



# Tourism Economic Development Report

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

INDUSTRY REPORT				NOVEMBER 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 Sep.2022</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
Sep.2023 Occupancy %	2.5%	70.4%	64.5%	66.2%	
Sep.2023 ADR	5%	\$131.01	\$128.56	\$160.18	
Sep.2023 RevPAR	7.6%	\$92.19	\$82.90	\$106.07	
2023 YTD Occupancy %	4.3%	68.9%	63.2%	64.3%	
2023 YTD ADR	9.4%	\$128.49	\$123.91	\$155.77	
2023 YTD RevPAR	14.1%	\$88.54	\$78.25	\$100.16	
	<b>Sep.2023</b>	<b>Sep.2022</b>	<b>2023 YTD</b>	<b>2022 YTD</b>	<b>YTD % Ch</b>
Hotel Room-Night Supply	552,150	542,460	4,983,302	4,949,009	0.7%
Room-Nights Sold	388,525	372,245	3,433,882	3,270,861	5%
<b>Tourism Tax Collections</b>					
	<b>Sep.2023</b>	<b>Sep.2022</b>	<b>2023 YTD</b>	<b>2022 YTD</b>	<b>YTD % Ch</b>
Occupancy	3,216,428	2,898,600	28,582,032	24,201,397	18.1%
Prepared Food & Beverage	3,761,107	3,420,208	33,307,716	29,895,635	11.4%

Website Traffic					
	Oct. 2023	Oct. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Users	249,980	249,374	1,005,771	987,291	2%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2023	Oct. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	38	44	129	121	7%
Room-Nights	13,569	14,245	71,948	73,327	-2%
Attendance	31,838	25,969	108,477	101,989	6%
Meetings/Sports Marketing by Booked Date					
	Oct. 2023	Oct. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	32	33	171	130	32%
Room-Nights	33,162	29,628	147,016	126,061	17%
Attendance	52,136	86,626	252,876	299,267	-16%
Leads and Tentatives for Group Sales/Sports Marketing					
	Oct. 2023	Oct. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	75	79	340	323	5%
Room-Nights	58,935	51,345	326,072	257,189	27%
Attendance	60,679	63,462	363,094	395,505	-8%
Tradeshows and Events					
Events					
ITA Women's All-American Championship, Cary, N.C., Sept. 30-Oct. 8					
NCYSA Press Announcement, Cary, N.C., Oct. 2					
TEAMS Conference & Expo, West Palm Beach, Fla., Oct. 2-5					
Meeting Professionals International Chicago Area Chapter Membership Day, virtual, Oct. 31					
Destination Celebration Columbus, Columbus, Ohio, Oct. 3					

Meeting Professionals International Chapter Leader Solution Room, virtual, Oct. 4
Destination Celebration Indianapolis, Indianapolis, Ind., Oct. 5
Six in the City, Washington, D.C., Oct. 5
NCAA Women's College cup LOC Meeting, virtual, Oct. 5
Great American Cross-Country Festival and HBCU Challenge, Cary, N.C., Oct. 7
Capital City Classic presented by Circle K, Raleigh, N.C., Oct. 7-8
Raleigh Chamber Business After Hours, Cary, N.C., Oct. 9
GRSA/NCFC Youth Planning Retreat, Raleigh, N.C., Oct. 10
Northstar Destination East, Uncasville, Conn., Oct. 10-12
Association Forum's FY24 Mid-Year Volunteer Leadership Meeting, virtual, Oct. 12
Midtown Raleigh Alliance State of Midtown, Raleigh, N.C., Oct. 12
N.C. Sports Association Membership Meeting, Greenville, N.C., Oct. 13
Meeting Professionals International Carolinas Chapter DEI Committee Meeting, virtual, Oct. 13
SAS Championship, Cary, N.C., Oct. 13-15
SAS Championship HBCU Invitational, Cary, N.C., Oct. 14-15
Meeting Professionals International Volunteer Engagement Monthly Call, virtual, Oct. 16
IMEX America, Las Vegas, Nev., Oct. 16-19
Southwest Wake County Parks & Rec Planning Meeting, Fuquay-Varina, N.C., Oct. 17
Meeting Professionals International Carolinas Chapter Board Meeting, virtual, Oct. 17
South Carolina Society of Association Executives, Columbia, S.C., Oct. 19
NCAA Women's College Cup LOC Meeting, virtual, Oct. 19
Young Professionals Network Community Involvement, Raleigh, N.C., Oct. 20
Society of Government Meeting Professionals Treasurer Meeting, virtual, Oct. 24
North Carolina Baseball Museum Quarterly Meeting, Wilson, N.C., Oct. 24
Young Professionals Network Board Meeting, Raleigh, N.C., Oct. 25
Meeting Professionals international All Hands Call, virtual, Oct. 25

