



# Tourism Economic Development Report

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

INDUSTRY REPORT				FEBRUARY 2025	
<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. 2023	Wake County	North Carolina	United States	
Dec. 2024 Occupancy %	1.3%	58.8%	54.5%	53.2%	
Dec. 2024 ADR	9.1%	\$130.95	\$119.52	\$156.67	
Dec. 2024 RevPAR	10.5%	\$77.04	\$65.18	\$83.30	
2025 YTD Occupancy %	1.8%	69.7%	62.7%	63%	
2025 YTD ADR	4.9%	\$135.61	\$127.19	\$158.67	
2025 YTD RevPAR	6.8%	\$94.54	\$79.79	\$99.94	
	Dec. 2024	Dec. 2023	2024 YTD	2023 YTD	YTD % Ch.
Hotel Room-Night Supply	579,576	570,555	6,718,790	6,676,562	0.6%
Room-Nights Sold	340,992	331,406	4,684,377	4,571,689	2.5%
<b>Tourism Tax Collections</b>					
	Dec. 2024	Dec. 2023	2024 YTD	2023 YTD	YTD % Ch.
Occupancy	\$2,987,611	\$2,521,600	\$41,031,129	\$38,102,031	7.7%
Prepared Food & Beverage	\$3,990,965	\$4,032,081	\$46,423,123	\$44,657,965	4.0%

Social Media					
	Jan. 2025	Jan. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	3,439,218	-	28,239,020	-	-
Website Traffic					
	Jan. 2025	Jan. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Website Users	210,200	234,905	1,563,505	1,733,645	-11%
Meetings/Sports Marketing Arriving in Current Month					
	Jan. 2025	Jan. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	23	17	225	196	15%
Room-Nights	14,024	13,363	162,922	136,170	20%
Attendance	26,608	34,127	312,537	261,913	19%
Meetings/Sports Marketing by Booked Date					
	Jan. 2025	Jan. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	38	49	284	269	6%
Room-Nights	26,755	51,037	212,686	241,134	-12%
Attendance	55,431	114,692	477,989	486,198	-2%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jan. 2025	Jan. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	115	117	664	608	9%
Room-Nights	98,466	72,032	632,811	557,431	14%
Attendance	124,297	79,424	733,580	675,392	9%
Tradeshows and Events					
Events					
TST 2025 Youth Tournament LOC Meeting, virtual (Jan. 7, 14, 21 and 28)					
United Soccer Coaches Convention and Client Event, Chicago, Ill. (Jan. 8-12)					

PCMA Convening Leaders, Houston, Texas (Jan. 12-14)
Destinations International Social Inclusion Committee Meeting, virtual (Jan. 14)
MPI Greater New York Chapter Membership Committee Meeting, virtual (Jan. 15)
2025 Raleigh NCAA LOC Meeting – Raleigh, N.C. (Jan. 15)
City of Oaks Challenge, Raleigh & Morrisville, N.C. (Jan. 18-20)
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (Jan. 21)
MPI Carolinas Chapter Planner Partner Forum Committee Meeting, virtual (Jan. 22)
MPI Chicago Membership Committee Meeting, virtual (Jan. 22)
SCSAE Tradeshow, Columbia, S.C. (Jan. 23)
MPI Chicago Board Meeting, virtual (Jan. 23)
GRSA Client Event, Raleigh, N.C. (Jan. 23)
MPI Southeast Region Finance Department Solution Room Meeting, virtual (Jan. 24)
Raleigh Chamber Women’s Leadership Conference Development Subcommittee Meeting, virtual (Jan. 24)
The American Superstarz (cheerleading), Raleigh, N.C. (Jan. 25-26)
CESE CEO Meeting, Montreal, Quebec (Jan. 26-29)
MPI Carolinas Chapter FUNdraising Committee Meeting, virtual (Jan. 28)
MPI Chapter and Membership Advisory Council, virtual (Jan. 28)
SGMP Joint Leadership Meeting, virtual (Jan. 28)
MPI Carolinas Chapter Meeting Planning Committee Meeting, virtual (Jan. 29)
AENC Legislative Reception, Raleigh, N.C. (Jan. 29)
Raleigh Chamber Young Professionals Network Task Force All-Hands, Raleigh, N.C. (Jan. 30)
MPI Greater New York Chapter Board of Directors Meeting, virtual (Jan. 31)

<b>Site Visits</b>
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Site Name	Total Room-Nights	Show Attendees
2028 Society for Cardiovascular Angiography & Interventions	2,982	2,000
RK&K Leadership Conference 2025	500	450
2026 Service Academy Career Conference	301	800
McKim & Creed Corporate Strategic Planning	150	60
2027-2028 USA Cycling Cyclocross Nationals	TBD	TBD

