In one of America’s fastest-growing downtowns, steps from three packed venues, and an audience of hundreds of thousands of overnight guests...

Check in to Raleigh.

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.

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.

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.

Photo credits: Curtis Brown (front, middle)

RALEIGH CONVENTION & PERFORMING ARTS COMPLEX
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.

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.

<table>
<thead>
<tr>
<th>FY</th>
<th>Allocated $</th>
<th>Approved Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘20</td>
<td>$14 million</td>
<td>Purchase land for RCC’s future use</td>
</tr>
<tr>
<td>‘21</td>
<td>$5 million</td>
<td>Optimize RCC</td>
</tr>
<tr>
<td>‘23</td>
<td>$30 million</td>
<td>Build parking and/or related infrastructure to attract a convention hotel</td>
</tr>
<tr>
<td>‘28</td>
<td>$230 million</td>
<td>Expand the RCC</td>
</tr>
</tbody>
</table>

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)