



Tourism Economic Development Report

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

INDUSTRY REPORT					October 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 Aug. 2020	Wake County	North Carolina	United States		
Aug. 2021 Occupancy %	48.0%	63.3%	62.1%	63.2%		
Aug. 2021 ADR	26.3%	\$101.58	\$114.00	\$137.57		
Aug. 2021 RevPAR	86.9%	\$64.32	\$70.76	\$86.88		
2021 YTD Occupancy %	21.3%	55.0%	57.2%	57.0%		
2021 YTD ADR	1.6%	\$91.30	\$102.15	\$120.16		
2021 YTD RevPAR	23.2%	\$50.21	\$58.40	\$68.55		
	Aug. 2021	Aug. 2020	2021 YTD	2020 YTD	YTD % Ch	
Hotel Room-Nights Supply	562,216	549,413	4,351,758	4,171,202	4.3%	
Room-Nights Sold	355,972	235,032	2,392,983	1,890,937	26.6%	
Tourism Tax Collections						
	Aug. 2021	Aug. 2020	2021 YTD	2020 YTD	YTD % Ch	
Occupancy	\$2,180,396	\$1,155,507	\$13,570,933	\$9,980,676	36.0%	
Prepared Food & Beverage	\$2,888,044	\$2,121,245	\$21,683,687	\$15,877,982	36.6%	
Website Traffic						

	Sept. 2021	Sept. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Website Sessions	325,107	184,653	964,350	452,293	113%
Meetings/Sports Marketing Arriving in Current Month					
	Sept. 2021	Sept. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	15	2	50	8	525%
Room-Nights	21,435	60	54,119	3,415	1485%
Attendance	12,037	22	58,297	1,976	2850%
Meetings/Sports Marketing by Booked Date					
	Sept. 2021	Sept. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	21	18	80	49	63%
Room-Nights	27,040	10,520	94,312	70,338	34%
Attendance	32,136	22,406	196,425	160,092	23%
Leads and Tentatives for Group Sales/Sports Marketing					
	Sept. 2021	Sept. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Number of Meetings	42	23	149	79	89%
Room-Nights	48,408	28,875	135,101	93,393	45%
Attendance	92,266	35,042	240,090	152,050	58%
Tradeshows and Events					
Events					
Connect Sports Marketplace, Tampa, Fla. (Sept. 30-Oct. 2)					
N.C. Sports Association Diversity Summit and Membership Meeting, Asheville, N.C. (Sept. 13-14)					
GRSA Advisory Board Meeting, Virtual (Sept. 22)					
TEAMS Conference & Expo, Atlantic City, N.J. (Sept. 27-30)					
Minor League Cricket Media Day, Morrisville, N.C. (Sept. 30)					
MPI-Carolinas Chapter Business Exchange, Raleigh, N.C. (Sept. 9-10)					

Professional Fraternal Association, Irving, Texas (Sept. 9-11)			
MPI Association Hot Topic Chat, Virtual (Sept. 9)			
MPI Chicago Area Chapter Membership Engagement Committee Meeting, Virtual (Sept. 9)			
North Carolina Society of Government Meeting Professionals Chapter Meeting, Virtual (Sept. 9)			
Kansas City Society of Association Executives Annual Meeting and Awards Celebration, Kansas City, Mo. (Sept. 14)			
Destination Celebration Kansas City, Kansas City, Mo. (Sept. 15)			
Conference Direct Annual Partners Meeting, Orlando, Fla. (Sept. 21-23)			
MPI Chicago Area Chapter Fall Education Program, Chicago, Ill. (Sept. 22)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
Southern Aces Lacrosse		900	2,500
Community Associations Institute, 2023 CAI-NC Annual Conference		123	550
Association for Computing Machinery, The ACM Federated Computing Research Conference 2023		3,510	2500
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	52,171	57,224	37
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	11,924	20,936	17
2022 - 2023	24,382	51,490	35
2021 - 2022	150,602	142,894	132
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

	Sept. 2021	Sept. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners Serviced	101	0	195	0	-
Visitors Guides Delivered	7,930	0	15,130	0	-

Convention and Visitor Services

	Sept. 2021	Sept. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	435	0	1,563	0	N/A
# of Visitor Inquiries	271	245	961	389	147%
Meetings Serviced, Non-Bureau Booked	5	0	5	1	400%
Meetings Serviced, Bureau Booked	15	2	50	8	525%

Public Relations Production

	Sept. 2021	Sept. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	9	8	20	11	82%
Total Net Reach/ Impressions	23.6 M	20.6 M	189.4 M	185.8 M	2%

Media Placements

- September 2021:** *Apartment Therapy* included part of an interview with Heights House Hotel in "[The Very First Thing You Should Do After Moving Into Your Forever Home.](#)"

- **September 2021:** The Sept./Oct. issue of *Cary Living Magazine* covered the MLB Draft Combine at the USA Baseball National Training Complex in "[Let's Play Ball.](#)"
- **September 2021:** The Sept./Oct. issue of *Midtown Magazine* featured many area attractions, restaurants and annual events in "[Welcome Home Y'all.](#)"
- **September 2021:** *Travel to Blank* showcased the "[Top Five Best Fun and Free Things to Do in Raleigh.](#)"
- **September 2021:** *Capital Analytics Associates'* web series "[Invest: Insights](#)" featured GRCVB president and CEO Dennis Edwards.
- **September 2021:** Food Network featured Sam Jones BBQ in "[An Essential Guide to American Barbecue Traditions.](#)"
- **September 2021:** Southeastern Dispatch featured Locals Oyster Bar and Transfer Co. Food Hall in "[The Idea of the Oyster Bar.](#)"
- **September 2021:** The Oct. issue of *Wrightsville Beach Magazine* featured Raleigh and the Neuse River Greenway Trail in "[Get Your Bike On!](#)"
- **September 2021:** The Sept. issue of USA BMX's *PULL* magazine highlighted the Town of Cary, Greater Raleigh Sports Alliance (GRSA) and Sk8-Cary in "[Round 4 - Cary, NC.](#)"

Media Hosted

Media Hosted:

- Todd Coleman – TripSavvy

Aviation Passengers

Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2021

	Sept. 2021	2021 YTD	YTD % Ch
Passenger Enplanements	431,105	2,602,916	51.2
Passenger Deplanements	449,286	2,608,480	48.7