



# Tourism Economic Development Report

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

INDUSTRY REPORT					March 2023
<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>					
	<b>Ch from Jan. 2022</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
Jan. 2023 Occupancy %	18.9%	57.9%	51.5%	52.8%	
Jan. 2023 ADR	17.5%	\$116.63	\$107.85	\$142.14	
Jan. 2023 RevPAR	39.7%	\$67.58	\$55.52	\$75.01	
2023 YTD Occupancy %	18.9%	57.9%	51.5%	52.8%	
2023 YTD ADR	17.5%	\$116.63	\$107.85	\$142.14	
2023 YTD RevPAR	39.7%	\$67.58	\$55.52	\$75.01	
	<b>Jan. 2023</b>	<b>Jan. 2022</b>	<b>2023 YTD</b>	<b>2022 YTD</b>	<b>YTD % Ch</b>
Hotel Room-Night Supply	560,604	566,649	560,604	566,649	-1.1%
Room-Nights Sold	324,843	276,146	324,843	276,146	17.6%
<b>Tourism Tax Collections</b>					
	<b>Jan. 2023</b>	<b>Jan. 2022</b>	<b>2023 YTD</b>	<b>2022 YTD</b>	<b>YTD % Ch</b>
Occupancy	\$2,475,548	\$1,705,255	\$2,475,548	\$1,705,255	45.2%
Prepared Food & Beverage	\$3,460,668	\$2,692,540	\$3,460,668	\$2,692,540	28.5%
<b>Website Traffic</b>					

	Feb. 2023	Feb. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Sessions	332,980	327,360	2,651,829	2,629,524	0.8%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	Feb. 2023	Feb. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	22	20	213	147	45%
Room-Nights	19,352	9,442	159,921	124,185	29%
Attendance	77,762	12,194	349,193	237,589	47%
<b>Meetings/Sports Marketing by Booked Date</b>					
	Feb. 2023	Feb. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	31	28	233	192	21%
Room-Nights	18,067	15,543	174,999	184,930	-5%
Attendance	16,625	24,739	403,998	387,065	4%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	Feb. 2023	Feb. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	105	83	702	473	48%
Room-Nights	64,953	49,573	517,792	348,498	49%
Attendance	47,875	79,826	697,535	550,320	27%
<b>Tradeshows and Events</b>					
<b>Events</b>					
NCHSAA Swimming East Regionals, Cary, N.C. (Feb. 3-4)					
NHL Stadium Series LOC Meeting, Raleigh, N.C. (Feb. 8)					
NCHSAA Swimming and Diving State Championships, Cary, N.C. (Feb. 8-11)					
N.C. Society of Government Meeting Professionals Chapter Meeting, Raleigh, N.C. (Feb. 9)					
MPI Carolinas Chapter DEI Committee Meeting, virtual (Feb. 10)					
Raleigh Chamber Business After Hours, Raleigh, N.C. (Feb. 13)					

NCISAA State Championships Cary, N.C. (Feb. 13-14)
MPI Carolinas Chapter DEI Event, Greensboro, N.C. (Feb. 16)
Raleigh President's Day Tournament (hockey), Morrisville, N.C. (Feb. 17-20)
NCAA Women's Lacrosse LOC Meeting, Virtual (Feb. 16)
Navy Federal Credit Union NHL Stadium Series™, Raleigh, N.C. (Feb. 18)
USA South Athletic Conference College Swim Championship, Cary, N.C. (Feb. 18-20)
NC Baseball Museum Board Meeting, Wilson, N.C. (Feb. 21)
Association of Meeting Professionals D.C. Chapter Meeting, Arlington, Va. (Feb. 21)
MPI Volunteer Engagement Committee Meeting, virtual (Feb. 21)
PCMA New York Chapter Winter Program, New York City, N.Y. (Feb. 21)
MPI Potomac Chapter Meeting, Arlington, Va. (Feb. 22)
Raleigh Chamber's Young Professionals Network Board Meeting, Raleigh, N.C. (Feb. 22)
New York Society of Association Executives Meet NY, New York City, N.Y. (Feb. 22)
WISE Greater Raleigh Membership Meeting, Raleigh, N.C. (Feb. 22)
MPI Greater New York Chapter Winter Networking Social, New York City, N.Y. (Feb. 23)
MPI Global Anti-Human Trafficking Committee Meeting, virtual (Feb. 23)
Association Executives of N.C. Winter Conference, Raleigh, N.C. (Feb. 23-24)
Raleigh Chamber's Young Professionals Network Program, Raleigh, N.C. (Feb. 24)
PVA Wheelchair Rugby Invitational, Raleigh, N.C. (Feb. 24-26)
GRSA Advisory Board Meeting, Raleigh, N.C. (Feb. 27)

