

THEY'RE BOOKING IT TO RALEIGH

In 2018, the 16 million visitors who came to Wake County spent a record-breaking \$2.7 billion, a 7.2% increase from 2017. With a booming downtown, a bustling Convention and Performing Arts Complex, and an internationally recognized restaurant scene, Raleigh's tourism is exploding.



In one of America's fastest-growing downtowns,

RELIABLE TRANSIENT BUSINESS

Red Hat (IBM), Citrix, and Pendo call Downtown Raleigh home. Duke Energy Progress, Wells Fargo, PNC, FNB, and BB&T also maintain regional offices downtown. IBM, Cisco, Credit Suisse, Fidelity Investments, Biogen, and Lenovo are 15 minutes away in RTP, the U.S.'s largest research park.



steps from three packed venues,

A PREPARED WORKFORCE

Your hiring pipeline will be filled with graduates from the tourism and hospitality management programs found at Raleigh's 11 colleges and universities. **With 48% of the Raleigh metropolitan area holding a bachelor's degree or higher, your applicant pools will be full of superstar hires.**



and an audience of hundreds of thousands of overnight guests...



Photo credits: Curtis Brown (front, middle)

Check in to Raleigh.

Raleigh is Ready

With 3.4 million annual visitors and tourism increasing by 47% since 2007, the overnight needs of Downtown Raleigh have far exceeded the existing hotel room inventory.

A 2018 feasibility study by Jones Lang LaSalle found that an optimized, renovated convention center with an increased hotel package (>500 rooms) would result in 175,746 room nights, a **143% increase** from the current generated supply.

We're ready for a new convention hotel.



Raleigh Convention Center

Nearly 460k attendees in 2018; anchor business with 100+ annuals; events booked through 2029

In the Heart of Downtown

Near 158 restaurants, 117 retail locations, and next to an outdoor festival footprint that draws over a million annual visitors

Red Hat Amphitheater

150k concertgoers attending 45 shows in the 2019 season (April-October)

Duke Energy Center for the Performing Arts

More than 400k patrons in 2019 to its four theatres; home to the State's ballet, theatre, opera, and symphony

In 2019, events held at the Raleigh Convention Center generated a total of

110,811
hotel room
nights.

A **Hospitality Tax** funds 95% of the Raleigh Convention Center's (RCC) capital upgrades and maintenance. Funding is approved or planned for the projects below.

FY	Allocated \$	Approved Project
'20	\$14 million	Purchase land for RCC's future use
'21	\$5 million	Optimize RCC
'23	\$30 million	Build parking and/or related infrastructure to attract a convention hotel
'28	\$230 million	Expand the RCC

The Raleigh Convention Center, Reimagined

We are maximizing and optimizing our space for an improved client and guest experience beginning in 2020-2021.



An Amenable Market

"At a minimum, a hotel inventory increase of a singular, full-service hotel with 500 hotel rooms within three walkable blocks of the RCC and a committable block of 60%-65% would be desirable at this time. At this level of commitment, **the market would not be materially disrupted**, and the room-night generation out of the RCC would keep the occupancy rate stable at the current level of 71%." - Destination Strategic Plan, Jones Lang LaSalle (2018)