



Tourism Economic Development Report

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

INDUSTRY REPORT				NOVEMBER 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 Sept. 2021	Wake County	North Carolina	United States	
Sept. 2022 Occupancy %	14.7%	68.9%	64.4%	66.7%	
Sept. 2022 ADR	19.8%	\$124.28	\$126.92	\$154.32	
Sept. 2022 RevPAR	37.3%	\$85.61	\$81.72	\$103.00	
2022 YTD Occupancy %	19.5%	66.3%	62.5%	63.6%	
2022 YTD ADR	25.8%	\$116.80	\$119.39	\$148.76	
2022 YTD RevPAR	50.3%	\$77.49	\$74.57	\$94.61	
	Sept. 2022	Sept. 2021	2022 YTD	2021 YTD	YTD % Ch
Hotel Room-Night Supply	547,500	548,250	4,990,013	4,898,307	1.9%
Room-Nights Sold	377,158	329,414	3,310,519	2,720,003	21.7%
Tourism Tax Collections					
	Sept. 2022	Sept. 2021	2022 YTD	2021 YTD	YTD % Ch
Occupancy	\$2,898,600	\$2,109,263	\$24,201,397	\$15,680,196	54.3%
Prepared Food & Beverage	\$3,410,208	\$2,951,322	\$29,895,635	\$24,697,510	21.0%
Website Traffic					

	Oct. 2022	Oct. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	327,886	327,254	1,292,027	1,291,604	0%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2022	Oct. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	42	22	118	73	62%
Room-Nights	13,945	5,444	73,002	57,343	27%
Attendance	25,937	20,111	101,782	78,558	30%
Meetings/Sports Marketing by Booked Date					
	Oct. 2022	Oct. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	33	24	130	104	25%
Room-Nights	29,608	16,769	126,046	110,372	14%
Attendance	86,626	29,135	296,501	226,210	31%
Leads and Tentatives for Group Sales/Sports Marketing					
	Oct. 2022	Oct. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	82	50	326	198	65%
Room-Nights	52,792	27,891	256,611	162,606	58%
Attendance	50,163	30,399	380,326	270,894	40%
Tradeshows and Events					
Events					
ITA All-American Women's Championships, Cary, N.C. (Oct. 1-9)					
Small Market Meetings Conference, Wichita, Kans. (Oct. 2-4)					
N.C. Sports Association Membership Meeting, Rocky Mount, N.C. (Oct. 4)					
NHL Stadium Series LOC Meeting, Raleigh, N.C. (Oct. 5)					
Virginia Society of Association Executives Fall Conference and Expo, Richmond, Va. (Oct. 5-6)					
Destination Celebration Indianapolis, Indianapolis, Ind. (Oct. 6)					

Columbus Day Classic, Raleigh, N.C. (Oct. 8-9)		
IMEX America, Las Vegas, Nev. (Oct. 10-14)		
Raleigh Chamber Young Professionals Network Board Meeting, Raleigh, N.C. (Oct. 11)		
NCAA Men’s and Women’s College Cups LOC Meeting, Virtual (Oct. 11)		
N.C. Society of Government Meeting Professionals Board and Chapter Meeting, Raleigh, N.C. (Oct. 13)		
Meeting Professionals International Carolinas Chapter DEI Committee Meeting, Virtual (Oct. 14)		
SAS Championship & HBCU Invitational, Cary, N.C. (Oct. 14-16)		
Association Executives of N.C. Annual Golf Outing, Wake Forest, N.C. (Oct. 17)		
Meeting Professionals International Potomac Chapter Fall Networking Event, Washington, D.C. (Oct. 19)		
Destination East, Albany, N.Y. (Oct. 19-21)		
Six In The City, A Southern BBQ Experience, Washington, D.C. (Oct. 20)		
Cary Chamber Eye-Opener Meeting, Cary, N.C. (Oct. 26)		
TEAMS Conference & Expo, Oklahoma City, Okla. (Oct. 24-27)		
NCAA Men’s and Women’s College Cups LOC Meeting, Virtual (Oct. 25)		
MPI Carolinas Chapter Fall Chapter Meeting, Raleigh, N.C. (Oct. 27)		
MPI Chicago Area Chapter Membership Day, Virtual (Oct. 27)		
Cary Sports Alliance Quarterly Meeting, Cary, N.C. (Oct. 27)		
NHL Stadium Series Site Visit, Raleigh, N.C. (Oct. 27-28)		
Site Visits		
Site Name	Total Room-Nights	Show Attendees
2024 International Conference on Soft Matter	1,500	1,000
National Academic Advising Association	750	130
Bandwidth 2023 Sales and Marketing Kickoff	150	350
Duke University Newly Tenured Faculty Celebration and Leadership Retreat	40	40
Convention Center Bookings		

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	16,374	29,822	23
2022 - 2023	61,972	83,519	44
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	23,246	46,320	34
2022 - 2023	190,528	190,102	201
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

	Oct. 2022	Oct. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Partners Serviced	35	26	122	216	-44%
Visitors Guides Delivered	4,884	2,450	13,235	17,330	-24%

Convention and Visitor Services

	Oct. 2022	Oct. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
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# of Visitor Information Center Visitors	730	427	3,081	1,990	55%
# of Visitor Inquiries	257	264	1,155	1,225	-6%
Meetings Serviced, Non-Bureau Booked	22	4	37	9	311%
Meetings Serviced, Bureau Booked	42	22	118	73	62%
Site Visits/Planning Meetings	2	0	3	0	-
Pre/Post Convention Meetings	13	0	26	0	-
Attendance Promotions	1	0	3	0	-

Public Relations Production

	Oct. 2023	Oct. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Significant Placements	7	2	25	22	13.6%
Total Net Reach/Impressions	6.2 M	7.3 M	703.2 M	196.8 M	257.3%

Media Placements

- *Travel Awaits* highlighted "[10 Delicious Restaurants to Experience in Raleigh, North Carolina](#)"
- *Money* ranked Raleigh #4 on its "[50 Best Places to Live in the U.S. in 2022](#)"
- Lonerider Brewing Company was named among *Cardinal & Pine's* top "[15 Dog-Friendly Breweries in North Carolina](#)"
- Annie Louise Wilkerson, MD Nature Preserve made *Cardinal & Pine's* list of "[14 Hiking Trails to Conquer This Fall in North Carolina](#)"
- *Cardinal & Pine* featured area attractions in "[5 Places That Just Might Really Be Haunted](#)"
- *SportsTravel Magazine* awarded Raleigh as Best Host City, covered in "[2022 SportsTravel Award Winners Announced at TEAMS '22 in Oklahoma City](#)"
- Raleigh was included in *She Buys Travel's* "[Best Places to Visit in North Carolina for Southern Charm and Outdoor Fun](#)"

Media Hosted/Media Missions

Media Hosted:
 - Alisha Miranda - Freelance
 - Lia Picard - Freelance

Media Missions/Events:
 - Travel South France Mission; Paris • Oct. 3-6
 - Visit N.C. In-State Media Mission; Durham • Oct. 11

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

	Oct. 2022	2022 YTD	YTD % Ch
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Passenger Enplanements	477,900	4,305,914	43.3%
Passenger Deplanements	473,052	4,296,649	42.9%