



Tourism Economic Development Report

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

INDUSTRY REPORT				DECEMBER 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 Oct. 2023	Wake County	North Carolina	United States	
Oct. 2024 Occupancy %	4.1%	78.3%	71.4%	67.3%	
Oct. 2024 ADR	6.2%	\$145.55	\$138.64	\$164.86	
Oct. 2024 RevPAR	10.5%	\$114.02	\$98.96	\$110.94	
2024 YTD Occupancy %	2.3%	71.1%	63.6%	64.4%	
2024 YTD ADR	4.7%	\$135.60	\$127.93	\$159.38	
2024 YTD RevPAR	7.1%	\$96.36	\$81.36	\$102.56	
	Oct. 2024	Oct. 2023	2024 YTD	2023 YTD	YTD % Ch.
Hotel Room-Night Supply	571,485	570,555	5,586,164	5,553,857	0.6%
Room-Nights Sold	447,667	429,341	3,969,575	3,858,621	2.9%
Tourism Tax Collections					
	Oct. 2024	Oct. 2023	2024 YTD	2023 YTD	YTD % Ch.
Occupancy	\$4,141,831	\$3,741,962	\$34,798,147	\$32,323,994	7.7%
Prepared Food & Beverage	\$3,961,413	\$3,699,703	\$38,406,076	\$37,007,419	3.8%

Social Media					
	Nov. 2024	Nov. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Meta Data	5,897,781	-	22,837,474	-	-
Website Traffic					
	Nov. 2024	Nov. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Website Users	210,162	247,369	1,156,100	1,261,197	-8%
Meetings/Sports Marketing Arriving in Current Month					
	Nov. 2024	Nov. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	34	39	181	169	7%
Room-Nights	18,092	43,543	114,797	115,496	-1%
Attendance	50,905	103,041	189,315	212,338	-11%
Meetings/Sports Marketing by Booked Date					
	Nov. 2024	Nov. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	26	28	201	199	1%
Room-Nights	17,305	15,261	145,037	162,358	-11%
Attendance	23,115	38,180	288,902	298,636	-3%
Leads and Tentatives for Group Sales/Sports Marketing					
	Nov. 2024	Nov. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	95	78	492	415	19%
Room-Nights	86,654	90,346	496,875	416,259	19%
Attendance	90,841	165,659	588,566	535,071	10%
Tradeshows and Events					
Events					
ACC Men's & Women's Cross-Country Championships, Cary, N.C. (Nov. 1)					
MPI Chicago Area Chapter 2025 Board Retreat, Shamburg, Ill. (Nov 1-2)					

NCHSAA Volleyball State Championships, Raleigh, N.C. (Nov. 2)
City of Oaks Marathon, Raleigh, N.C. (Nov. 3)
MPI Carolinas Chapter New Member Lunch and Learn, virtual (Nov. 4)
Raleigh Chamber YPN Meeting, Raleigh, N.C. (Nov. 7)
Virginia Society of Association Executives, Richmond, Va. (Nov. 7)
ACC Women's Soccer Championship, Cary, N.C. (Nov. 7 & 10)
Raleigh Chamber Professional Women's Luncheon, Raleigh, N.C. (Nov. 8)
MPI Carolinas Chapter DEI Committee Meeting, virtual (Nov. 8)
TITANS Big Southern Classic, Cary, N.C. (Nov. 8-10)
visitRaleigh.com Girls Junior Showcase, Wake County, N.C. (Nov. 9-10)
North Carolina Boys LaxFest, Apex & Holly Springs, N.C. (Nov. 9-10)
Triangle Tango Intercollegiate Regatta, Morrisville, N.C. (Nov. 9-10)
MPI Chicago Area Chapter Awards Committee Meeting, virtual (Nov. 11)
Connect Southeast, Greenville, S.C. (Nov. 11-13)
NCAA College Cup LOC Meeting, virtual (Nov. 12)
Sports ETA 4S Summit, Chattanooga, Tenn. (Nov. 12-14)
MPI Carolinas Chapter Meeting Planning Committee, virtual (Nov. 13)
Harmony Monthly Networking Social, Cary, N.C. (Nov. 13)
PCMA Greater Midwest Chapter Bowlathon, Chicago, Ill. (Nov. 13)
National Coalition of Black Meeting Professionals, Birmingham, Ala. (Nov. 13-16)
SCSAE Member Appreciation and Silent Auction, Columbia, S.C. (Nov. 14)
ACC Men's Soccer Championship, Cary, N.C. (Nov. 14 & 17)
MPI Greater New York Board Meeting, virtual (Nov. 15)
NC USSSA Girls Fastpitch Winter Nationals, Raleigh, N.C. (Nov. 16-17)
visitRaleigh.com Boys Junior Showcase, Wake County, N.C. (Nov. 16-17)
Meetings Today LIVE! South, Orlando, Fla. (Nov. 17-20)
MPI Chicago Area Chapter Board of Directors Meeting, virtual (Nov. 18)
MPI Carolinas Chapter Meeting, Cary, N.C. (Nov. 18-19)

