

For Immediate Release
October 22, 2010

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Wake County Occupancy Rates See Significant Increase in September

Raleigh, NC -- In a report released today, the Greater Raleigh Convention and Visitors Bureau announced a significant increase in Occupancy Rates for September.

In September, Wake County's hotels had an occupancy rate of 61.7 percent, a 7.2 percent increase over September 2009. Year to date, occupancy is 58.7 percent, compared to 56.6 percent for the previous year to date. Wake County's figures are well above the 54.6 percent average for North Carolina and 59.9 percent average for the country for the same month. These figures were reported by Smith Travel Research, an independent research company serving the hospitality industry.

The meeting, convention and sports markets are huge economic drivers for Wake County and in September notable groups that held meetings or sports events in our area included:

- USA Baseball National Team in Training Identification Series (Sept. 10-12); Total Visitors: 1,500; Estimated Economic Impact: \$518,000
- American Trucking Association (Sept. 17-23); Total Attendees: 700; Estimated Economic Impact: \$570,000
- Association for the Study of African American History (Sept. 27-Oct. 2); Total Attendees: 500; Estimated Economic Impact: \$421,000

The Greater Raleigh Convention and Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business.