



Tourism Economic Development Report

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

INDUSTRY REPORT				MARCH 2022	
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 Jan. 2021	Wake County	North Carolina	United States	
Jan. 2022 Occupancy %	30.0%	49.3%	46.0%	47.7%	
Jan. 2022 ADR	29.5%	\$98.68	\$95.78	\$123.51	
Jan. 2022 RevPAR	68.3%	\$48.62	\$44.09	\$58.98	
2022 YTD Occupancy %	30.0%	49.3%	46.0%	47.7%	
2022 YTD ADR	29.5%	\$98.68	\$95.78	\$123.51	
2022 YTD RevPAR	68.3%	\$48.62	\$44.09	\$59.98	
	Jan. 2022	Jan. 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	568,850	553,133	568,850	553,133	2.8%
Room-Nights Sold	280,251	209,690	280,690	209,690	33.7%
Tourism Tax Collections					
	Jan. 2022	Jan. 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$1,705,255	\$995,397	\$1,705,255	\$995,397	71.3%
Prepared Food & Beverage	\$2,692,540	\$2,289,656	\$2,692,540	\$2,289,656	17.6%
Website Traffic					

	Feb. 2022	Feb. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	327,360	135,399	2,629,524	1,450,814	81%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2022	Feb. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	19	5	147	40	268%
Room-Nights	8,598	4,660	124,185	45,376	174%
Attendance	11,594	12,702	237,589	104,838	127%
Meetings/Sports Marketing by Booked Date					
	Feb. 2022	Feb. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	28	11	192	112	71%
Room-Nights	14,992	5,594	183,357	121,710	51%
Attendance	24,739	8,100	387,135	227,764	70%
Leads and Tentatives for Group Sales/Sports Marketing					
	Feb. 2022	Feb. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	83	61	474	245	93%
Room-Nights	46,013	40,433	345,565	247,640	40%
Attendance	79,726	55,980	552,040	330,005	67%
Tradeshows and Events					
Events					
RCMA Emerge, Sacramento, Calif. (Feb. 1-3)					
Cary Sports Alliance, Virtual (Feb. 3)					
Town of Morrisville / Major League Cricket Press Conference, Morrisville, N.C. (Feb. 3)					
Virginia Society of Association Executive, Richmond, Va. (Feb. 4)					
MPI Potomac Trivia Night, Washington, D.C. (Feb. 7)					
NCAA Visit, Indianapolis, Ind. (Feb. 7-8)					

Association Meeting Professional DC February Meeting, Washington, D.C. (Feb. 8)			
MPI Chicago Area Chapter Membership Committee Meeting, Virtual (Feb. 10)			
PCMA Greater Midwest Chapter IDE Committee Meeting, Virtual (Feb. 15)			
PCMA Greater Midwest Chapter Awards Committee Meeting, Virtual (Feb. 15)			
2023 NCAA DI Women’s Lacrosse Championship LOC Kickoff Meeting, Virtual (Feb. 16)			
Bishops University Guest Speaker, Virtual (Feb. 16)			
MPI Greater New York February Education - Intentional Meeting Design Makes a Difference!, New York, NY (Feb. 16)			
Association Management Companies (AMC) Institute, Colorado Springs, Colo. (Feb. 16-18)			
MPI Chicago Area Chapter Winter Knowledge Share, Virtual (Feb. 17)			
PCMA Southeast Chapter Meeting, Charlotte, N.C. (Feb. 17-18)			
MPI Capital Lunch and Learn – Get to Know the Chapter, Virtual (Feb. 23)			
GRSA Advisory Board Meeting, Virtual (Feb. 23)			
NHL Stadium Series, Nashville, Tenn. (Feb. 24)			
MPI Chicago Area Chapter Membership Day Event, Virtual (Feb. 24)			
GRSA Client Event, Raleigh, N.C. (Feb. 25)			
MPI Potomac Trivia Night, Washington, D.C. (Feb. 28)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
Apostolic Faith Fellowship International, 10th Anniversary Summer Convention		763	500
Veterans Organizing Institute		115	27
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	14,674	25,252	20
2022 - 2023	26,272	45,374	25
2021 - 2022	68,366	66,718	45

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	15,351	27,079	24		
2022 - 2023	32,112	64,050	45		
2021 - 2022	215,048	190,372	204		
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					
	Feb. 2022	Feb. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Partners Serviced	30	6	328	12	2633%
Visitors Guides Delivered	2,650	850	30,200	1,075	2709%
Convention and Visitor Services					
	Feb. 2022	Feb. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	350	0	3,361	0	-
# of Visitor Inquiries	345	278	2,301	1,400	64%
Meetings Serviced, Non-Bureau Booked	4	1	21	8	163%
Meetings Serviced, Bureau Booked	19	5	147	40	268%

Public Relations Production					
	Feb. 2022	Feb. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Significant Placements	6	5	42	38	11%
Total Net Reach/ Impressions	84.8 M	16.7 M	475.9 M	390.4 M	22%
Media Placements					
<ul style="list-style-type: none"> • February 2022: <i>The Local Palate</i> included Raleigh and chef Cheetie Kumar in its "Spring Road Trips with The Local Palate" series. • February 2022: <i>USAE</i> showcased Visit Raleigh's President and CEO Dennis Edwards' Executive Excellence Award from ESPA in "Event Service Professionals Association Takes 'Big Step' with Annual Conference." • February 2022: <i>Saveur</i> highlighted Raleigh's sustainable seafood scene in "Once a Coastal Carolina Staple, Mullet Roe is Making Waves Again With Local Chefs." • February 2022: <i>SportsTravel</i> featured Morrisville's Church Street Park upgrades in "Cricket Venue in Morrisville, North Carolina, to Expand." • February 2022: <i>Smart Meetings Magazine</i> highlighted some of Raleigh's best places and history in "History Takes Flight: The Tar Heel State's Past Illuminates a Bright Future." • February 2022: <i>AFAR</i> featured Raleigh in its article, "A Road Trip Through North Carolina's Reinvented Core." 					
Media Hosted					
<ul style="list-style-type: none"> • Caroline Eubanks – Freelancer/This Is My South • Lahoma Scarlett – The Miami Times, Biscayne Times 					
Aviation Passengers					
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2022</i>					
	Jan. 2022	2022 YTD	YTD % Ch		
Passenger Enplanements	308,687	308,687	112.80		
Passenger Deplanements	328,837	328,837	111.45		