MPI Virginia, Norfolk, Va. (Nov. 19-20)			
GRSA Advisory Board Meeting, Raleigh, N.C. (Nov. 20)			
Fairfax Loudoun Event Executives, Herndon, Va. (Nov. 21)			
SGMP National Capital Chapter Board Meeting, virtual (Nov. 21)			
MPI Carolinas Chapter Board Retreat, Charlotte, N.C. (Nov. 21-22)			
Nike Cross Regionals Southeast, Cary, N.C. (Nov. 23)			
MPI Greater New York Chapter Annual Auction and Fundraiser, New York, N.Y. (Nov. 25)			
NCAA Men's Basketball LOC Meeting, Raleigh, N.C. (Nov. 25)			
MPI Chapter and Membership Advisory Council Meeting, virtual (Nov. 26)			
FS Series Skinny Turkey Half Marathon, Raleigh, N.C. (Nov. 28)			
Site Visits			
Site Name	Total Room-Nights	Show Attendees	
Southern Region of Alpha Phi Alpha Fraternity 2026	2,860	1,600	
2025 NCAA Men's Basketball First/Second Rounds	17,165	19,700	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	18,990	37,170	24
2024 - 2025	77,429	94,318	61
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	22,955	45,889	51
2024 - 2025	208,307	225,084	279

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

	Nov. 2024	Nov. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Partners Serviced	16	73	184	207	-11%
Visitors Guides Delivered	1,750	3,980	15,560	14,975	4%

Convention and Visitor Services

	Nov. 2024	Nov. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	814	550	4,166	3,759	11%
# of Visitor Inquiries	235	204	1,475	1,344	10%
Meetings Serviced, Non-Bureau Booked	8	15	40	45	-11%
Meetings Serviced, Bureau Booked	34	39	181	169	7%
Site Visits/Planning Meetings	4	1	7	5	40%
Pre/Post Convention Meetings	1	1	16	6	167%
Attendance Promotions	0	0	4	5	-20%

Public Relations Production

	Nov. 2024	Nov. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Significant Placements	8	6	57	53	5.6%
Total Net Reach/Impressions	111.18 M	167 M	1.2 B	991.5 M	13.5%

Media Placements

- **November 2024:** *Le Figaro* recognized Raleigh as a top destination for French travelers in "[Gourmet Trip to the Southeastern United States](#)"
- **November 2024:** *Thrillist* included The Longleaf Hotel in "[The Most Unique Hotel in Every State](#)"

- **November 2024:** *Travel and Tour World (TTW)* published "[North Carolina Travel & Tourism Board Welcomes Dennis Edwards as New Chair](#)"
- **November 2024:** *Sports Travel Magazine* published "[Raleigh To Host 2025 ESL One Tournament](#)"
- **November 2024:** *Cardinal & Pine* interviewed three Raleigh chefs in, "[11 NC Chefs Dish Out Advice & Inspiration for Holiday Meals](#)"
- **November 2024:** "[Raleigh, North Carolina, To Host ESL One Event in 2025](#)" was published by *The Esports Advocate*
- **November 2024:** *Revista AUNO* highlighted some of Raleigh's top attractions in "[A Unique Combination of History, Culture and Natural Beauty](#)"
- **November 2024:** *Northstar Meetings Group* included the Tempo by Hilton and Homewood Suites Raleigh Downtown in a roundup of "[10 Hotels Opening in 2025](#)"

Media Hosted/Media Missions

Media Missions/Events:

-Visit NC In-State Media Mission; Durham, N.C. • Nov. 19

Aviation Passengers

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

	Nov. 2024	2024 YTD	YTD % Ch.
Passenger Enplanements	688,420	6,414,152	6.42%
Passenger Deplanements	696,146	6,437,911	6.49%