



Tourism Economic Development Report

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

INDUSTRY REPORT				November 2021	
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 Sept. 2020	Wake County	North Carolina	United States	
Sept. 2021 Occupancy %	44.4%	60.2%	60.1%	60.6%	
Sept. 2021 ADR	29.6%	\$102.97	\$114.08	\$133.11	
Sept. 2021 RevPAR	87.2%	\$61.99	\$68.53	\$82.04	
2021 YTD Occupancy %	23.7%	55.6%	57.5%	57.6%	
2021 YTD ADR	4.5%	\$92.77	\$103.55	\$121.74	
2021 YTD RevPAR	29.3%	\$51.55	\$58.53	\$70.08	
	Sept. 2021	Sept. 2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room-Night Supply	546,840	531,690	4,898,598	4,702,892	4.2%
Room-Nights Sold	329,206	221,652	2,722,054	2,112,589	28.8%
Tourism Tax Collections					
	Sept. 2021	Sept. 2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$2,055,095	\$1,098,131	\$15,626,028	\$11,078,807	41.0%
Prepared Food & Beverage	\$2,888,822	\$2,203,131	\$24,572,509	\$18,081,113	35.9%
Website Traffic					

	Oct. 2021	Oct. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Website Sessions	327,254	248,050	1,291,604	700,343	84%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2021	Oct. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	21	10	72	18	300%
Room-Nights	5,433	1,781	59,582	5,196	1047%
Attendance	20,100	10,597	78,547	12,573	525%
Meetings/Sports Marketing by Booked Date					
	Oct. 2021	Oct. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	24	11	104	60	73%
Room-Nights	16,769	4,513	111,119	74,851	48%
Attendance	29,135	9,291	226,260	169,383	34%
Leads and Tentatives for Group Sales/Sports Marketing					
	Oct. 2021	Oct. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	51	21	200	100	100%
Room-Nights	28,036	14,470	163,181	107,845	51%
Attendance	30,599	17,601	271,489	169,651	60%
Tradeshows and Events					
Events					
Toyota Minor League Cricket Championship Finals, Morrisville, N.C. (Oct. 2-3)					
PVA Wheelchair Rugby Invitational, Raleigh, N.C. (Oct. 7-10)					
S.P.O.R.T.S. The Relationship Conference, Colorado Springs, Colo. (Oct. 11-14)					
SAS Championship, Cary, N.C. (Oct. 15-17)					
Cary Chamber Sports Alliance, Cary, N.C. (Oct. 21)					

Sports ETA Symposium, Birmingham, Ala. (Oct. 25-28)
HelmsBriscoe Annual Partner Day, Greensboro, N.C. (Oct. 5)
Simpleview Summit Pop-up, Washington, D.C. (Oct. 6)
Destinations International Destination Celebration 2021, National Harbor, Md. (Oct. 6)
Destinations International Convention Sales & Services Summit, Baltimore, Md. (Oct. 7)
International Association of Exhibits and Events Washington DC Chapter Annual Meeting, Washington, D.C. (Oct. 8)
PCMA Capital Chapter Q4 Spark Event, Alexandria, Va. (Oct. 14)
Northstar Destination East, Boston, Mass. (Oct. 14-16)
Meeting Professionals International Carolinas Chapter Virtual Social, Virtual (Oct. 27)
Connect Faith, Round Rock, Texas (Oct. 26-28)
Association Executives of North Carolina, Durham, N.C. (Oct. 28-29)

Site Visits

Site Name	Total Room-Nights	Show Attendees
N.C. High School Athletic Association	TBD	TBD
Conference Carolinas	TBD	TBD
ESL/DreamHack	TBD	TBD
The Modern Quilt Guild, QuiltCon	2,276	8,000
Aircraft Rescue and Fire Fighting Working Group, ARFF 2023 Revised Annual Conference	1,372	300

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	11,624	20,258	16
2022 - 2023	19,772	35,230	23
2021 - 2022	61,671	65,472	39

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	11,964	21,052	18
2022 - 2023	24,382	51,490	35
2021 - 2022	162,189	154,261	144
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

	Oct. 2021	Oct. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners Serviced	26	6	220	6	3567%
Visitors Guides Delivered	2,450	225	17,530	225	7691%

Convention and Visitor Services

	Oct. 2021	Oct. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	427	0	1,990	0	N/A
# of Visitor Inquiries	264	240	1,225	629	95%
Meetings Serviced, Non-Bureau Booked	4	1	9	2	350%

Meetings Serviced, Bureau Booked	21	10	72	18	300%
Public Relations Production					
	Oct. 2021	Oct. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	2	3	22	14	57%
Total Net Reach/ Impressions	7.3 M	83.7 M	196.8 M	269.4 M	-27%
Media Placements					
<ul style="list-style-type: none"> • October 2021: The October issue of <i>Meetings Today</i> featured the Raleigh Convention Center campus and Raleigh Beer Garden in “North Carolina’s Diverse Event Venues Showcase a State on the Move.” • October 2021: The Oct. 11 issue of USAE featured GRCVB and IBMA Bluegrass Live! powered by PNC. 					
Media Hosted					
<p><u>Media Hosted:</u></p> <ul style="list-style-type: none"> - Tyler Davidson – Meetings Today - Penny Zibula – Six Legs Will Travel - Alex Temblador – Freelancer - Eva Fedderly – Freelancer - Tamara Gane – Freelancer - Sheryl Nance-Nash – Freelancer - Vanessa Infanzon – Freelancer/More Than VMI - Nikki Miller-Ka – Triad City Beat - David Lang – Freelancer - Carol Timblin – Recreation News <p><u>Media Missions/Events:</u></p> <ul style="list-style-type: none"> - Visit N.C. In-State Media Mission; Raleigh (Oct. 19) - Brand USA Travel Week Europe; London, U.K. (Oct. 25-28) 					
Aviation Passengers					
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2021</i>					
	Oct. 2021	2021 YTD	YTD % Ch		
Passenger Enplanements	401,532	3,004,448	60.0%		
Passenger Deplanements	396,741	3,005,221	57.5%		