



# Tourism Economic Development Report

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

INDUSTRY REPORT				October 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>					
	Ch from Aug. 2022	Wake County	North Carolina	United States	
Aug. 2023 Occupancy %	1%	68.1%	64%	66%	
Aug. 2023 ADR	4.8%	\$123.84	\$124.32	\$153.60	
Aug. 2023 RevPAR	5.8%	\$84.31	\$79.61	\$101.35	
2023 YTD Occupancy %	4.5%	68.7%	63%	64.1%	
2023 YTD ADR	10%	\$128.17	\$123.30	\$155.19	
2023 YTD RevPAR	15%	\$88.09	\$77.67	\$99.43	
	Aug. 2023	Aug. 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	564,727	556,822	4,431,152	4,406,549	0.6%
Room-Nights Sold	384,472	375,467	3,045,449	2,898,616	5.1%
<b>Tourism Tax Collections</b>					
	Aug. 2023	Aug. 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	\$3,043,420	\$2,717,418	\$25,365,604	\$21,302,797	19.1%
Prepared Food & Beverage	\$3,652,779	\$3,447,271	\$29,546,609	\$26,475,427	11.6%
<b>Website Traffic</b>					

	Sep. 2023	Sep. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Sessions	246,391	223,285	775,791	737,917	2.4%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	Sep. 2023	Sep. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	26	32	91	77	18%
Room-Nights	23,835	23,412	58,379	59,082	-1%
Attendance	13,444	16,710	76,639	76,020	1%
<b>Meetings/Sports Marketing by Booked Date</b>					
	Sep. 2023	Sep. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	34	27	139	97	43%
Room-Nights	16,496	25,109	113,854	96,433	18%
Attendance	28,236	35,601	200,740	212,641	-6%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	Sep. 2023	Sep. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	95	76	265	244	9%
Room-Nights	90,565	65,360	267,147	205,844	30%
Attendance	101,520	120,285	303,915	332,043	-8%
<b>Tradeshows and Events</b>					
<b>Events</b>					
NCAA Women's College Cup LOC Meeting, virtual (Sept. 1)					
Professional Convention Management Association Greater Philadelphia Chapter Education Day and Tradeshow, Philadelphia, Pa. (Sept. 7)					
Professional Fraternity Association Annual Convention, Albuquerque, N.M. (Sept. 7-9)					
Meeting Professionals International Carolinas Chapter DEI Committee Meeting, virtual (Sept. 8)					
S.P.O.R.T.S. The Relationship Conference, South Bend, Ind. (Sept. 11-14)					
Atlantic Tire Championships: Summer Series II, Cary, N.C. (Sept. 11-17)					

Meeting Professionals International Chicago Area Chapter Leadership and Development Committee Meeting, virtual (Sept. 12)		
Professional Convention Management Association Greater Midwest Chapter DEI Education Event, Chicago, Ill. (Sept. 13)		
Meeting Professionals International Membership Committee Meeting, virtual (Sept. 13)		
Meeting Professionals International Chicago Area Chapter Trivia Night, Skokie, Ill. (Sept. 14)		
adidas XC Challenge, Cary, N.C. (Sept. 15-16)		
Meeting Professionals International Volunteer Engagement Committee Meeting, virtual (Sept. 18)		
Raleigh Chamber Young Professionals Network New Member Orientation, Raleigh, N.C. (Sept. 19)		
Meeting Professionals International Chicago Area Chapter Board Meeting, Chicago, Ill. (Sept. 20)		
Congressional Black Caucus, Washington, D.C. (Sept. 20-23)		
Raleigh Chamber Young Professionals Network Membership Task Force Committee Meeting, Raleigh, N.C. (Sept. 20)		
GRSA Advisory Board Meeting, Raleigh, N.C. (Sept. 20)		
Meeting Professionals International Chicago Area Chapter Membership Committee Meeting, Chicago, Ill. (Sept. 21)		
Association Executives of N.C. Board of Directors Meeting, Raleigh, N.C. (Sept. 21)		
ACC Women’s and Men’s Soccer Championships LOC Meeting, virtual (Sept. 21)		
PDGA US Women’s Disc Golf Championships, Burlington, N.C. (Sept. 22)		
NC Senior Games, Cary, N.C. (Sept. 23)		
Meeting Professionals International Carolinas Chapter MarComm Team Meeting, virtual (Sept. 25)		
Meeting Professionals International Chapter Membership and Advisory Council Meeting, virtual (Sept. 26)		
Professional Convention Management Association Capital Chapter’s “Don’t Be a Drag, Just Be a Queen (Or King)”, Arlington, Va. (Sept. 26)		
Small Market Meetings Conference, Cedar Rapids, Iowa (Sept. 27-28)		
Meeting Professionals International Anti-Human Trafficking Committee Meeting, virtual (Sept. 28)		
N.C. High School Athletic Association Regional Meeting, Cary, N.C. (Sept. 28)		
SailPack Women’s Intercollegiate Regatta, Morrisville, N.C. (Sept. 30-Oct. 1)		
<b>Site Visits</b>		
<b>Site Name</b>	<b>Total Room-Nights</b>	<b>Show Attendees</b>

