



# Tourism Economic Development Report

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

INDUSTRY REPORT				OCTOBER 2022	
<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 Aug. 2021</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
Aug. 2022 Occupancy %	6.7%	67.2%	65.5%	66.5%	
Aug. 2022 ADR	15.1%	\$117.13	\$124.16	\$151.49	
Aug. 2022 RevPAR	22.8%	\$78.73	\$81.38	\$100.67	
2022 YTD Occupancy %	20.2%	66%	62.3%	63.2%	
2022 YTD ADR	26.8%	\$115.84	\$118.46	\$148.03	
2022 YTD RevPAR	52.4%	\$76.49	\$73.76	\$93.58	
	<b>Aug. 2022</b>	<b>Aug. 2021</b>	<b>2022 YTD</b>	<b>2021 YTD</b>	<b>YTD % Ch</b>
Hotel Room-Night Supply	562,030	561,999	4,442,513	4,350,057	2.1%
Room-Nights Sold	377,787	354,160	2,933,361	2,390,589	22.7%
<b>Tourism Tax Collections</b>					
	<b>Aug. 2022</b>	<b>Aug. 2021</b>	<b>2022 YTD</b>	<b>2021 YTD</b>	<b>YTD % Ch</b>
Occupancy	\$2,717,418	\$2,180,396	\$21,302,797	\$13,570,933	57%
Prepared Food & Beverage	\$2,950,544	\$3,349,922	\$26,247,427	\$21,746,188	20.7%
<b>Website Traffic</b>					

	Sept. 2022	Sept. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	293,401	325,107	964,141	964,350	0%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	Sept. 2022	Sept. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	32	15	75	51	47%
Room-Nights	23,417	21,435	59,037	51,899	14%
Attendance	16,710	12,037	75,820	58,447	30%
<b>Meetings/Sports Marketing by Booked Date</b>					
	Sept. 2022	Sept. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	27	21	97	80	21%
Room-Nights	25,109	27,100	96,160	93,603	3%
Attendance	35,601	32,136	209,875	197,075	6%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	Sept. 2022	Sept. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	75	42	245	148	66%
Room-Nights	62,760	48,452	203,651	134,715	51%
Attendance	118,285	92,371	330,463	240,495	37%
<b>Tradeshows and Events</b>					
<b>Events</b>					
USA Ultimate TCT Pro Championships, Raleigh, N.C. (Sept. 3-5)					
Destination Celebration Minneapolis, Minneapolis, Minn. (Sept. 7)					
Raleigh Chamber Young Professionals Network Membership Taskforce Meeting, Raleigh, N.C. (Sept. 7)					
Raleigh Chamber Young Professionals Network Sept. Program, Raleigh, N.C. (Sept. 8)					
Meeting Professionals International Carolinas Chapter DEI Committee Meeting (Sept. 9)					
Destination Southeast, Daytona Beach, Fla. (Sept. 11-14)					

Atlantic Tire Championships, Cary, N.C. (Sept. 11-18)
NHL site visit for 2023 Stadium Series, Raleigh, N.C. (Sept. 12-13)
Association of Meeting Professionals, Alexandria, Va. (Sept. 13)
Professional Convention Management Association Chapter Meeting, Arlington, Va. (Sept. 14)
Meeting Professionals International Chicago Area Chapter Trivia Night, Chicago, Ill. (Sept. 14)
Association Executives of N.C. Board Retreat (Sept. 14-15)
PCMA Greater Midwest Chapter September Education Meeting, Chicago, Ill. (Sept. 15)
Reston Herndon Meeting Planners Breakfast, Herndon, Va. (Sept. 15)
Raleigh Chamber Annual Meeting, Raleigh, N.C. (Sept. 15)
N.C. Society of Government Meeting Professionals, Cary, N.C. (Sept. 15)
2022 NCAA College Cups LOC Meeting, Virtual (Sept. 16 & 28)
adidas XC Challenge, Cary, N.C. (Sept. 16-17)
NHL Prospects Showcase, Morrisville & Raleigh, N.C. (Sept. 16-19)
Professional Convention Management Association Greater Midwest Chapter Awards Committee Meeting, virtual (Sept. 19)
Association Forum's Holiday Showcase Tradeshow Advisory Committee Meeting, virtual (Sept. 20)
Panelist for MPI Destination You, virtual (Sept. 20)
Meeting Professionals International Chicago Area Chapter Membership Committee Meeting, virtual (Sept. 22)
South Carolina Society of Association Executives Luncheon, Columbia, S.C. (Sept. 22)
Meeting Professionals International Global Anti Human Trafficking Committee Meeting (Sep 22)
2022 ACC Soccer Championships LOC Meeting, Virtual (Sept. 22)
SailPack Women's Intercollegiate Regatta, Morrisville, N.C. (Sept. 24)
NC Senior Games, Cary, N.C. (Sept. 24)
NCAA Women's Lacrosse Site Visit, Cary, N.C. (Sept. 26-28)
Society of Government Meeting Professionals Joint Leadership Meeting, virtual (Sept. 27)
GRSA Advisory Board Meeting, Raleigh, N.C. (Sept. 27)
N.C. Society of Government Meeting Professionals Board Meeting, virtual (Sept. 28)