<b>Convention Center Bookings</b>
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Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	25,915	47,064	28
2024 - 2025	80,939	99,953	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		
<b>Wake County Bookings</b>					
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room-Nights</b>	<b># of Definite Groups</b>		
2025 - 2026	31,835	58,301	70		
2024 - 2025	234,650	256,182	338		
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		
<b>Visitors Guide Delivery Service to Partners</b>					
	<b>Jan. 2025</b>	<b>Jan. 2024</b>	<b>2025 FYTD</b>	<b>2024 FYTD</b>	<b>FYTD % Ch.</b>
Partners Serviced	40	67	247	277	-11%
Visitors Guides Delivered	3,150	3,475	20,135	18,750	7%
<b>Convention and Visitor Services</b>					
	<b>Jan. 2025</b>	<b>Jan. 2024</b>	<b>2025 FYTD</b>	<b>2024 FYTD</b>	<b>FYTD % Ch.</b>
# of Visitor Information Center Visitors	453	543	5,031	4,711	7%
# of Visitor Inquiries	299	315	1,968	1,805	9%
Meetings Serviced, Non-Bureau Booked	6	12	50	61	-18%
Meetings Serviced, Bureau Booked	23	17	225	196	15%
Site Visits/Planning Meetings	0	1	9	8	13%
Pre/Post Convention Meetings	0	2	17	12	42%

Attendance Promotions	0	0	4	5	-20%
<b>Public Relations Production</b>					
	<b>Jan. 2025</b>	<b>Jan. 2024</b>	<b>2025 FYTD</b>	<b>2024 FYTD</b>	<b>FYTD % Ch.</b>
Significant Placements	11	11	74	74	-
Total Net Reach/Impressions	742.18 M	535.9 M	2 B	1.63 B	22.7%
<b>Media Placements</b>					
<ul style="list-style-type: none"> <li>• <b>January 2025:</b> <i>Southern Living</i> featured <a href="#">Heights House Hotel</a> in its list of "<a href="#">The 15 Most Beautiful Places in North Carolina, According to Locals</a>"</li> <li>• <b>January 2025:</b> <i>Travel + Leisure</i> ranked Raleigh as one of the "<a href="#">22 Cheapest Places to Travel This Year</a>"</li> <li>• <b>January 2025:</b> <i>USA Today 10Best</i> recognized <a href="#">Hop Shots Mini Golf</a> in "<a href="#">Discover the 10 Best New Attractions of the Year</a>"</li> <li>• <b>January 2025:</b> <i>Up and Away</i> featured the <a href="#">Outdoor Mural Trail</a> in "<a href="#">See the Soul of Raleigh on the Outdoor Mural Trail</a>"</li> <li>• <b>January 2025:</b> <i>Sports Business Journal</i> covered a recent esports announcement in "<a href="#">Raleigh Set To Host '25 Rocket League Championship</a>"</li> <li>• <b>January 2025:</b> <i>Karryon</i> highlighted Raleigh as a top destination for Australian travelers in "<a href="#">Southern Charm: Q&amp;A With Helloworld's Joshua Hewett on Tapping Into the Allure of the US South</a>"</li> <li>• <b>January 2025:</b> <i>Family Vacationist</i> ranked Raleigh as one of "<a href="#">The 10 Best Places in the U.S. To Go With Kids in 2025</a>"</li> <li>• <b>January 2025:</b> <i>Sports Destination Management</i> ranked Raleigh as one of the top six leading esports destinations in "<a href="#">Ctrl Alt Succeed</a>"</li> <li>• <b>January 2025:</b> <i>SportsTravel Magazine</i> featured Raleigh's upcoming esports events in "<a href="#">Raleigh to host 2025 Rocket League Championship Series Event</a>"</li> <li>• <b>January 2025:</b> <i>Sports Planning Guide</i> highlighted Raleigh's esports ecosystem in "<a href="#">North Carolina Grants and Funds Fuel the Future of Sports Tourism</a>"</li> <li>• <b>January 2025:</b> <i>Modern South Magazine</i> showcased five-time James Beard Foundation semifinalist Scott Crawford in "<a href="#">Behind the Apron</a>"</li> </ul>					
<b>Media Hosted/Media Missions</b>					
Media Missions/Events:					
-TravMedia's International Media Marketplace; New York • Jan. 23					
-New York Travel and Adventure Show; New York • Jan. 25-26					

<b>Aviation Passengers</b>			
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2025</i>			
	<b>Dec. 2024</b>	<b>2024 YTD</b>	<b>YTD % Ch.</b>
Passenger Enplanements	690,267	7,747,777	6.57%
Passenger Deplanements	652,016	7,727,689	6.50%