



Tourism Economic Development Report

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

INDUSTRY REPORT				May 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 Mar. 2021	Wake County	North Carolina	United States	
Mar. 2022 Occupancy %	35.6%	68.6%	63.3%	64.0%	
Mar. 2022 ADR	39.0%	\$114.64	\$110.64	\$146.61	
Mar. 2022 RevPAR	88.4%	\$78.62	\$70.02	\$93.82	
2022 YTD Occupancy %	33.6%	59.1%	55.0%	56.2%	
2022 YTD ADR	34.3%	\$107.55	\$103.84	\$137.13	
2022 YTD RevPAR	79.4%	\$63.56	\$57.07	\$77.06	
	Mar. 2022	Mar. 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	568,850	553,133	1,651,500	1,605,870	2.8%
Room-Nights Sold	390,158	279,794	976,050	710,353	37.8%
Tourism Tax Collections					
	Mar. 2022	Mar. 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$2,759,307	\$1,497,815	\$6,576,602	\$3,626,134	81.4%
Prepared Food & Beverage	\$3,414,498	\$2,676,820	\$9,196,550	\$7,218,397	27.4%
Website Traffic					

	Apr. 2022	Apr. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	351,213	193,370	3,327,540	1,821,417	83%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2022	Apr. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	33	18	213	66	223%
Room-Nights	43,752	8,735	187,205	56,659	230%
Attendance	96,451	16,404	370,477	127,052	192%
Meetings/Sports Marketing by Booked Date					
	Apr. 2022	Apr. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	34	20	262	153	71%
Room-Nights	19,980	18,280	213,211	158,467	35%
Attendance	16,600	15,406	434,068	260,390	67%
Leads and Tentatives for Group Sales/Sports Marketing					
	Apr. 2022	Apr. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	78	38	645	333	94%
Room-Nights	32,125	21,707	457,117	476,253	-4%
Attendance	30,568	27,186	661,195	435,882	52%
Tradeshows and Events					
Events					
NCAA Women's Gymnastics Regional, Raleigh, N.C. (March 30-April 2)					
Meeting Professionals International (MPI) Middle Pennsylvania Chapter Planner and Supplier "Think Tank Talk," Poconos, Pa. (April 5)					
USA Baseball National High School Invitational, Cary, N.C. (April 6-9)					
Professional Convention Management Association (PCMA) Greater Philadelphia Chapter Global Meetings Industry Day, Philadelphia, Pa. (April 7)					
MPI Carolinas Chapter Global Meetings Industry Day, Charlotte, N.C. (April 7)					
MPI Chicago Area Chapter Industry Xchange 2022, Chicago, Ill. (April 7)					

PCMA Capital Chapter and MPI Potomac Chapter Global Meeting Industry Day, Washington, D.C. (April 7)		
Atlantic Intercollegiate Major presented by Pickleball Den, Raleigh, N.C. (April 8-10)		
USA Baseball/Town of Cary NTC Expansion Ceremony, Cary, N.C. (April 9)		
Professional Convention Management Association Greater Midwest Chapter Awards Committee Meeting, Virtual (April 12)		
NCSA Board Meeting, Virtual (April 12)		
Cvent Connect, Virtual (April 12-14)		
Association Executives of N.C. Spring Conference, Durham, N.C. (April 14)		
Carolina Jam, Raleigh, N.C. (April 15-17)		
UNC-Chapel Hill Sports Event Management Class Guest Speaker, Chapel Hill, N.C. (April 18)		
The Templeton Guest Speaker, Cary, N.C. (April 19)		
Cary Chamber of Commerce, Cary, N.C. (April 21)		
Raleigh Chamber Young Professionals Network Day of Service, Raleigh, N.C. (April 22)		
Lake Wheeler Rowing Invitational, Raleigh, N.C. (April 22-23)		
Deep South Classic, Raleigh, N.C. (April 22-24)		
Sports ETA Membership Meeting, Virtual (April 28)		
Meeting Professionals International Chicago Area Chapter Spring Education Day, Chicago, Ill. (April 28)		
Site Visits		
Site Name	Total Room-Nights	Show Attendees
Lightning Strike & Electric Shock Survivors Intl Inc., Annual World Conference 2022	42	550
American Horticultural Therapy Association, 2023 Annual Conference	250	135
Federation of Analytical Chemistry & Spectroscopy Societies, SciX 2024 Annual Conference	2,125	500
Saurashtra Patel Cultural Samaj 2023	2,600	3,000
American Headache Society Annual Scientific Meeting 2025	2,747	1,200
OpenStack Project Team Gathering (PTG) 2022	620	300