Congressional Black Caucus, Washington, D.C. (Sept. 28-Oct. 1)			
NCHSAA Region 3 Meeting, Cary, N.C. (Sept. 29)			
Association Executives of N.C. Fall Conference, Durham, N.C. (Sept. 29-30)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room-Nights</b>	<b>Show Attendees</b>
Financial Planning Association NexGen Gathering		292	250
United Motorcoach Expo		2,508	1,000
Poultry Science Association 2025 Annual Meeting		3,245	1,300
Parent Heart Watch Annual Meeting 2024		188	160
2023/24 NCAA Women’s Lacrosse Championship		3,300	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	16,174	28,962	21
2022 - 2023	57,447	75,761	41
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
<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	22,746	45,040	30
2022 - 2023	178,123	174,587	175

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**

	Sept. 2022	Sept. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Partners Serviced	34	98	87	190	-54%
Visitors Guides Delivered	3,726	7,780	8,351	14,880	-44%

**Convention and Visitor Services**

	Sept. 2022	Sept. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	1,062	435	2,351	1,563	50%
# of Visitor Inquiries	260	271	898	961	-7%
Meetings Serviced, Non-Bureau Booked	15	5	29	5	480%
Meetings Serviced, Bureau Booked	32	15	75	51	47%
Site Visits/Planning Meetings	1	0	8	0	-
Pre/Post Convention Meetings	13	0	25	0	-
Attendance Promotions	2	0	2	0	-

**Public Relations Production**

	Sept. 2022	Sept. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Significant Placements	6	9	18	20	-10%
Total Net Reach/Impressions	147.4 M	23.6 M	697 M	189.4 M	268%

**Media Placements**

- Myscha Theriault's "[World of Bluegrass Festival Showcases Raleigh's Pleasantly Urban Side](#)" was picked up by multiple outlets, including MSN

- IBMA Bluegrass Live! Powered by PNC received coverage by multiple outlets, including MSN in "[IBMA's World of Bluegrass in Raleigh Moves Indoors: Your Guide to Music and More](#)"
- Raleigh ranked as one of *Bobo and ChiChi's* "[25 Most Underrated Cities in the U.S.](#)"
- *Chasing Trail* highlighted "[20+ Outdoorsy, Tasty and Free Things to do in Raleigh, N.C.](#)"
- *Meetings Today* included multiple Raleigh attractions in "[The Latest Developments and Renovations in Key North Carolina Cities](#)"
- *Coleman Concierge* published a stellar "[Review of The Umstead Hotel and Spa](#)"

**Media Hosted/Media Missions**

Media Hosted:

- Loretta Berry – Travel Awaits
- Garrett Woodward – Freelance

Media Missions/Events:

- Brand USA Travel Week Europe; Frankfurt • Sept. 26-29
- Travel South Brussels Marketplace; Brussels • Sept. 30-Oct. 2

**Aviation Passengers**

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

	<b>Sept. 2022</b>	<b>2022 YTD</b>	<b>YTD % Ch</b>
Passenger Enplanements	526,292	3,828,014	47.07%
Passenger Deplanements	548,948	3,823,597	46.59%