



# Tourism Economic Development Report

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

INDUSTRY REPORT				SEPTEMBER 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 July 2021</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>	
July 2022 Occupancy %	8.3%	69.1%	67.4%	69.9%	
July 2022 ADR	19.2%	\$119.58	\$117.60	\$159.08	
July 2022 RevPAR	29.1%	\$82.63	\$72.67	\$110.73	
2022 YTD Occupancy %	22.5%	65.9%	61.8%	62.7%	
2022 YTD ADR	29.1%	\$115.65	\$117.60	\$147.46	
2022 YTD RevPAR	58.3%	\$76.16	\$72.67	\$92.53	
	<b>July 2022</b>	<b>July 2021</b>	<b>2022 YTD</b>	<b>2021 YTD</b>	<b>YTD % Ch</b>
Hotel Room-Night Supply	562,030	554,559	3,880,483	3,788,058	2.4%
Room-Nights Sold	388,399	353,914	2,555,574	2,036,429	25.5%
<b>Tourism Tax Collections</b>					
	<b>July 2022</b>	<b>July 2021</b>	<b>2022 YTD</b>	<b>2021 YTD</b>	<b>YTD % Ch</b>
Occupancy	\$2,970,762	\$2,212,035	\$18,585,379	\$11,390,537	63.2%
Prepared Food & Beverage	\$3,447,271	\$2,854,300	\$23,125,505	\$18,795,644	23.0%
<b>Website Traffic</b>					

	Aug. 2022	Aug. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Website Sessions	308,651	293,456	670,740	639,243	5%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	Aug. 2022	Aug. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	20	16	43	36	19%
Room-Nights	12,159	13,569	35,620	30,464	17%
Attendance	14,494	22,575	59,110	46,410	27%
<b>Meetings/Sports Marketing by Booked Date</b>					
	Aug. 2022	Aug. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	47	24	70	59	19%
Room-Nights	58,054	35,051	71,051	66,550	7%
Attendance	138,801	77,147	174,274	164,939	6%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	Aug. 2022	Aug. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Number of Meetings	85	54	170	106	60%
Room-Nights	72,310	51,675	140,891	86,263	63%
Attendance	98,144	92,665	212,178	148,124	43%
<b>Tradeshows and Events</b>					
<b>Events</b>					
CVB Reps Summer Networking Event, Washington, D.C. (Aug. 2)					
Raleigh Chamber Young Professionals Network Membership Task Force Meeting, Raleigh, N.C. (Aug. 3)					
Professional Convention Management Association Southeast Chapter August Meeting, Atlanta, Ga. (Aug. 4)					
Sir Walter Miler, Raleigh, N.C. (Aug. 5)					
TITANS Long Course Closeout, Cary, N.C. (Aug. 5-7)					
Connect Sports Marketplace, Detroit, Mich. (Aug. 8-10)					

Connect Corporate and Association, Detroit, Mich. (Aug. 8-11)			
USA Baseball 15U/16U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 10-14)			
Visit Raleigh Meeting Professionals Summit, Raleigh, N.C. (Aug. 11)			
Professional Convention Management Association Greater Midwest Chapter Awards Committee Meeting, virtual (Aug. 16)			
USA Baseball 12U/14U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 17-21)			
Raleigh Chamber Professional Women’s Luncheon, Raleigh, N.C. (Aug. 19)			
ASAE Annual Meeting and Expo 2022, Nashville, Tenn. (Aug. 20-23)			
Professional Convention Management Association New England Chapter Red Sox Game and Social, Boston, Mass. (Aug. 23)			
N.C. Travel & Tourism Board Meeting, Virtual (Aug. 23)			
Meeting Professionals International New York Chapter After Six Mix, New York City, N.Y. (Aug. 24)			
Association Forum Holiday Showcase Tradeshow Advisory Committee Meeting, virtual (Aug. 24)			
USA Baseball 11U/13U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 24-28)			
2023 NHL Stadium Series LOC Executive Committee Meeting, Raleigh, N.C. (Aug. 25)			
NCSCA Kick-Off Classic, Cary, N.C. (Aug. 25-27)			
Toyota Minor League Cricket Championship, Morrisville, N.C. (Aug. 27-28)			
Association Executives of N.C. FUEL Roundtable, Raleigh, N.C. (Aug. 31)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room-Nights</b>	<b>Show Attendees</b>
Senior Tarheel Legislature Oct. 2022		90	120
Association of State Floodplain Managers 47 <sup>th</sup> Annual National Conference		3,630	800
Esports Event		TBD	TBD
2022 NCAA Men’s and Women’s College Cups		1,497	20,000
<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	57,197	74,798	40		
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	79,072	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	22,051	44,192	28		
2022 - 2023	147,582	154,093	152		
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	273,370	225,310	348		
2016 - 2017	266,055	228,400	359		
<b>Visitors Guide Delivery Service to Partners</b>					
	<b>Aug. 2022</b>	<b>Aug. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
Partners Serviced	33	82	53	92	-42%
Visitors Guides Delivered	2,150	6,525	4,625	7,100	-35%
<b>Convention and Visitor Services</b>					
	<b>Aug. 2022</b>	<b>Aug. 2021</b>	<b>2022 FYTD</b>	<b>2021 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	521	467	1,289	1,128	14%
# of Visitor Inquiries	343	317	638	690	-8%

Meetings Serviced, Non-Bureau Booked	5	0	14	0	-
Meetings Serviced, Bureau Booked	20	16	43	36	19%
Destination Trainings	7	0	7	7	-
Site Visits/Planning Meetings	12	0	12	12	-
Pre/Post Convention Meetings	521	467	1,289	1,128	14%

**Public Relations Production**

	Aug. 2022	Aug. 2021	2022 FYTD	2021 FYTD	FYTD % Ch
Significant Placements	6	5	12	11	9%
Total Net Reach/Impressions	402 M	79 M	549.7 M	165.9 M	231%

**Media Placements**

- Some of Raleigh's top restaurants were featured in *U.S. News and World Report's* "[The 19 Best Restaurants in Raleigh, North Carolina](#)"
- *CNN Travel* highlighted Raleigh's Guinness world record holder, the Raleigh Beer Garden in "[Where You Can Drink Some of the Rarest Beers in the World](#)"
- *Forbes* included St. Roch Fine Oysters + Bar's oyster hotcake in "[20 Delicious Ways to Celebrate National Oyster Day](#)"
- *Condé Nast Traveler* highlighted reasons why Raleigh is a can't-miss destination for Airbnb travelers, including the Raleigh Beer Trail and the stellar food scene in, "[These are Airbnb's Most Popular Destinations for Labor Day Weekend Getaways](#)"
- *Our State* took an in-depth look at the story of how Heights House Hotel came to be in "[The Old House on the Hill](#)"
- South Carolina Publication *TOWN* magazine featured Heights House Hotel in "[New Heights](#)"

**Media Hosted**

**Media Missions/Events:**

- Travel South Canada Mission; Toronto • Sept. 15-17

**Aviation Passengers**

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

	Aug. 2022	2022 YTD	YTD % Ch
Passenger Enplanements	548,873	3,301,722	52.03%
Passenger Deplanements	557,157	3,274,649	51.66%