



Tourism Economic Development Report

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

INDUSTRY REPORT				APRIL 2024	
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 Feb. 2023	Wake County	North Carolina	United States	
Feb. 2024 Occupancy %	4.1%	69.7%	58.1%	58.9%	
Feb. 2024 ADR	3.1%	\$130.91	\$114.65	\$158.23	
Feb. 2024 RevPAR	7.2%	\$91.23	\$66.53	\$93.19	
2024 YTD Occupancy %	3.2%	64.2%	54%	55.2%	
2024 YTD ADR	3.9%	\$126.56	\$111.61	\$152.36	
2024 YTD RevPAR	3.9%	\$81.25	\$60.22	\$84.13	
	Feb. 2024	Feb. 2023	2024 YTD	2023 YTD	YTD % Ch
Hotel Room-Night Supply	511,896	508,284	1,082,451	1,069,105	1.2%
Room-Nights Sold	356,734	340,426	694,915	665,311	4.4%
Tourism Tax Collections					
	Feb. 2024	Feb. 2023	2024 YTD	2023 YTD	YTD % Ch
Occupancy	\$3,065,211	\$2,794,088	\$5,750,991	\$5,269,635	9.1%
Prepared Food & Beverage	\$3,584,747	\$3,435,341	\$7,007,973	\$6,896,008	1.6%

Website Traffic					
	Mar. 2024	Mar. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Website Users	244,427	272,023	2,193,422	2,347,046	-3%
Meetings/Sports Marketing Arriving in Current Month					
	Mar. 2024	Mar. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	37	39	258	255	1%
Room-Nights	12,872	45,646	166,267	206,081	-19%
Attendance	25,230	101,528	320,700	450,961	-29%
Meetings/Sports Marketing by Booked Date					
	Mar. 2024	Mar. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	47	49	361	282	28%
Room-Nights	12,579	30,874	278,013	205,723	35%
Attendance	16,313	44,858	532,543	451,622	18%
Leads and Tentatives for Group Sales/Sports Marketing					
	Mar. 2024	Mar. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	90	108	810	806	1%
Room-Nights	80,541	57,700	707,151	580,809	22%
Attendance	136,162	66,589	925,104	780,604	19%
Tradeshows and Events					
Events					
Division II Baseball Preseason Tournament, Cary, N.C. (March 1-3)					
Rumble in Raleigh Gymnastics Invite, Morrisville, N.C. (March 1-3)					
MAPL Raleigh (volleyball) – Weekend 1, Raleigh, N.C. (March 2-3)					
NC Masters Short-Course Championship, Cary, N.C. (March 2-3)					
MPI New Jersey Chapter MEETS Conference, Atlantic City, N.J. (March 4-5)					

MPI Chapter and Membership Advisory Council Chapters and Policy Committee Meeting, virtual (March 6)
NCAA Women's Lacrosse Host Marketing Meeting, virtual (March 6)
NCAA Women's Lacrosse Championship LOC meeting, virtual (March 7)
Virginia Society of Association Executives, Richmond, Va. (March 7)
SC Chapter of Society Association Executives, Columbia, S.C. (March 7)
TITANS Short Course Premier Meet, Cary, N.C. (March 7-10)
EmPowerHer Summit: Celebrating Women in Hospitality Leadership, Cary, N.C. (March 8)
William Peace University Triangle Classic, Raleigh, N.C. (March 8-10)
NC AAU Karate State Championship, Raleigh, N.C. (March 9)
Harmony 2024 PrideLife Business Summit, Raleigh, N.C. (March 11)
CMP Advance, Toronto, Ontario (March 11-13)
MPI EDI Committee Meeting, virtual (March 12)
NCHSAA Basketball State Finals, Winston-Salem, N.C. (March 12)
YPN Membership Task Force Meeting, Raleigh, N.C. (March 14)
MPI Anti-Human Trafficking Committee Meeting, virtual (March 14)
USA Swimming ESSZ Age Group Sectionals, Cary, N.C. (March 14-17)
Raleigh Chamber Professional Women's Luncheon, Raleigh, N.C. (March 15)
NC-USA Gymnastics Bronze & Silver State Meet, Cary, N.C. (March 15-17)
BODYARMOR State Games of North Carolina: Winter Games, Morrisville, N.C. (March 15-17)
Tobacco Road Marathon, Cary, N.C. (March 17)
MPI Carolinas Chapter Past Presidents Council, virtual (March 19)
YPN Board Meeting, Raleigh, N.C. (March 20)
MPI Chicago Area Chapter Board of Directors Meeting and Membership Meet-Up, Chicago, Ill. (March 20)
CVBReps DC Quarterly Meeting, Washington, D.C. (March 20)
NCAA Women's Lacrosse Host Marketing Meeting, virtual (March 20)
2024 Braves Country FAM, Sarasota, Fla. (March 20)