Hospitality Sales and Marketing Association International N.C. Chapter 2024 Commercial Strategy: A Multi-Discipline Revenue Conversation, Cary, N.C., Oct. 25			
Young Professionals Network Membership Task Force Meeting, Raleigh, N.C., Oct. 25			
UNC Sports Administration Class Guest Speaker, Chapel Hill, N.C., Oct. 25			
Meeting Professionals International Anti-Human Trafficking Committee Meeting, virtual, Oct. 26			
Association Executives of NC Fall Conference, Cary, N.C., Oct. 26-27			
Meeting Professionals International Carolinas Chapter MarComm Meeting, virtual, Oct. 27			
Meeting Professionals International Greater New York Chapter Board of Trustees Meeting, virtual, Oct. 27			
NCHSAA Women's Individual Tennis State Championships, Cary, Holly Springs & Raleigh, N.C., Oct. 27-28			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room-Nights</b>	<b>Show Attendees</b>
Police Fleet Expo 2025		1,580	650
Association of Lutheran Church Musicians 2025 Annual Conference		972	350
National Association of College and University Food Services 2025 Eastern Spring Conference		777	350
2024 NCAA Women's Lacrosse Championship		3,302	7,000
<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	47,954	61,435	45
2022 - 2023	82,157	100,084	64
2021 - 2022	68,371	67,791	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
<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	158,708	169,530	226		
2022 - 2023	289,161	279,512	361		
2021 - 2022	229,066	210,375	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		
<b>Visitors Guide Delivery Service to Partners</b>					
	<b>Oct. 2023</b>	<b>Oct. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
Partners Serviced	43	35	136	122	11%
Visitors Guides Delivered	3,250	4,884	11,070	13,235	-16%
<b>Convention and Visitor Services</b>					
	<b>Oct. 2023</b>	<b>Oct. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	696	730	3,209	3,081	4%
# of Visitor Inquiries	215	257	1,140	1,155	-1%
Meetings Serviced, Non-Bureau Booked	1	22	30	37	-19%
Meetings Serviced, Bureau Booked	38	44	129	121	7%
Site Visits/Planning Meetings	5	2	14	3	367%
Pre/Post Convention Meetings	4	13	6	26	-77%
Attendance Promotions	1	1	4	3	33%
<b>Public Relations Production</b>					
	<b>Oct. 2023</b>	<b>Oct. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	17	7	47	25	88%
Total Net Reach/ Impressions*	81.9 M	-	824.5 M	-	-

## Media Placements

- *ESPN* premiered the Raleigh episode of ACC Network's Travel Series "[3 Day Weekend](#)"
- *Rolling Stone* highlighted Raleigh and the International Bluegrass Music Association (IBMA) award show winners in "[Molly Tuttle, Billy Strings Win Big at Bluegrass Awards As the IBMAs Look for New Home](#)"
- *Southern Living* featured the top activities to enjoy in Cary in "[The 17 Best Things to Do in Cary, North Carolina](#)"
- *Explore* spotlighted [Sam Jones BBQ](#) and [The Longleaf Hotel](#) in "[Right on 'Cue: Finger-Licking Food in North Carolina](#)"
- Raleigh's booming food scene was showcased by *The Infatuation* in "[The Best Restaurants in Raleigh, North Carolina](#)"
- *Philadelphia Magazine* highlighted Raleigh as a great fall destination in "[Picture-Perfect Train Trips to Take From Philly This Fall](#)"
- *Hemispheres* featured [Raleigh Denim Workshop](#) in "[Jean Genie: Inside Raleigh Denim Workshop's Japanese Cuisine-Inspired Design Sessions](#)"
- *Up and Away* highlighted the area's BBQ scene in "[Raleigh's BBQ Joints Offer a Taste of the South](#)"
- *Up and Away* featured Raleigh's unique shopping options in "[Raleigh Shopping Guide](#)"
- Raleigh's Benchwarmer's Bagels was featured in *The State* in "[Bagels Get Around the South](#)"
- *Meetings Today* included Raleigh in "[Fun-Filled Teambuilding Activities in Three North Carolina Cities](#)"
- *Cardinal & Pine* spotlighted the Haunted History Walking Tour produced by [Raleigh Walking Tours](#) in "[Get Ready for Halloween with these 15 'ghost walks' in North Carolina](#)"
- Raleigh was featured as an environmentally conscious destination by *Convention South* in "[Hot Cities](#)"
- *Viestra Magazine* highlighted the success of local black-owned businesses in the area in "[Raleigh's Black-Owned Businesses Thriving](#)"
- *Group Tour Magazine* featured Raleigh as a flourishing destination to enjoy art in "[America's Top Art Museums & Cultural Institutions for Student Groups](#)"
- *Simpleview* spotlighted Visit Raleigh as a strategic data-guided organization in "[Data-Driven Decisions Made Easy: Visit Raleigh's Journey With Simpleview Data Engine](#)"
- *The Herald-Dispatch* featured things to do in Raleigh in "[Heading to Cheer on the Herd in North Carolina](#)"

## Media Hosted/Media Missions

### Media Hosted:

- Andrew Harries – Daily Mail
- Southern Lady Magazine
- Peter van Venedaal – Travel Trend

### Media Missions/Events

- Brand USA Travel Week Europe; London • Oct. 15-20

\*Year-one measurement with new vendor Muck Rack includes all device measurement reach, eliminating a comparison to prior-year numbers with vendor Cision.

## Aviation Passengers

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

	Oct. 2023	2023 YTD	YTD % Ch
Passenger Enplanements	618,338	5,348,708	24.23%
Passenger Deplanements	618,134	5,355,374	24.64%