



Tourism Economic Development Report

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

INDUSTRY REPORT				JUNE 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 Apr. 2022	Wake County	North Carolina	United States	
Apr. 2023 Occupancy %	-0.5%	70.8%	65.8%	64.4%	
Apr. 2023 ADR	10.1%	\$133.01	\$128.57	\$155.77	
Apr. 2023 RevPAR	9.5%	\$94.20	\$84.66	\$100.39	
2023 YTD Occupancy %	8.6%	67.1%	60.4%	60.6%	
2023 YTD ADR	14%	\$127.39	\$118.26	\$152.68	
2023 YTD RevPAR	23.8%	\$85.45	\$71.39	\$92.59	
	Apr. 2023	Apr. 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	550,560	546,720	2,185,098	2,191,830	-0.3%
Room-Nights Sold	389,933	389,323	1,465,757	1,354,064	8.2%
Tourism Tax Collections					
	Apr. 2023	Apr. 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	\$3,262,320	\$2,951,454	\$12,244,213	\$9,528,056	28.5%
Prepared Food & Beverage	\$3,822,133	\$3,452,354	\$12,648,904	\$14,569,152	15.2%
Website Traffic					

	May 2023	May 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Sessions	303,769	348,433	3,560,412	3,686,259	-3%
Meetings/Sports Marketing Arriving in Current Month					
	May 2023	May 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	35	23	325	238	37%
Room-Nights	29,589	4,479	260,233	191,761	36%
Attendance	55,324	17,679	605,633	388,386	56%
Meetings/Sports Marketing by Booked Date					
	May 2023	May 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	29	27	334	289	16%
Room-Nights	9,952	5,227	243,094	219,449	11%
Attendance	74,900	10,918	607,118	446,766	36%
Leads and Tentatives for Group Sales/Sports Marketing					
	May 2023	May 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	84	82	990	726	36%
Room-Nights	50,113	61,462	681,408	517,973	32%
Attendance	44,512	113,661	884,609	778,502	14%
Tradeshows and Events					
Events					
MPI Greater New York Chapter Membership Executive Meeting, virtual (May 3)					
MPI Greater New York Chapter Membership Committee Meeting, virtual (May 3)					
Young Professionals Network Membership Task Force Meeting, Raleigh, N.C. (May 3)					
Association Executives of North Carolina FUEL Luncheon, Raleigh, N.C. (May 4)					
Raleigh Investors Club, Raleigh, N.C. (May 4)					
NCAA Women's Lacrosse Championship LOC meeting, virtual (May 4)					

AENC Spring Conference, Raleigh, N.C. (May 4-5)
Association of Meeting Professionals D.C. Golf Tournament, Woodbridge, Va. (May 5)
Virginia Society of Association Executives Annual Conference, Hampton, Va. (May 7-9)
NCAA Division I Women's Golf Regional, Raleigh, N.C. (May 8-10)
MPI Carolinas Chapter Board Retreat, Durham, N.C. (May 8-9)
Sports ETA Annual Symposium, Kansas City, Mo. (May 8-11)
DoubleTree Showcase Event, Cary, N.C. (May 11)
ACC Men's and Women's Outdoor Track & Field Championships, Raleigh, N.C. (May 11-13)
Raleigh Chamber Young Professionals Network May Program, Raleigh, N.C. (May 12)
MPI Carolinas Chapter Diversity, Equity and Inclusion Committee Meeting, virtual (May 12)
ACC Rowing Championship, Raleigh, N.C. (May 12-13)
NCHSAA Men's Individual Tennis State Championships, Cary, Holly Springs & Raleigh, N.C. (May 12-13)
TITANS Spring Invite, Cary, N.C. (May 12-14)
North Carolina FC Youth Recreation Cup, Raleigh, N.C (May 13-14)
MPI New Jersey Chapter Education Program, Somerset, N.J. (May 15)
MPI Volunteer Engagement Committee Meeting, virtual (May 15)
GRSA Advisory Board Meeting, Raleigh, N.C. (May 16)
Raleigh Chamber Young Professionals Network Board Meeting, Raleigh, N.C. (May 16)
NCAA Women's Lacrosse Championship LOC meeting, virtual (May 16)
Senior Softball-USA Atlantic Coast Championships, Raleigh, N.C. (May 16-21)
MPI Philadelphia Chapter Awards Gala, Drexel Hill, Pa. (May 17)
N.C. Society of Government Meeting Professionals Annual Meeting, Raleigh, N.C. (May 19)
City of Oaks Classic presented by GRSA, Raleigh, N.C. (May 20-21)
NCAA Division I Women's Lacrosse Reception, Raleigh, N.C. (May 24)
City of Oaks Classic presented by GRSA, Raleigh, N.C. (May 20-21)
Raleigh Chamber Women's Leadership Conference, Raleigh, N.C. (May 23)