EL Education Starting Strong 2023	750	300
American Horticultural Therapy Association	Tentative	Tentative
NCHSAA Lacrosse & Women's Soccer State Championships	500	4,000
NHL Stadium Series	TBD	TBD

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	14,674	25,252	20
2022 - 2023	27,247	48,164	32
2021 - 2022	68,536	68,156	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	15,351	27,079	24
2022 - 2023	39,482	78,219	73
2021 - 2022	225,479	207,450	245
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. 2022	Apr. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Partners Serviced	21	0	381	18	2017%
Visitors Guides Delivered	2,751	0	36,401	1,975	1743%
Convention and Visitor Services					
	Apr. 2022	Apr. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	446	0	4,238	0	-
# of Visitor Inquiries	317	313	3,053	2,076	47%
Meetings Serviced, Non-Bureau Booked	8	0	31	8	288%
Meetings Serviced, Bureau Booked	33	18	213	66	223%
Public Relations Production					
	Apr. 2022	Apr. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Significant Placements	11	4	64	51	25%
Total Net Reach/Impressions	53.6 M	45 M	542.9 M	451.2 M	20%
Media Placements					
<ul style="list-style-type: none"> • April 2022: Raleigh's stellar arts and cultural scene was highlighted in <i>Toronto Star's</i> "North Carolina is an Arts and Culture Hot Spot" • April 2022: The Spring travel guide and restaurants issue of <i>The Local Palate</i> featured Raleigh in "Through The Eyes of Locals: Raleigh, North Carolina" featuring Cheetie Kumar's top Raleigh picks • April 2022: <i>The Local Palate</i> published "Southeast Coast North Carolina" highlighting Cheeni Indian Food Emporium and Union Special • April 2022: <i>The Travel + Leisure</i> "It List 2022: Our Editors' Picks of the Best New Hotels in the World" included Raleigh's Heights House Hotel • April 2022: <i>Mashed</i> named Boulton Bread's jam pinwheel one of "The Absolute Best Pastries in the U.S." • April 2022: <i>Sports Business Journal</i> highlighted Wake County as a sports tourism destination in "Market Strength" • April 2022: The North Carolina Museum of Art was prominently featured in <i>The New York Times</i>' "Welcome to Our City! Care to Visit the Museum?" • April 2022: <i>Lonely Planet</i> noted some of Raleigh's best culinary and cultural attractions in "9 Best Places to Visit in North Carolina" • April 2022: <i>Meetings Today</i> highlighted Raleigh's unique meeting and event venues in "Raleigh is Booming, and Its Event Venues Are Meeting the Challenge" • April 2022: <i>Upcomer</i> featured GRCVB's role in esports in "N.C. State Takes First Steps to Build Up North Carolina Esports Ecosystem" • April 2022: Reedy Press published a book entitled, "100 Things to Do in Raleigh Before You Die" 					
Media Hosted					

- Kari Bodnarchuk – Boston Globe
- Ale Sharpton – The Beer Connoisseur/Freelance
- Journey Black Home – Influencers/Freelance

Aviation Passengers

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

	Apr. 2022	2022 YTD	YTD % Ch
Passenger Enplanements	484,362	1,149,789	107.81%
Passenger Deplanements	453,319	1,135,093	106.94%