



Tourism Economic Development Report

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

INDUSTRY REPORT				MAY 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 Mar. 2022	Wake County	North Carolina	United States	
Mar. 2023 Occupancy %	6.5%	72.6%	65.6%	65.3%	
Mar. 2023 ADR	13.8%	\$131.00	\$120.25	\$158.17	
Mar. 2023 RevPAR	21.1%	\$95.10	\$78.87	\$103.35	
2023 YTD Occupancy %	12.2%	65.8%	58.5%	59.3%	
2023 YTD ADR	16.0%	\$125.42	\$114.29	\$151.16	
2023 YTD RevPAR	30.2%	\$82.55	\$66.87	\$89.69	
	Mar. 2023	Mar. 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	565,905	566,649	1,634,538	1,645,110	-0.6%
Room-Nights Sold	410,847	386,316	1,075,824	964,741	11.5%
Tourism Tax Collections					
	Mar. 2023	Mar. 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	\$3,712,258	\$2,759,307	\$8,981,893	\$6,576,602	36.6%
Prepared Food & Beverage	\$3,851,011	\$3,414,498	\$10,747,019	\$9,196,550	16.9%
Website Traffic					

	Apr. 2023	Apr. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Sessions	278,225	358,719	3,256,643	3,327,540	-2.1%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2023	Apr. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	33	34	288	215	34%
Room-Nights	24,468	43,768	230,549	187,282	23%
Attendance	38,948	96,581	489,909	370,707	32%
Meetings/Sports Marketing by Booked Date					
	Apr. 2023	Apr. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	23	34	305	262	16%
Room-Nights	27,639	19,950	232,064	214,222	8%
Attendance	80,796	16,600	522,218	435,848	20%
Leads and Tentatives for Group Sales/Sports Marketing					
	Apr. 2023	Apr. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	100	78	906	644	41%
Room-Nights	54,799	32,313	631,337	456,511	38%
Attendance	63,243	30,468	829,317	664,841	25%
Tradeshows and Events					
Events					
AMPs D.C. April Fool's Networking, Arlington, Va. (April 1)					
NC Masters Short-Course Championship, Cary, N.C. (April 1-2)					
Meeting Professionals International (MPI) New Jersey Chapter Meets Conference, Atlantic City, N.J. (April 3-4)					
Wolfpack Women's Match Play Invitational, Raleigh, N.C. (April 3-4)					
Hockey Client Event – Ottawa Senators at Carolina Hurricanes, Raleigh, N.C. (April 4)					
MPI Greater New York Chapter Membership Committee Meeting, virtual (April 5)					

Raleigh Chamber Young Professionals Network Social, Raleigh, N.C. (April 6)
NCAA Women's Lacrosse Championship LOC Meeting, virtual (April 6)
Stitch Intercollegiate, Raleigh, N.C. (April 7-8)
League Championship Series (LCS) Spring Finals, Raleigh, N.C. (April 8-9)
Destination Celebration Minneapolis, Minneapolis, Minn. (April 11)
MPI Potomac Chapter ReConEx, Herndon, Va. (April 11)
Raleigh Chamber Young Professionals Network Board Meeting, Raleigh, N.C. (April 11)
MPI Carolinas Chapter Board Meeting, virtual (April 11)
Destination Celebration Kansas City, Kansas City, Mo. (April 13)
MPI Volunteer Engagement Awards Committee Meeting, virtual (April 13)
MPI Carolinas Chapter DEI Committee Meeting, virtual (April 14)
HoopSeen Carolina Jam, Raleigh, N.C. (April 14-16)
NC-USA Gymnastics XCEL State Championships, Raleigh, N.C. (April 14-16)
MPI Volunteer Engagement Monthly Meeting, virtual (April 17)
Raleigh Chamber Business After Hours, Raleigh, N.C. (April 17)
MPI Chicago Leadership Day, virtual (April 18)
MPI Chapter Leadership Summit, virtual (April 19)
ACC Men's and Women's Tennis Championships, Cary, N.C. (April 19-23)
NC Society of Government Meeting Professionals Board Meeting, Raleigh, N.C. (April 20)
MPI Chicago Membership Committee Meeting, virtual (April 20)
NCAA Women's Lacrosse Championship LOC Meeting, virtual (April 20)
NCHSAA Baseball State Championship Site Visit, Holly Springs, N.C. (April 20)
NorthStar Emerging Leaders, Louisville, Ky. (April 20-22)
Lake Wheeler Rowing Invitational, Raleigh, N.C. (April 21-22)
Simpleview Summit, Houston, Texas (April 24-26)
Society of Government Meeting Professionals Joint Leadership Meeting, virtual (April 25)

