



Tourism Economic Development Report

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

INDUSTRY REPORT				SEPTEMBER 2023	
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 Jul. 2022	Wake County	North Carolina	United States	
Jul. 2023 Occupancy %	-0.4%	68.5%	65.9%	69.1%	
Jul. 2023 ADR	4.8%	\$125.83	\$129.01	\$160.31	
Jul. 2023 RevPAR	4.3%	\$86.25	\$85.07	\$110.80	
2023 YTD Occupancy %	5.0%	68.8%	62.8%	63.8%	
2023 YTD ADR	10.8%	\$128.79	\$123.15	\$155.41	
2023 YTD RevPAR	16.4%	\$88.64	\$77.39	\$99.13	
	Jul. 2023	Jul. 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	564,727	556,822	3,866,425	3,849,727	0.4%
Room-Nights Sold	387,061	383,234	2,661,011	2,523,149	5.5%
Tourism Tax Collections					
	Jul. 2023	Jul. 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	3,130,743	2,970,762	22,322,184	18,585,379	20.1%
Prepared Food & Beverage	3,644,673	3,447,271	25,893,830	23,125,505	12.0%
Website Traffic					

	Aug. 2023	Aug. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Website Sessions	224,100	238,088	509,400	508,748	0.1%
Meetings/Sports Marketing Arriving in Current Month					
	Aug. 2023	Aug. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	29	21	64	45	42%
Room-Nights	14,939	12,179	34,414	35,670	-4%
Attendance	16,392	14,519	63,097	59,310	6%
Meetings/Sports Marketing by Booked Date					
	Aug. 2023	Aug. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	54	47	105	70	50%
Room-Nights	65,027	58,327	97,358	71,324	37%
Attendance	117,325	141,567	172,504	177,040	-3%
Leads and Tentatives for Group Sales/Sports Marketing					
	Aug. 2023	Aug. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Number of Meetings	97	85	170	168	1%
Room-Nights	95,137	72,193	176,736	140,484	26%
Attendance	107,688	97,644	202,395	211,758	-4%
Tradeshows and Events					
Events					
Smart Meetings Northeast Regional, New York City, N.Y. (Aug. 1-2)					
Meeting Professionals International (MPI) Chicago Area Chapter Fall Leadership Day, Highland Park, Ill. (Aug. 1-3)					
CVBReps D.C. Networking Social, Alexandria, Va. (Aug. 2)					
USA Baseball 13U/14U Athlete Development Program, Cary, N.C. (Aug. 3-6)					
Sir Walter Miler, Raleigh, N.C. (Aug. 4)					
TITANS Long Course Closeout, Cary, N.C. (Aug. 4-6)					

American Society of Association Executives Annual Meeting and Exposition, Atlanta, Ga. (Aug. 5-9)		
Atlantic Tire Championships: Summer Series I, Cary, N.C. (Aug. 6-13)		
Kellen Leadership Summit, Reno, Nev. (Aug. 8-9)		
MPI Virginia Annual Conference, Wintergreen, Va. (Aug. 9-11)		
USA Baseball 15U/16U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 9-13)		
MPI Carolinas Chapter DEI Committee Meeting, virtual (Aug. 11)		
Destination Southeast, Cape Coral, Fla. (Aug. 13-15)		
USA Baseball 12U/14U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 16-20)		
MPI Carolinas Chapter Board Meeting, Charlotte, N.C. (Aug. 17)		
MPI Carolinas Chapter Annual Chapter Meeting, Charlotte, N.C. (Aug. 17-18)		
U.S. Army Be all that You Can Be Clash (Football), Cary, N.C. (Aug. 19)		
Clash of Carolinas State Championship Flag Football Tournament, Morrisville, N.C. (Aug. 19-20)		
Connect Sports Marketplace, Minneapolis, Minn. (Aug. 22-24)		
Connect Marketplace Corporate, Minneapolis, Minn. (Aug. 22-24)		
Association Executives of N.C. FUEL Roundtable, Raleigh, N.C. (Aug. 23-24)		
USA Baseball 11U/13U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 23-27)		
MPI Anti-Human Trafficking Committee Meeting, virtual (Aug. 24)		
Cary Sports Alliance Quarterly Meeting, Cary, N.C. (Aug. 24)		
NCSCA Kick-Off Classic, Cary, N.C. (Aug. 24-26)		
Raleigh Chamber Business After Hours, Raleigh, N.C. (Aug. 28)		
MPI Carolinas Chapter Board Meeting, virtual (Aug. 28)		
NCAA Bid Summit, Indianapolis, Ind. (Aug. 29)		
MPI Carolinas Chapter MarComm Meeting, virtual (Aug. 30)		
Site Visits		
Site Name	Total Room-Nights	Show Attendees
2023 NCAA Women’s College Cup	1,367	10,000

2024 UNC Health Golf Championship	TBD	TBD
2026 Major League Fishing REDCREST	10,890	10,400
SH Worldwide Avalara 2025	2,800	700
NCSU 2024 ESS Annual Meeting	170	150
NC Healthcare Association 2025 Winter Meeting	190	300
US Water Alliance One Water Summit 2025	1,380	800
Bombay Beats Inc. International artist USA/Canada tour	TBD	TBD

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	41,454	56,908	39
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

Wake County Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	136,276	140,373	170
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		
Visitors Guide Delivery Service to Partners					
	Aug. 2023	Aug. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Partners Serviced	32	33	67	53	26%
Visitors Guides Delivered	2,312	2,150	5,220	4,625	13%
Convention and Visitor Services					
	Aug. 2023	Aug. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	567	521	1,617	1,289	25%
# of Visitor Inquiries	288	343	641	638	0%
Meetings Serviced, Non-Bureau Booked	9	5	20	14	43%
Meetings Serviced, Bureau Booked	29	21	64	45	42%
Site Visits/Planning Meetings	7	7	8	7	12.5%
Pre/Post Convention Meetings	1	12	7	12	-71.4%
Attendance Promotions	1	0	6	0	-
Public Relations Production					
	Aug. 2023	Aug. 2022	2023 FYTD	2022 FYTD	FYTD % Ch
Significant Placements	7	6	19	12	58.3%
Total Net Reach/ Impressions*	137 M	-	416.3 M	-	-
Media Placements					
<ul style="list-style-type: none"> • August 2023: <i>The Discoverer</i> featured the Raleigh Beer Trail and other attractions in "8 of the Most Underrated Cities in the South" • August 2023: Wake County's record-setting tourism growth in 2022 was highlighted by <i>The Center Square</i> in "Urban Attractions Bolster State's Tourism Statistical Surge" • August 2023: <i>Our State</i> highlighted the Neuse River Greenway Trail in "9 Can't-Miss North Carolina Bike Paths" • August 2023: Visit Raleigh's Executive Vice President Loren Gold was interviewed for <i>Sports Planning Guide</i> in "The Impact of Esports" • August 2023: Wake County's tourism infrastructure growth was highlighted by <i>USAE</i> in "County Officials Approve Funding for Expansion of Raleigh Convention Center" • August 2023: Raleigh was included in <i>Budget Travel</i>'s roundup of "3 Ultra-Affordable Destinations for a Family Vacation" 					

- **August 2023:** Capital Analytics Associates published "[Major Events Drive Economic Growth as Raleigh and Durham Shine as a Top Destination](#)"

Media Hosted

Media Hosted:

- Omar Mamoon – Esquire

*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

	Aug. 2023	2023 YTD	YTD % Ch
Passenger Enplanements	689,338	4,078,630	23.55%
Passenger Deplanements	700,208	4,060,328	23.99%