Events Unleashed Ujima Meeting	240	60			
The MIX (esports)	TBD	5,000-8,000			
<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	42,454	57,956	40		
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	144,805	149,170	199		
2022 - 2023	294,161	292,512	362		
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>Sep. 2023</b>	<b>Sep. 2022</b>	<b>2023 FYTD</b>	<b>2022 FYTD</b>	<b>FYTD % Ch</b>
Partners Serviced	26	34	93	87	7%
Visitors Guides Delivered	2,600	3,726	7,820	8,351	-6%
<b>Convention and Visitor Services</b>					

	Sep. 2023	Sep. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	896	1,062	2,513	2,351	7%
# of Visitor Inquiries	284	260	925	898	3%
Meetings Serviced, Non-Bureau Booked	9	1	29	15	93%
Meetings Serviced, Bureau Booked	26	32	91	77	18%
Site Visits/Planning Meetings	2	1	9	8	12.5%
Pre/Post Convention Meetings	1	13	2	2	-
Attendance Promotions	2	2	3	26	-88%
<b>Public Relations Production</b>					
	Sep. 2023	Sep. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Significant Placements	11	6	30	18	66.7%
Total Net Reach/Impressions*	326.3 M	-	742.6 M	-	-
<b>Media Placements</b>					
<ul style="list-style-type: none"> <li>• <i>USA Today</i> featured Raleigh hotels, dining and attractions in "<a href="#">Capital Time: Get Out and Explore the Ever-Growing City of Raleigh</a>"</li> <li>• <i>Time Out</i> showcased <a href="#">The Umstead Hotel and Spa</a> in a roundup of "<a href="#">The Best U.S. Hotels for Foodies</a>"</li> <li>• Young Hearts Distilling's dynamic Bloody Mary was highlighted by <i>StyleBlueprint</i> in "<a href="#">7 Ways to Upgrade Your Bloody Mary</a>"</li> <li>• Raleigh's announcement of a new convention hotel was highlighted by <i>Meetings Today</i> in "<a href="#">Omni Makes Its Raleigh Debut, Announces New Convention Center Hotel</a>"</li> <li>• <a href="#">a'Verde Cocina + Tequilla Library</a> was highlighted by <i>The Local Palate</i> in "<a href="#">Treasuring Time at the Table at a'Verde</a>"</li> <li>• Visit Raleigh's President and CEO Denny Edwards was interviewed by <i>Capital Analytics Associates</i> on creating a positive impact on visitation for Wake County in "<a href="#">Spotlight On: Dennis Edwards, President &amp; CEO, Greater Raleigh Convention &amp; Visitors Bureau</a>"</li> <li>• CW22's "<a href="#">Community Matters</a>" show featured Visit Raleigh staff discussing the state of tourism, ongoing projects and what to look forward to this fall</li> <li>• Raleigh's announcement of a new convention hotel was covered by <i>USAE</i> in "<a href="#">Raleigh Green Lights Talks with Omni for Convention Hotel</a>"</li> <li>• Raleigh was highlighted as a vibrant meetings and convention destination by <i>Black Meetings and Tourism</i> in "<a href="#">The Tar Heel State Combines Southern Hospitality, Outdoor Adventure and Big City Vibes to Create Best Possible Meeting Destination</a>"</li> <li>• <i>Good Grit</i> featured Raleigh restaurants and bars in "<a href="#">Savor: Raleigh, North Carolina</a>"</li> <li>• <i>DownshiftingPRO</i> featured Raleigh's most popular festivals and events in "<a href="#">Ultimate Guide to Festivals and Events in Raleigh, NC</a>"</li> </ul>					
<b>Media Hosted</b>					

**Media Hosted:**

- Garrett Woodward – Rolling Stone
- Tyler Davidson – Meetings Today

**Media Missions/Events**

- Visit NC In-State Media Mission; Raleigh • Sept. 19

\*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*

	<b>Sep. 2023</b>	<b>2023 YTD</b>	<b>YTD % Ch</b>
Passenger Enplanements	651,926	4,730,370	23.59%
Passenger Deplanements	677,040	4,737,240	23.90%