



Tourism Economic Development Report

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

INDUSTRY REPORT				APRIL 2025	
Hotel Occupancy Production					
Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.					
	Ch. from Feb. 2024	Wake County	North Carolina	United States	
Feb. 2025 Occupancy %	-6.7%	65.1%	59.2%	59.1%	
Feb. 2025 ADR	3.7%	\$135.72	\$121.15	\$159.39	
Feb. 2025 RevPAR	-3.2%	\$88.30	\$71.75	\$94.24	
2025 YTD Occupancy %	-5.5%	60.7%	56.5%	55.6%	
2025 YTD ADR	4.2%	\$131.83	\$118.95	\$155.34	
2025 YTD RevPAR	-1.5%	\$80.04	\$67.17	\$86.42	
	Feb. 2025	Feb. 2024	2025 YTD	2024 YTD	YTD % Ch.
Hotel Room-Night Supply	526,596	511,924	1,109,613	1,082,510	2.5%
Room-Nights Sold	342,604	356,979	673,715	695,160	-3.1%
Tourism Tax Collections					
	Feb. 2025	Feb. 2024	2025 YTD	2024 YTD	YTD % Ch.
Occupancy	\$3,014,817	\$3,065,211	\$5,821,815	\$5,750,991	1.2%
Prepared Food & Beverage	\$3,655,794	\$3,584,747	\$7,436,724	\$7,007,973	6.1%

Social Media					
	Mar. 2025	Mar. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	2,846,736	-	34,673,085	-	-
Website Traffic					
	Mar. 2025	Mar. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Website Users	235,619	244,427	2,016,030	2,203,483	-9%
Meetings/Sports Marketing Arriving in Current Month					
	Mar. 2025	Mar. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	52	42	317	263	21%
Room-Nights	39,771	13,052	222,350	166,447	34%
Attendance	55,036	25,325	404,312	320,795	26%
Meetings/Sports Marketing by Booked Date					
	Mar. 2025	Mar. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	36	46	361	360	0%
Room-Nights	20,043	12,299	273,764	277,909	-1%
Attendance	59,074	16,713	635,809	532,943	19%
Leads and Tentatives for Group Sales/Sports Marketing					
	Mar. 2025	Mar. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	72	86	827	809	2%
Room-Nights	88,820	76,179	775,807	698,524	11%
Attendance	65,009	134,272	849,148	921,833	-8%
Tradeshows and Events					
Events					
Carolina Crown, Raleigh, N.C. (March 1-2)					

NCAA LOC Meeting, Raleigh, N.C. (March 4 and 11)
Braves Country Spring Training Client Outing, Fort Myers, Fla. (March 4-7)
Raleigh Chamber Women's Leadership Conference Task Force Meeting, Raleigh, N.C. (March 5)
TST 2025 Planning Meetings, virtual (March 5, 10, 12, 19, 25)
Alpha Kappa Alpha Sorority, Inc. 72 nd Mid-Atlantic Regional Conference, Richmond, Va. (March 5-9)
USA Swimming ESSZ Senior Sectionals, Cary, N.C. (March 6-9)
Triangle Collegiate Softball Classic, Raleigh, N.C. (March 7-9)
MPI Potomac Chapter Trivia Night, Washington, D.C. (March 10)
MPI Carolinas Chapter Board Meeting, virtual (March 10)
SC Society of Association Executives Tradeshow, Columbia, S.C. (March 11)
MPI Chicago Shamrock Bingo, Chicago, Ill. (March 11)
MPI Chapter and Membership Advisory Council Membership Subcommittee, virtual (March 11)
NCAA RDU-FBO Meeting, Morrisville, N.C. (March 11)
MPI Carolinas Chapter Meeting Planning Committee Meeting, virtual (March 12)
MPI Greater New York Chapter Membership Committee Meeting, virtual (March 12)
SGMP National Capital Board Meeting, virtual (March 13)
SGMP Carolinas Chapter Meeting, Greenville, S.C. (March 13)
MPI Anti-Human Trafficking Committee Meeting, virtual (March 13)
N.C. Sports Association Board Meeting, virtual (March 13)
Cary Sports Alliance Meeting, Cary, N.C. (March 13)
USA Swimming ESSZ Age Group Sectionals, Cary, N.C. (March 13-16)
BODYARMOR State Games of North Carolina: Winter Games, Morrisville & Raleigh, N.C. (March 13-16)
MPI Carolinas Chapter DEI Committee Meeting, virtual (March 14)
NC AAU Karate State Championship, Raleigh, N.C. (March 15)
MAPL Raleigh Week 1, Morrisville, N.C. (March 15-16)
Tobacco Road Marathon, Cary, N.C. (March 16)
PCMA Greater Midwest Chapter Annual Awards Luncheon, Chicago, Ill. (March 18)
MPI Chicago Area Chapter Board Meeting and Chapter Membership Committee Meeting, Chicago, Ill. (March 19)
MPI Greater New York Genies Awards and Celebration, New York, N.Y. (March 19)
SGMP Carolinas Board Meeting, virtual (March 19)
Raleigh Chamber Women's Leadership Conference Task Force Meeting, Raleigh, N.C. (March 19)
MEAC Bowling Championship, Raleigh, N.C. (March 20-23)
AENC Spring Conference, Cary, N.C. (March 20-21)
MPI Carolinas Chapter Marcomm Meeting, virtual (March 20-21)

