

For Immediate Release
November 22, 2010

Contact: Ryan Smith
(919) 645-2676
rsmith@visitraleigh.com

Meetings, Conventions and Sports Events Meant Big Business in Wake County During October

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

In October, Wake County's hotels had an occupancy rate of 70.9 percent, a 14.2 percent increase over October 2009. Year to date, occupancy is 60 percent, compared to 57.2 percent for the previous year to date. Wake County's figures are well above the 61.8 percent average for North Carolina and 61.3 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.

"While occupancy numbers for October were promising, we still have a long way to go to return to pre-recession levels," said Denny Edwards, president and CEO of the Greater Raleigh Convention and Visitors Bureau.

Meetings, conventions and sporting events which contributed to a rise in October Occupancy figures included:

- Great American Cross Country Festival (Oct. 1-2); Total Visitors: 3,500; Estimated Economic Impact: \$580,000
- North Carolina Association for the Education of Young Children (Oct. 6-9); Total Attendees: 2,500; Estimated Economic Impact: \$1,117,800
- Federation of Analytical Chemistry and Spectroscopy Societies (Oct. 17-21); Total Attendees: 2000; Estimated Economic Impact: \$1,899,075

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.