



# Tourism Economic Development Report

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

INDUSTRY REPORT				June 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 Apr. 2021	Wake County	North Carolina	United States	
Apr. 2022 Occupancy %	27.1%	71.5%	67.5%	65.5%	
Apr. 2022 ADR	39.5%	\$120.21	\$122.63	\$149.90	
Apr. 2022 RevPAR	77.4%	\$85.98	\$82.79	\$149.90	
2022 YTD Occupancy %	31.4%	62.2%	58.1%	58.5%	
2022 YTD ADR	35.8%	\$111.18	\$109.34	\$140.75	
2022 YTD RevPAR	78.8%	\$69.16	\$63.53	\$82.36	
	Apr. 2022	Apr. 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	550,470	536,760	2,201,970	2,142,630	2.8%
Room-Nights Sold	393,725	302,045	1,369,775	1,012,398	35.3%
<b>Tourism Tax Collections</b>					
	Apr. 2022	Apr. 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$2,951,454	\$1,639,317	\$9,528,056	\$5265,451	81.0%
Prepared Food & Beverage	\$3,452,354	\$2,779,740	\$12,648,905	\$9,998,137	26.5%
<b>Website Traffic</b>					

	May 2022	May 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	358,719	220,480	3,686,259	2,041,897	81%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	May 2022	May 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	21	16	236	82	188%
Room-Nights	4,445	11,190	191,727	67,849	183%
Attendance	17,167	15,823	387,874	142,875	171%
<b>Meetings/Sports Marketing by Booked Date</b>					
	May 2022	May 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	27	20	289	173	67%
Room-Nights	5,212	11,342	218,530	169,809	29%
Attendance	10,733	21,420	444,781	281,810	58%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	May 2022	May 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	83	41	727	374	94%
Room-Nights	59,334	28,944	518,675	505,197	3%
Attendance	116,471	42,074	776,846	477,956	63%
<b>Tradeshows and Events</b>					
<b>Events</b>					
Virginia Society of Association Executives Annual Conference, Leesburg, Va. (May 1-3)					
Sports ETA Symposium, Fort Worth, Texas (May 2-5)					
Destination Celebration Columbus, Columbus, Ohio (May 3)					
2023 NHL Stadium Series Local Organizing Committee, Raleigh, N.C. (May 3)					
Young Professionals Network Membership Task Force Meeting, Raleigh, N.C. (May 4)					
NCHSAA Men's Individual Tennis State Championships, Cary and Raleigh, N.C. (May 6-7)					

NCAA Division I Men's and Women's Tennis First/Second Rounds, Raleigh, N.C. (May 6-8)			
Senior Softball-USA Atlantic Coast Championships, Raleigh, N.C. (May 10-15)			
Professional Convention Management Association Lunch and Learn: "The RFP of the Future," Virtual (May 11)			
N.C. Society of Government Meeting Professionals Chapter Meeting, Virtual (May 12)			
NCAA Division I Women's Tennis Super Regional, Raleigh, N.C. (May 14)			
Carolina Grand Slam BNQ, Apex, N.C. (May 14-15)			
Meeting Professionals International Carolinas Chapter Annual Meeting, Cherokee, N.C. (May 15-17)			
GRSA Advisory Board Meeting, Raleigh, N.C. (May 18)			
NCHSAA Lacrosse State Championships, Cary, N.C. (May 20-21)			
Raleigh Chamber Women's Leadership Conference, Raleigh, N.C. (May 24)			
MPI Potomac and Professional Convention Management Association Capital Chapter Spring Back to Business, Washington, D.C. (May 26)			
NCAA Women's Lacrosse Championships, Baltimore, Md. (May 27-29)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room-Nights</b>	<b>Show Attendees</b>
Qualio Catalysts LIVE 2023		2,625	700
Society of Industrial and Office Realtors Spring Chapter Meeting		50	120
<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	14,674	25,652	20
2022 - 2023	27,947	50,400	33
2021 - 2022	68,271	67,557	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	15,351	27,479	24		
2022 - 2023	41,097	82,135	83		
2021 - 2022	228,100	209,299	260		
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>May 2022</b>	<b>May 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Partners Serviced	63	16	442	34	1200%
Visitors Guides Delivered	5,576	1,500	41,827	3,475	1104%
<b>Convention and Visitor Services</b>					
	<b>May 2022</b>	<b>May 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	457	0	4,695	0	-
# of Visitor Inquiries	346	292	3,399	2,368	44%
Meetings Serviced, Non-Bureau Booked	3	0	34	8	325%
Meetings Serviced, Bureau Booked	21	16	236	82	188%
<b>Public Relations Production</b>					
	<b>May 2022</b>	<b>May 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	5	8	69	59	17%
Total Net Reach/ Impressions	26.8 M	67.9 M	569.7 M	519.1 M	10%

### Media Placements

- Visit Raleigh president and CEO Dennis Edwards was featured in *Business North Carolina's* "[Power List 2022](#)," honoring the most influential business leaders in the state.
- Raleigh's welcoming and exciting environment was highlighted in *Biscayne Times'* "[Southern Hospitality the North Carolina Way](#)"
- Heights House Hotel continues to earn recognition in *This is My South's* "[Southern Stays: Heights House Hotel](#)"
- Raleigh's Dreamville Festival impact was featured by multiple local and international outlets including *Complex's*, "[J. Cole's Dreamville Festival Generates \\$6.7 Million in Direct Economic Impact for Wake County in North Carolina](#)"
- *Marriott Bonvoy Traveler* highlighted a plethora of Raleigh's great partners in "[Feast on Cuisine and Culture on a Raleigh, North Carolina Weekend Getaway](#)"

### Media Hosted

- The Story of Art in America – Amazon Prime TV
- Joe Yogerst – National Geographic
- Icelandair Delegation – Airline Operator
- CANUSA – German Tour Operator
- Taryn Shorr – Freelance/Chasing Trail Blog

### Aviation Passengers

*Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2022*

	May 2022	2022 YTD	YTD % Ch
Passenger Enplanements	502,266	1,643,055	93.71%
Passenger Deplanements	501,082	1,636,175	91.20%