



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT				FEBRUARY 2024	
<b>Hotel Occupancy Production</b>					
<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 Dec. 2022	Wake County	North Carolina	United States	
Dec. 2023 Occupancy %	-5%	58.1%	51.5%	52.6%	
Dec. 2023 ADR	-0.1%	\$120	\$114.84	\$151.13	
Dec. 2023 RevPAR	-5.0%	\$69.79	\$59.17	\$79.42	
2024 YTD Occupancy %	2.9%	68.5%	62.2%	63.0%	
2024 YTD ADR	8.1%	\$129.22	\$124.54	\$155.62	
2024 YTD RevPAR	11.3%	\$88.48	\$77.49	\$97.97	
	Dec. 2023	Dec. 2022	2023 YTD	2022 YTD	YTD % Ch
Hotel Room-Night Supply	570,555	560,821	6,676,562	6,612,832	1%
Room-Nights Sold	331,403	342,802	4,571,754	4,400,278	-3.3%
<b>Tourism Tax Collections</b>					
	Dec. 2023	Dec. 2022	2023 YTD	2022 YTD	YTD % Ch
Occupancy	\$2,521,600	\$2,479,009	\$38,102,031	\$32,951,657	15.6%
Prepared Food & Beverage	\$4,032,081	\$3,904,891	\$44,657,965	\$40,855,292	9.3%

Website Traffic					
	Jan. 2024	Jan. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Website Users	234,905	270,052	1,723,774	1,793,830	-3%
Meetings/Sports Marketing Arriving in Current Month					
	Jan. 2024	Jan. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	17	21	196	194	1%
Room-Nights	13,363	11,304	136,170	141,083	-3%
Attendance	34,127	23,269	261,913	271,671	-4%
Meetings/Sports Marketing by Booked Date					
	Jan. 2024	Jan. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	49	31	269	202	33%
Room-Nights	51,037	15,277	241,813	156,782	54%
Attendance	114,542	51,096	486,048	390,139	25%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jan. 2024	Jan. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	119	82	611	595	3%
Room-Nights	75,220	46,073	563,621	456,035	24%
Attendance	80,394	49,497	678,882	665,440	2%
Tradeshows and Events					
Events					
Professional Convention Management Association Convening Leaders, San Diego, Calif. (Jan. 7-10)					
Young Professionals Network New Member Orientation, Raleigh, N.C. (Jan. 10)					
MPI Greater New York Chapter Membership Committee Meeting, virtual (Jan. 10)					
Life Sciences Networking Series, Raleigh, N.C. (Jan. 10)					
Harmony: N.C. LGBT+ Allied Chamber of Commerce Business Networking Mixer, Cary, N.C. (Jan. 10)					

Society of Government Meeting Professionals NATCAP Board Meeting, virtual (Jan. 10)
United Soccer Coaches Convention, Anaheim, Calif. (Jan. 10-13)
MPI Anti-Human Trafficking Committee Meeting, virtual (Jan. 11)
MPI Carolinas Chapter DEI Committee Meeting, virtual (Jan. 12)
City of Oaks Challenge, Raleigh, N.C. (Jan. 13-15)
44 <sup>th</sup> Annual Martin Luther King Jr. Interfaith Prayer Breakfast, Durham, N.C. (Jan. 15)
MPI Carolinas Chapter Board Meeting, virtual (Jan. 16)
Women in Sports & Events Mentoring Night, Raleigh, N.C. (Jan. 17)
Young Professionals Network Board Meeting, virtual (Jan. 18)
2024 PDGA US Masters Championships LOC meeting, virtual (Jan. 18)
FLEX: Fairfax Loudoun Event Executives January Program, Fairfax, Va. (Jan. 18)
Society of Government Meeting Professionals Carolinas Chapter Meeting, Raleigh, N.C. (Jan. 19)
Event Service Professionals Association Annual Conference, Indianapolis, Ind. (Jan. 19-21)
The Carolina Cup, Raleigh, N.C. (Jan. 19-21)
Independent Planner Education Conference, Greenville, S.C. (Jan. 21-23)
Raleigh Chamber Business After Hours, Raleigh, N.C. (Jan. 22)
Society of Government Meeting Professionals Satellite Meeting, virtual (Jan. 23)
MPI Chicago Area Chapter Membership Committee Meeting, virtual (Jan. 23)
Triangle Area Hotel-Motel Association Meeting, Raleigh, N.C. (Jan. 23)
MPI Carolinas Chapter New Member Lunch and Learn, virtual (Jan. 24)
Association Executives of N.C. Winter Meeting, Durham, N.C. (Jan. 25-26)
MPI Greater New York Chapter Board of Directors Meeting, virtual (Jan. 26)
Guest speaker, ECU Sports Management class, virtual (Jan. 26)
The American Superstarz – Varsity Spirit, Raleigh, N.C. (Jan. 27-28)
S.C. Society of Association Executives Trade Show, Columbia, S.C. (Jan. 29)
Guest speaker, ECU Sports Management class, virtual (Jan. 31)