Sports ETA Annual General Membership Meeting, virtual (April 25)			
MPI Chicago Chapter Board Orientation, virtual (April 26)			
MPI Community Connect, virtual (April 26)			
Raleigh Chamber Networking 101, Raleigh, N.C. (April 27)			
Cary Sports Alliance Quarterly Meeting, Cary, N.C. (April 27)			
MEAC Men's and Women's Tennis Championships, Cary, N.C. (April 27-29)			
Butterfly Cary Cup, Morrisville, N.C. (April 27-30)			
Raleigh Chamber Young Professionals Network Community Involvement Day, Raleigh, N.C. (April 28)			
Phenom Hoops Live, Raleigh, N.C. (April 28-30)			
CMP Advance, New York City, N.Y. (April 29-May 2)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
Lightning Strike & Electric Shock Survivors Intl. Annual World Conference 2023		42	40
January Farm Foundation Round Table		540	225
Chick-fil-A Engage Raleigh		40	1,000
International Windows Covering Expo.		1,655	1,000
AVS – The Science and Technology Society Annual Meeting		TBD	TBD
NCHSAA Baseball State Championship		TBD	TBD
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	23,594	39,011	29
2022 - 2023	82,157	99,675	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	30,765	51,100	68		
2022 - 2023	289,497	287,277	341		
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					
	Apr. 2023	Apr. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Partners Served	41	21	492	373	32%
Visitors Guides Delivered	3,950	2,751	31,937	35,951	-11%
Convention and Visitor Services					
	Apr. 2023	Apr. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	652	446	6,225	4,238	47%
# of Visitor Inquiries	328	317	3,040	3,053	-0%
Meetings Served, Non-Bureau Booked	4	8	83	31	168%
Meetings Served, Bureau Booked	33	34	288	215	34%
Site Visits/Planning Meetings	1	0	24	0	-

Pre/Post Convention Meetings	8	0	89	0	-
Attendance Promotions	2	0	18	0	-

Public Relations Production

	Apr. 2023	Apr. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Significant Placements	8	11	70	64	9.3%
Total Net Reach/Impressions	89.8 M	53.6 M	1.78 B	542.9 M	227%

Media Placements

- **April 2023:** *Medium* showcased "[Eating & Drinking Around Raleigh-Durham: My 12-Stop North Carolina Guide](#)"
- **April 2023:** Raleigh's growing reputation as a music city was highlighted in *AARP's* "[8 Under-the-Radar Music Destinations You Need to Know](#)"
- **April 2023:** Dreamville's success was featured by *ESSENCE* in "[J.Cole's Sold Out Dreamville Festival Was a Celebration of Black Joy](#)"
- **April 2023:** Raleigh's status as a hockey town and all-around great Canadian traveler destination was emphasized by *Curiosity* in "[Why Every Canadian Would Love a Trip to this American Gem](#)"
- **April 2023:** The North Carolina Museum of Art was included in *EBONY's* roundup of "[5 Amazing Exhibits by Black Artists to Check out this Spring](#)"
- **April 2023:** The North Carolina Year of the Trail is celebrated in *Carolina Country's* "[A Path for Everyone](#)," which includes Wake County's Crabtree Creek Greenway in its roundup of low-grade, accessible trails
- **April 2023:** Raleigh's reputation as a premier meeting and convention destination was highlighted in *Meetings Today's* "[Why Raleigh, N.C. Knows Citywide Meetings and Events](#)"
- **April 2023:** The city's wonderful community of care was the center of *Savory Traveler's* "[People First Tourism in Raleigh](#)"

Media Hosted

Media Hosted:

- DeAnna Taylor – EBONY
- Kirsten Harrington – Up & Away, Savory Traveler
- Karla Pope – Good Housekeeping
- ESPN 3-Day Weekend
- Carsten Heinke – Cavallo, Bayerischer Zeitungsverlag
- Regner Hansen - Borsen
- David Coussins – OK! Magazine

Media Missions/Events:

- Southeast Tourism Society Domestic Showcase Media Marketplace; Huntsville, A.L. • Apr. 17-20
- Travel South USA Global Summit; New Orleans, La. • Apr. 24-26

Aviation Passengers

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

	Apr. 2023	2023 YTD	YTD % Ch
Passenger Enplanements	575,915	1,459,025	27.94%
Passenger Deplanements	574,576	1,458,100	28.46%