



Tourism Economic Development Report

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

INDUSTRY REPORT				AUGUST 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 Jun. 2023	Wake County	North Carolina	United States	
Jun. 2024 Occupancy %	3.8%	74.7%	67.5%	69.6%	
Jun. 2024 ADR	9.4%	\$141.86	\$134.12	\$161.30	
Jun. 2024 RevPAR	13.6%	\$105.99	\$90.58	\$112.33	
2024 YTD Occupancy %	2.5%	70.6%	62%	62.6%	
2024 YTD ADR	4.9%	\$135.59	\$124.70	\$157.50	
2024 YTD RevPAR	7.5%	\$95.73	\$77.34	\$98.61	
	Jun. 2024	Jun. 2023	2024 YTD	2023 YTD	YTD % Ch
Hotel Room-Night Supply	552,420	546,480	3,325,069	3,301,698	0.7%
Room-Nights Sold	412,765	393,256	2,347,423	2,273,904	3.2%
Tourism Tax Collections					
	Jun. 2024	Jun. 2023	2024 YTD	2023 YTD	YTD % Ch
Occupancy	\$3,773,652	\$3,284,920	\$20,67,892	\$19,191,441	7.8%
Prepared Food & Beverage	\$4,014,543	\$3,736,010	\$22,865,750	\$22,249,157	2.8%

Social Media					
	Jul. 2024	Jul. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Meta Data	2,459,399	-	2,459,399	-	-
Website Traffic					
	Jul. 2024	Jul. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Website Users	240,338	280,512	240,338	280,512	-17%
Meetings/Sports Marketing Arriving in Current Month					
	Jul. 2024	Jul. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	38	36	38	36	6%
Room-Nights	36,609	19,605	36,609	19,605	87%
Attendance	69,350	46,803	69,350	46,803	48%
Meetings/Sports Marketing by Booked Date					
	Jul. 2024	Jul. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	71	51	71	51	39%
Room-Nights	56,812	32,331	56,812	32,331	76%
Attendance	109,418	55,179	109,418	55,179	98%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jul. 2024	Jul. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	84	74	84	74	14%
Room-Nights	71,174	82,519	71,174	82,519	-14%
Attendance	80,336	98,207	80,336	98,207	-18%
Tradeshows and Events					
Events					
USA Swimming Olympic Team Training Camp, Cary, N.C. (June 30-July 10)					
Young Professionals Network Membership Taskforce Meeting, Raleigh, N.C. (July 3)					

SGMP National Capital Chapter Board Meeting, virtual (July 5)
USA Swimming Stars & Stripes Soiree, Cary, N.C. (July 5)
Deep South Classic (basketball), Raleigh, N.C. (July 5-7)
Major League Cricket, Morrisville, N.C. (July 5-17)
USA Swimming Media Day, Cary, N.C. (July 6)
MPI Membership Nominating Committee Meeting, virtual (July 8)
USA Baseball 15U National Team Championships North Carolina, Cary, N.C. (July 8-12)
Young Professionals Network July Social, Raleigh, N.C. (July 9)
MPI Membership Committee Meeting, virtual (July 10)
Harmony Business Networking Mixer, Raleigh, N.C. (July 10)
Phenom Hoops Live, Raleigh, N.C. (July 10-14)
MPI Anti-Human Trafficking Committee Meeting, virtual (July 11)
NC Swimming Age Group Championship, Cary, N.C. (July 11-15)
CDME Destination Marketing and Sales Course, Tampa, Fla. (July 13-14)
Northeast CVBReps Membership Meeting, virtual (July 16)
MPI Carolinas Chapter Board Meeting, virtual (July 17)
MPI Chicago Area Chapter Board of Directors Meeting and Member Mixer, Chicago, Ill. (July 17)
North Carolina FC Youth 3v3 Championship, Raleigh, N.C. (July 20)
Southeast Showdown Youth Tournament (ultimate), Fuquay-Varina, N.C. (July 20-21)
AENC Annual Meeting, Cherokee, N.C. (July 21-23)
66 th Association Executives of N.C. Annual Meeting and Golf Outing, Cherokee, N.C. (July 21-23)
Raleigh Chamber DEI Conference, Raleigh, N.C. (July 23)
Raleigh Chamber Diversity, Equity and Inclusion Conference, Raleigh, N.C. (July 23)
MPI Chapter and Membership Advisory Council, virtual (July 23)
Council of Engineering and Scientific Society Executives Leadership Meeting, Toronto, Ont. (July 23-25)
Invest: Raleigh-Durham Leadership Summit, Raleigh, N.C. (July 24)