MPI Carolinas Chapter Board Meeting, virtual (May 23)			
MPI Virginia Chapter New Member Orientation, virtual (May 23)			
The Westin Raleigh-Durham Airport Ribbon Cutting, Raleigh, N.C. (May 24)			
Professional Convention Management Association Greater Philadelphia Chapter Phillies Businesspersons Special, Philadelphia, Pa. (May 24)			
NCAA Division I Women's Lacrosse Reception, Raleigh, N.C. (May 24)			
MPI Potomac Chapter May e2: Deal or No Deal: Masterminding Contracts and Negotiations, virtual (May 25)			
MPI Global Anti-Human Trafficking Committee Meeting, virtual (May 25)			
NCAA Division I Women's Lacrosse Championship, Cary, N.C. (May 26 & 28)			
USA Lacrosse National Tournament, Raleigh, N.C. (May 27-28)			
Georgia Society of Association Executives Annual Meeting, Charleston, S.C. (May 31-June2)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
2024 United Motorcoach Expo		2,508	1,000
2025 QIP – 28th Conference on Quantum Information Processing		3,300	1,000
2025 International Sturgeon Symposium		900	6000
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	24,044	40,836	30
2022 - 2023	82,157	99,900	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	31,378		52,963	71	
2022 - 2023	293,488		291,077	356	
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					
	May 2023	May 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Partners Serviced	14	63	505	433	17%
Visitors Guides Delivered	2,125	5,576	34,037	41,277	-18%
Convention and Visitor Services					
	May 2023	May 2022	2023 FYTD	2022 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	630	457	6,855	4,695	46%
# of Visitor Inquiries	317	346	3,357	3,399	-1%
Meetings Serviced, Non-Bureau Booked	10	3	93	34	174%
Meetings Serviced, Bureau Booked	35	23	325	238	37%
Pre/Post Convention Meetings	4	0	28	0	-
Community Outreach/Supplier Mtgs	13	0	102	0	-
Attendance Promotions	2	0	20	0	-
Public Relations Production					
	May 2023	May 2022	2023 FYTD	2022 FYTD	FYTD % Ch

Significant Placements	9	5	79	69	14.5%
Total Net Reach/Impressions	18.82 M	26.8 M	1.79 B	569.7 M	215%

Media Placements

- **May 2023:** *Daily Hive* featured Raleigh in "[How to Spend a BBQ and Sports-Filled Weekend in Raleigh, NC](#)"
- **May 2023:** *Toronto Sun* showcased "[Hockey, Hoops, Halls and History: Goin' Whole Hog for Sports in Raleigh, N.C.](#)"
- **May 2023:** Visit Raleigh's Vice President of Data, Security and Digital Innovation Vimal Vyas was quoted in *Skift's* "[Tourism Boards Expect New Marketing Insights From Google Analytics Update](#)"
- **May 2023:** [The Umstead Hotel and Spa](#) was featured in *World Bride Magazine's* "[Getting Hitched in North Carolina](#)"
- **May 2023:** *The Local Palate* included Cheetie Kumar's highly anticipated Ajja in "[10 Restaurant Openings You Can't Miss This Summer](#)"
- **May 2023:** Visit Raleigh's president and CEO Dennis Edwards was featured in *Business North Carolina's* "[Power List 2023](#)" honoring the most influential business leaders in the state
- **May 2023:** The [Raleigh Beer Trail](#) was featured in *Cardinal & Pine's* "[16 NC Trails That Take You to Something Awesome](#)"
- **May 2023:** The JC Raulston Arboretum was included in *Cardinal & Pine's* roundup of "[21 Enchanting North Carolina Botanical Gardens to Put on Your Must-Visit List](#)"
- **May 2023:** Chef Ashley Christensen was interviewed about the history of Poole's, Raleigh and more in *Speaking Broadly's* podcast "[A Chef Grows in Raleigh: Ashley Christensen](#)"

Media Hosted/Media Missions

Media Hosted:
- Amber Gibson – Freelance
- Sarah Chevalley – Le Figaro

Media Missions/Events:
- U.S. Travel’s IPW; San Antonio, Texas • May 21-25

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

	May 2023	2023 YTD	YTD % Ch
Passenger Enplanements	590,981	2,048,716	24.7%
Passenger Deplanements	591,868	2,050,837	25.3%