Young Professionals Network Membership + Engagement Task Force, virtual (Jan. 31)

**Site Visits**

Site Name	Total Room-Nights	Show Attendees
2024 PDGA US Masters Championships	500	800
Carvana PPA Tour	2065	3500
Association for Dressings and Sauces 2025 Technical Meeting	632	275
2026 Society for Biomaterials Annual Meeting & Exposition	1,515	750
Technology & Services Industry Association World Interact 2027	4,737	1,500
IEEE United	150	400
ScienceWriters 2024	630	750

**Convention Center Bookings**

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	54,569	65,746	50
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	250,517	242,913	296
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		
<b>Visitors Guide Delivery Service to Partners</b>					
	<b>Jan. 2024</b>	<b>Jan. 2023</b>	<b>2024 FYTD</b>	<b>2023 FYTD</b>	<b>FYTD % Ch</b>
Partners Serviced	70	8	282	156	81%
Visitors Guides Delivered	3,575	534	18,925	14,394	31%
<b>Convention and Visitor Services</b>					
	<b>Jan. 2024</b>	<b>Jan. 2023</b>	<b>2024 FYTD</b>	<b>2023 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center Visitors	543	397	4,711	4,260	11%
# of Visitor Inquiries	315	375	1,805	1,936	-7%
Meetings Serviced, Non-Bureau Booked	12	11	61	54	13%
Meetings Serviced, Bureau Booked	17	21	196	194	1%
Site Visits/Planning Meetings	2	3	23	12	91.7
Pre/Post Convention Meetings	3	16	14	63	-77.8
Attendance Promotions	0	2	4	11	-63.6
<b>Public Relations Production</b>					
	<b>Jan. 2024</b>	<b>Jan. 2023</b>	<b>2024 FYTD</b>	<b>2023 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	11	11	74	48	54.2%
Total Net Reach/ Impressions*	535.9 M	-	1.63 B	-	-

## Media Placements

- **January 2024:** The Umstead Hotel and Spa was recognized as a top luxury destination to visit in *Forbes'* "[Travel Confidential: The Top 10 Luxury Cities, According to Architectural Digest](#)"
- **January 2024:** Multiple area barbeque restaurants were featured by *Southern Living* in "[7 Barbecue Joints Making the Raleigh-Durham Area the Meat-Smoking Capital of North Carolina](#)"
- **January 2024:** Raleigh restaurants were highlighted in *Southern Living's* roundup of "[14 Best Restaurants in Raleigh, North Carolina](#)"
- **January 2024:** *Essence* spotlighted Dreamville Music Festival in "[From Solo to Sober Trips: Experts Weigh In on 7 Travel Trends We Can Expect in 2024](#)"
- **January 2024:** *El Nuevo Día* promoted Raleigh as a destination where Puerto Ricans should travel this year in "[Raleigh, Carolina del Norte: de estreno en el 2024](#) (Raleigh, North Carolina: Opening in 2024)"
- **January 2024:** Veranda included The Umstead Hotel and Spa in "[These Are the Chicest Hotels in Every State](#)"
- **January 2024:** Raleigh museums, dining and attractions were featured in *Up and Away's* winter issue in "[A Snapshot of Raleigh, North Carolina](#)"
- **January 2024:** *Livability* showcased top Raleigh attractions in "[6 Reasons to Visit Raleigh, NC, the Smithsonian of the South](#)"
- **January 2024:** Multiple Raleigh restaurants were highlighted by *The Hotel Guide* in "[Exciting New Eateries in Raleigh, North Carolina](#)"
- **January 2024:** Raleigh's reputation as a leading esports destination was highlighted by *Sports Destination Management* in "[Digital Dominance](#)"
- **January 2024:** Crain Currency's "[Discover North Carolina's Unrivaled Laps of Luxury](#)" featured The Umstead Hotel and Spa

## Media Hosted/Media Missions

### Media Hosted:

- Isis Briones – Veranda
- Nancy Monson – Freelance
- Celina Colby – Travel Girl Magazine

### Media Missions/Events:

- TravMedia International Media Marketplace; New York • Jan. 24-26

\*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*

	Jan. 2024	2024 YTD	YTD % Ch
Passenger Enplanements	611,066	7,270,266	22.42%
Passenger Deplanements	581,748	7,253,730	13.78%