NCAA Men’s Basketball First/Second Rounds, Charlotte, N.C. (March 20-21)
MPI Chicago Area Chapter Membership Committee Meeting, Chicago, Ill. (March 21)
Fairfax Loudoun Event Executives March Meeting, Herndon, Va. (March 21)
AENC Spring Conference, Raleigh, N.C. (March 21-22)
Butterfly Triangle Cup, Morrisville, N.C. (March 21-24)
MEAC Bowling Championship, Raleigh, N.C. (March 22-24)
MAPL Raleigh (volleyball) – Weekend 2, Morrisville, N.C. (March 23-24)
NCAA Women's Basketball First/Second Rounds, Raleigh, N.C. (March 23 & 25)
Pharma Forum 2024, Tampa, Fla. (March 24-27)
MPI Carolinas Chapter Board Meeting, virtual (March 25)
SGMP Carolinas Chapter Meeting, Raleigh, N.C. (March 26)
MPI Virginia Meeting, Hampton, Va. (March 27)
MPI Carolinas Chapter New Member Lunch and Learn, virtual (March 28)
MPI Carolinas Chapter MarComm Team Meeting, virtual (March 28)
2024 PDGA US Masters Championships LOC meeting, virtual, (March 28)
Peace College Retirement Ceremony for Charlie Dobbins, Raleigh, N.C. (March 29)

Site Visits

Site Name	Total Room-Nights	Show Attendees
Leadership Conference – Rosebug Conect 2024	593	90
2025 American Cultural Resources Association Annual Conference	140	200
2025 ElectriCities Connections Summit	230	250
Team Travel Source - 2024 NCFC Youth events	30,000+	75,000+
2026 iPride Softball (formerly NAGAAA) Cup	700	800+

Convention Center Bookings					
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups		
2023 - 2024	56,371	67,639	57		
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	260,680	259,538	361		
2022 - 2023	289,161	279,512	361		
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					
	Mar. 2024	Mar. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Partners Serviced	5	7	485	444	9%
Visitors Guides Delivered	1,000	600	31,800	24,912	28%

Convention and Visitor Services

	Mar. 2024	Mar. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	539	831	6,110	5,573	10%
# of Visitor Inquiries	357	371	2,505	2,712	-8%
Meetings Serviced, Non-Bureau Booked	7	12	93	79	18%
Meetings Serviced, Bureau Booked	37	39	258	255	1%
Site Visits/Planning Meetings	7	8	33	23	43%
Pre/Post Convention Meetings	13	12	32	81	-60%
Attendance Promotions	1	4	6	16	-63%

Public Relations Production

	Mar. 2024	Mar. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Significant Placements	11	7	90	62	45.1%
Total Net Reach/Impressions*	124.49 M	-	2.01 B	-	-

Media Placements

- **March 2024:** *Southern Living* named Raleigh one of the South's Best in "[The South's Best Cities 2024](#)"
- **March 2024:** Cary was named one of the South's Best by *Southern Living* in "[The South's Best Cities on the Rise 2024](#)"
- **March 2024:** *Southern Living* also named Poole's Diner as "[North Carolina's Best Diner 2024](#)"
- **March 2024:** *Southern Living* included [Heights House Hotel](#) in its roundup of "[The 15 Most Beautiful Places in North Carolina, According to Locals](#)"
- **March 2024:** *Garden & Gun* included the North Carolina Museum of Art's current exhibit, [To Take Shape and Meaning: Form and Design in Contemporary American Indian Art](#), in its roundup of "[What's Happening in the South: April/May 2024](#)"
- **March 2024:** Raleigh and Cary ranked 23rd in *Sports Business Journal's* "[Best Sports Business Cities, Event Hosting](#)"
- **March 2024:** The successes of the 2023 Navy Federal Credit Union NHL Stadium Series™ and the Greater Raleigh Sports Alliance were recognized by *The Sports ETA Playbook* in "[Biggest Sports ETA Member Event Wins](#)"
- **March 2024:** *The Local Palate* highlighted Scott Crawford's newest restaurant in "[A First Look at Brodeto](#)"
- **March 2024:** The Tobacco Road Marathon and Half-Marathon were included in a roundup of "[25 of the Flattest Marathons and Half Marathons in the US](#)" by *Outdoors Wire*
- **March 2024:** *World Footprints* featured Raleigh businesses in "[Women-Led Businesses in Raleigh are Changing Lives](#)"

- **March 2024:** Raleigh’s cultural and foodie scene was highlighted by *Lake Norman Currents* in "[Roaming Around Raleigh](#)"

Media Hosted/Media Missions

Media Hosted:

- Jeff Heilman – Passport Magazine & Meetings Today
- Emily Havener – The Local Palate
- Jess Hoffert – Dotdash/Meredith Travel
- Crai Bower – Freelance
- Wes Gilbertson – Calgary Herald
- Brian Kendall – Canadian Golf Traveler
- John Lewinski – Freelance
- Amy Beth Wright – Freelance
- Janece Maze – Country Living

Media Missions/Events:

- Visit North Carolina Tourism Conference Media Marketplace; Greenville, N.C. • March 18
- Southeast Tourism Society Domestic Showcase; Little Rock • March 20-22

*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 2024

	Mar. 2024	2024 YTD	YTD % Ch
Passenger Enplanements	494,566	968,393	9.82%
Passenger Deplanements	491,485	985,274	11.38%