MPI Greater New York Golf Outing, Spring Valley, N.Y. (July 25)			
Young Professionals Network Board Meeting, Raleigh, N.C. (July 25)			
TITANS Long Course Closeout, Cary, N.C. (July 27-28)			
PDGA US Masters Championships Planning meeting, virtual (July 29)			
GRCVB Destination Services Summit, Raleigh, N.C. (July 30)			
Fairfax Loudoun Event Executives (FLEX) Summer Camp 2024, Leesburg, Va. (July 31)			
PDGA US Masters Championships LOC meeting, virtual (July 31)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
National Association of Nurse Practitioners in Women's Health 2026 Annual Conference		1,365	850
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	15,625	29,750	18
2024 - 2025	56,939	76,525	50
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	17,544	34,999	29
2024 - 2025	166,288	181,783	186
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					
	Jul. 2024	Jul. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Partners Serviced	28	35	28	35	-20%
Visitors Guides Delivered	1,585	2,908	1,585	2,908	-45%
Convention and Visitor Services					
	Jul. 2024	Jul. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	967	1,050	967	1,050	-8%
# of Visitor Inquiries	271	353	271	353	-23%
Meetings Serviced, Non-Bureau Booked	11	11	11	11	0%
Meetings Serviced, Bureau Booked	38	36	38	36	6%
Site Visits/Planning Meetings	1	1	1	1	0%
Pre/Post Convention Meetings	2	1	2	1	100%
Attendance Promotions	2	3	2	3	-33%
Public Relations Production					
	Jul. 2024	Jul. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Significant Placements	17	12	17	12	41.6%
Total Net Reach/Impressions	152.47 M	279.3 M	152.62 M	279.3 M	-45.3%
Media Placements					
<ul style="list-style-type: none"> • July 2024: <i>Time Out</i> recognized the N.C. State Fair as one of "The Best State Fairs Across the U.S." • July 2024: <i>Travel + Leisure</i> showcased Raleigh as one of the "15 Best Places To Travel in September 2024" • July 2024: Visit Raleigh's Mural Trail was featured by <i>American Automobile Association (AAA)</i> in "7 U.S. Cities With the Best Street Art and Murals" 					

- **July 2024:** *Panorama of the Americas Magazine* highlighted Raleigh as a new international destination for Copa Airlines in "[Raleigh and Durham: Pure Southern Charm](#)"
- **July 2024:** *Passauer Neue Presse* highlighted Raleigh to German travelers in "[Trip Through North Carolina: Between Beer Culture and Baywatch](#)"
- **July 2024:** Triangle Aquatic Center (TAC) was spotlighted as the domestic training site for USA Swimming ahead of the 2024 Paris Olympics in *Sports Business Journal's* "[Fans Come Out for USA Swimming's Practice in NC](#)"
- **July 2024:** *The Local Palate* mentioned Ajja as one of "[9 Noteworthy North Carolina Restaurants](#)"
- **July 2024:** *The Locale Palate* published a feature on "[Heights House](#)"
- **July 2024:** *Atlanta Magazine* spotlighted The Longleaf Hotel in "[What's Old Is New Again at These Seven Revamped Midcentury Motels](#)"
- **July 2024:** Greater Raleigh's status as an elite sports destination was highlighted by *Sports Destination Management* in "[Impressive Sporting Facilities Lead to Elite Competition in Greater Raleigh](#)"
- **July 2024:** *The Meeting Magazines* recognized Raleigh's tourism infrastructure growth in "[CVB Update: Association Business is Thriving](#)"
- **July 2024:** *Business North Carolina* called attention to the Raleigh Convention Center's upcoming expansion in "[On the Rebound](#)"
- **July 2024:** *Go World Travel Magazine* recognized Raleigh as a foodie destination in "[Have Some Fun in Raleigh with Triangle Food & City Tours](#)"
- **July 2024:** Triangle Aquatic Center (TAC) was featured in *Triangle NewsHub's* "[U.S. Olympic Swimming Team Splashes Onto the Scene at TAC](#)"
- **July 2024:** Raleigh breweries and wineries were celebrated by *Air Chicago Magazine* in "[Beers & Wines of Raleigh](#)"
- **July 2024:** *Esports Insider* recognized Raleigh's involvement at the upcoming Esports Leaders event in "[What Is Esports Leaders, Who Is Attending and Why Is It Important](#)"
- **July 2024:** *Esports Insider* featured Raleigh in "[Visit Raleigh Announced as Supporting Partner for Esports Leaders at ESI Lisbon 2024](#)"

Media Hosted/Media Missions

Media Hosted:

- Mike Bezemek – Blue Ridge Outdoors
- Johnny Motley - Freelance
- Mary Bemis – Insider's Guide to Spas

Aviation Passengers

Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2024

	Jul. 2024	2024 YTD	YTD % Ch
Passenger Enplanements	742,086	3,669,652	8.27%
Passenger Deplanements	714,729	3,654,730	8.77%