Development Committee Meeting, virtual (June 8)
MPI Carolinas Chapter MarComm Meeting, virtual (June 9)
IWLCA Southeast Cup, Raleigh, N.C. (June 10-11)
Oak City Swing Softball, Raleigh, N.C. (June 10-11)
MPI World Education Congress, Riviera Maya, Mexico (June 12-16)
NCAA DI Women's Lacrosse Championship Committee Meeting, virtual (June 13)
USA Baseball 17U National Team Championships North Carolina, Cary, N.C. (June 13-16)
Pyramid Global Client Appreciation Event, Raleigh, N.C. (June 15)
MPI Town Hall Membership Meeting, virtual (June 15)
PCMA Greater Midwest Chapter DEI Committee Meeting, virtual (June 15)
USA Baseball 10U Futures Invitational, Cary, N.C. (June 15-18)
Speedo Triangle Classic, Cary, N.C. (June 16-18)
Carolina Clash, Raleigh, N.C. (June 17-18)
South Carolina Society of Association Executives Annual Meeting, Greenville, S.C. (June 17-19)
MPI New Jersey Chapter Golf Outing, Hamburg, N.J. (June 19-20)
Corporate Cocktail Hour at The Merrimon-Wynne House, Raleigh, N.C. (June 20)
USA Baseball 16U National Team Championships North Carolina, Cary, N.C. (June 20-23)
MPI Greater New York Chapter Genie Awards, Queens, N.Y. (June 21)
MPI Chicago Board Meeting, virtual (June 21)
MPI Chicago Membership Committee Meeting, virtual (June 22)
MPI Global Anti-Human Trafficking Committee Meeting, virtual (June 22)

USA Baseball 11U Futures Invitational, Cary, N.C. (June 22-25)			
NCFC Youth 3v3s, Raleigh, N.C. (June 24)			
USA Baseball Collegiate National Team Stars vs. Stripes Series, Cary, N.C. (June 25-28)			
MLB/USA Baseball PDP League, Cary, N.C. (June 26-July 3)			
MPI Volunteer Engagement Monthly Call, virtual (June 26)			
PCMA EduCon, Montreal, Quebec (June 26-28)			
N.C. Sports Association Annual Meeting, Hickory, N.C. (June 27)			
MPI Carolinas Chapter Board Meeting, virtual (June 27)			
Six in the City Chicago, Chicago, Ill. (June 29)			
USA Baseball Collegiate National Team vs. Chinese Taipei, Cary, N.C. (June 30)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
National Association for Catering and Events 2024 Evolve Conference		268	160
Color Street Annual Conference		3,842	4,000
Firebrands Unlocked		100	300
NC PEDS		TBD	TBD
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	26,604	45,560	35
2022 - 2023	82,157	100,050	64
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	39,789	66,5334	99		
2022 - 2023	294,106	292,415	361		
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					
	Jun. 2023	Jun. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Partners Serviced	14	2	519	435	19%
Visitors Guides Delivered	2,250	775	36,287	42,052	-14%
Convention and Visitor Services					
	Jun. 2023	Jun. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	736	697	7,591	5,392	41%
# of Visitor Inquiries	260	275	3,617	3,674	-2%
Meetings Serviced, Non-Bureau Booked	10	6	104	40	160%
Meetings Serviced, Bureau Booked	33	30	359	268	34%
Site Visits/Planning Meetings	2	0	30	0	-

Pre/Post Convention Meetings	10	0	112	0	-
Attendance Promotions	6	0	26	0	-

Public Relations Production

	Jun. 2023	Jun. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Significant Placements	9	8	88	77	14.2%
Total Net Reach/Impressions	6.5 M	17 M	1.79 B	586.8 M	205%

Media Placements

- **June 2023:** Raleigh's Juneteenth celebrations were highlighted in "[Let Freedom Ring: Where to Celebrate Juneteenth in the U.S.](#)" by The Points Guy
- **June 2023:** Raleigh was named one of the "[Best Cities for Black Families](#)" by *Parents*
- **June 2023:** The newly opened Liberation Station Bookstore and Raleigh were included in *ESSENCE's* roundup of "[Seven Cities to Visit to Celebrate Juneteenth Weekend](#)"
- **June 2023:** Raleigh lodging, attractions and food were featured in *Marietta Daily Journal's* "[College Towns With Class](#)"
- **June 2023:** The economic impact of a recent esports event was highlighted in *Esports Insider's* "[2023 LCS Spring Finals Generated \\$2.74 Million for Raleigh](#)"
- **June 2023:** *Sports Travel Magazine* published "[Raleigh to Host 2023 Yu-Gi-Oh! World Championship Qualifier](#)"
- **June 2023:** *Groups Today* included Raleigh in its roundup of foodie cities in "[Dining and Drinking Across America](#)"
- **June 2023:** Heights House Hotel was featured in *Travel By Vacation Rental's* "[Heights House Raleigh: Historic Southern Charm](#)"
- **June 2023:** The Pit was included in *Enthusiastic About Life's* "[Ultimate BBQ Bucket List](#)"

Media Hosted

Media Hosted:
- Alexis Buxton-Collins – Explore (Australian Community Media)

Media Missions/Events:
- Richmond Media Mission; Richmond, Va. • June 6-7
- Public Relations Society of America Travel and Tourism Conference; Madison, Wis. • June 20-23

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

	Jun. 2023	2023 YTD	YTD % Ch
Passenger Enplanements	653,429	2,702,145	23.23%
Passenger Deplanements	647,922	2,698,759	24.09%