CIAA Softball Roundup, Raleigh, N.C. (March 20-23)			
NCAA Division I Men's Basketball Media Welcome Reception, Raleigh, N.C. (March 20)			
City of Oaks Collegiate, Raleigh, N.C. (March 21-22)			
NCAA Division I Men's Basketball First/Second Rounds, Raleigh, N.C. (March 21 & 23)			
MAPL Raleigh Week 2, Morrisville, N.C. (March 22-23)			
NCAA Division I Women's Basketball First/Second Rounds, Raleigh, N.C. (March 22 & 24)			
Raleigh Chamber Women's Leadership Conference, Raleigh, N.C. (March 25)			
Wake Forest Chamber of Commerce Networking Event, Wake Forest, N.C. (March 25)			
PCMA Capital Lunch and Learn March Meeting, virtual (March 25)			
MPI Carolinas Chapter Meeting planning Committee Meeting, virtual (March 26)			
Raleigh Chamber Presentation, Raleigh, N.C. (March 27)			
Life Sciences Networking Series by Morrisville Chamber, Morrisville, N.C. (March 27)			
USA Racquetball Intercollegiate Championships, Raleigh, N.C. (March 27-29)			
U.S. Masters Southeastern Zones Championship, Cary, N.C. (March 29-30)			
MPI Potomac DEI and WorldPride Committee Meeting, virtual (March 31)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
Team Travel Source and NCFC Youth visitraleigh.com Showcase Series		30,000+	72,000
Maxient MaxFest 2027		1,035	450
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	27,915	48,840	31
2024 - 2025	80,939	100,708	69
2023 - 2024	56,671	68,424	59
2022 - 2023	82,157	100,084	64
2021 - 2022	68,371	67,791	47
2020 - 2021	18,250	8,867	4

Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room-Nights	# of Definite Groups	
2025 - 2026	36,211		65,871	90	
2024 - 2025	283,133		306,414	388	
2023 - 2024	266,159		266,164	403	
2022 - 2023	289,161		279,512	361	
2021 - 2022	229,066		210,375	267	
2020 - 2021	115,724		86,790	97	
Visitors Guide Delivery Service to Partners					
	Mar. 2025	Mar. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Partners Serviced	58	5	307	483	-36%
Visitors Guides Delivered	3,525	1,000	23,760	31,750	-25%
Convention and Visitor Services					
	Mar. 2025	Mar. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	787	539	6,240	6,110	2%
# of Visitor Inquiries	354	357	2,634	2,505	5%
Meetings Serviced, Non-Bureau Booked	2	7	57	93	-39%
Meetings Serviced, Bureau Booked	52	42	317	263	21%
Site Visits/Planning Meetings	0	5	10	16	-38%
Pre/Post Convention Meetings	7	7	33	24	38%
Attendance Promotions	1	0	5	5	0%

Public Relations Production					
	Mar. 2025	Mar. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Significant Placements	12	11	92	90	2.2%
Total Net Reach/ Impressions	239.9 M	124.49 M	2.3 B	2.01 B	14.4%
Media Placements					
<ul style="list-style-type: none"> March 2025: <i>Good Housekeeping</i> featured Raleigh on their list of "25 Best Girls' Weekend Getaway Destinations To Visit With Your Besties" March 2025: <i>Essence</i> highlighted Raleigh's Dreamville Festival in "The Black Girl's Guide to Travel: Why Gig-Triping Is the Trend to Try In 2025" March 2025: <i>Thrillist</i> highlighted some of Raleigh's top restaurants, attractions and hotels in "The Ultimate Weekend in Raleigh, North Carolina for a Sports Fan" March 2025: <i>USA Today</i> 10Best recognized Raleigh Beer Garden in "Sip, Savor and Socialize at the 10 Best Beer Gardens in the U.S." March 2025: <i>French Morning</i> featured Raleigh restaurants and attractions in "North Carolina for Families: Vibrant, Natural and Addictive" March 2025: <i>TravelPulse</i> showcased Raleigh restaurants, hotels and attractions in "Your Travel Guide to 2025 March Madness Host Cities" March 2025: <i>Southeast Meetings + Events</i> featured the future of Lenovo Center in "Lenovo Center in Raleigh to Undergo Major Redevelopment" March 2025: <i>SportsTravel Magazine</i> highlighted upcoming esports events in "Raleigh Prepares to Host Three Major Esports Events This Year" March 2025: <i>Travelling For Business</i> highlighted a sample itinerary in "48 Hours in Raleigh, North Carolina" March 2025: <i>FORUM</i> magazine covered Raleigh's world-class museums in "Dinosaurs, Art and the Hollywood of the East" March 2025: The North Carolina State Farmers Market was included in <i>Modern South Magazine's</i> "10 Must-Visit Farmers Markets In The South" March 2025: CW22's "Community Matters" show featured Visit Raleigh staff discussing the state of tourism, ongoing projects and events to look forward to this spring 					
Media Hosted/Media Missions					
Media Hosted: -Ella Ross – Freelance Media Missions: -Travel South Global Week; Louisville • March 31-April 2					
Aviation Passengers					
Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2025					
	Feb. 2025	2025 YTD	YTD % Ch.		
Passenger Enplanements	481,720	988,416	2.07%		
Passenger Deplanements	476,584	1,008,785	2.39%		