<b>Site Visits</b>
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Site Name	Total Room-Nights	Show Attendees
2023 USA Lacrosse	1,700	3,000
2023 NCAA Women's Lacrosse	3,247	7,000
2024 National Black Heritage Swim Championship	1,000	2,500

Compete Sports Diversity/2025 NAGAAA Cup		TBD	TBD		
Koerber Training Week		80	40		
Durham Chapter of Girl Friends, Inc.		TBD	TBD		
<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	22,074	33,872	26		
2022 - 2023	79,382	97,070	61		
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		
<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	30,483	53,821	52		
2022 - 2023	226,423	225,942	282		
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		
<b>Visitors Guide Delivery Service to Partners</b>					
	<b>Feb. 2023</b>	<b>Feb. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>

Partners Serviced	284	28	445	320	39%
Visitors Guides Delivered	10,738	2,550	27,437	29,750	-8%
<b>Convention and Visitor Services</b>					
	<b>Feb. 2023</b>	<b>Feb. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	482	350	4,742	3,361	41%
# of Visitor Inquiries	405	345	2,341	2,301	2%
Meetings Serviced, Non-Bureau Booked	13	4	67	21	219%
Meetings Serviced, Bureau Booked	22	20	213	147	45%
Site Visits/Planning Meetings	3	0	15	0	-
Pre/Post Convention Meetings	6	0	69	0	-
Attendance Promotions	1	0	12	0	-
<b>Public Relations Production</b>					
	<b>Feb. 2023</b>	<b>Feb. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	7	6	55	42	30.9%
Total Net Reach/Impressions	448 M	84.8 M	1.51 B	475.9 M	217%
<b>Media Placements</b>					
<ul style="list-style-type: none"> <li>• <b>Feb. 2023:</b> Raleigh and Cary were featured in <i>Food &amp; Wine's</i> "<a href="#">North Carolina's Triangle is the Perfect Destination for a Weekend of Eating</a>"</li> <li>• <b>Feb. 2023:</b> Anne's Apothecary was the centerpiece of <i>Southern Living's</i> "<a href="#">Raleigh Woman Channeled Grief Into Purpose With a Company Aimed to 'Make Skincare You Feel Good About'</a>"</li> <li>• <b>Feb. 2023:</b> Raleigh's status as a booming hockey town was covered by multiple outlets, including <i>NHL</i> in "<a href="#">Stadium Series Perfect Storm for Hurricanes, Carolina Community</a>"</li> <li>• <b>Feb. 2023:</b> Raleigh's status as a family-friendly destination was highlighted in <i>The Boston Globe's</i> "<a href="#">Where to Stay and Play in Raleigh</a>"</li> <li>• <b>Feb. 2023:</b> National excitement for <a href="#">Dreamville Festival</a> is growing, with <i>Vibe</i> publishing "<a href="#">Usher, J. Cole, and Drake to Perform at 2023 Dreamville Festival</a>"</li> <li>• <b>Feb. 2023:</b> Some fantastic Raleigh-based artists were in the spotlight in the second episode of the second season of "<a href="#">The Story of Art in America</a>" now streaming on Amazon Prime Video</li> <li>• <b>Feb. 2023:</b> Multiple local movers and shakers were featured on Peter Greenberg's "<a href="#">Eye on Travel</a>" radio show broadcast from Raleigh</li> </ul>					
<b>Media Hosted</b>					
<p>Media Hosted:  - Peter Greenberg – Eye on Travel</p>					

- Dave Pollard – Toronto Sun
- Al Sciola – Daily Hive
- Kieran O’Neil – Curiosity
- Amy Conry Davis – Freelance

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

	<b>Feb. 2023</b>	<b>2023 YTD</b>	<b>YTD % Ch</b>
Passenger Enplanements	438,915	438,915	42%
Passenger Deplanements	446,069	445,877	35%