



Tourism Economic Development Report

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

INDUSTRY REPORT				JANUARY 2025	
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 Nov. 2023	Wake County	North Carolina	United States	
Nov. 2024 Occupancy %	-2.2%	67.6%	62.4%	59.4%	
Nov. 2024 ADR	4%	\$139.80	\$126.47	\$152.70	
Nov. 2024 RevPAR	1.8%	\$94.55	\$78.96	\$90.66	
2024 YTD Occupancy %	1.9%	70.7%	63.5%	63.9%	
2024 YTD ADR	4.6%	\$135.97	\$127.80	\$158.83	
2024 YTD RevPAR	6.6%	\$96.20	\$81.14	\$101.50	
	Nov. 2024	Nov. 2023	2024 YTD	2023 YTD	YTD % Ch.
Hotel Room-Night Supply	553,050	552,150	6,139,214	6,106,007	0.5%
Room-Nights Sold	374,036	381,662	4,343,385	4,240,283	2.4%
Tourism Tax Collections					
	Nov. 2024	Nov. 2023	2024 YTD	2023 YTD	YTD % Ch.
Occupancy	\$3,245,371	\$3,256,437	\$38,043,518	\$35,580,431	6.9%
Prepared Food & Beverage	\$4,026,082	\$3,618,465	\$42,432,158	\$40,625,884	4.4%

Social Media					
	Dec. 2024	Dec. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Meta Data	1,962,328	-	24,799,802	-	-
Website Traffic					
	Dec. 2024	Dec. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Website Users	197,205	235,780	1,353,305	1,498,740	-11%
Meetings/Sports Marketing Arriving in Current Month					
	Dec. 2024	Dec. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	21	10	202	179	13%
Room-Nights	34,101	7,311	148,898	122,807	21%
Attendance	96,614	15,448	285,929	227,786	26%
Meetings/Sports Marketing by Booked Date					
	Dec. 2024	Dec. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	46	21	247	220	12%
Room-Nights	40,988	27,739	186,025	190,097	-2%
Attendance	133,696	72,870	422,598	371,506	14%
Leads and Tentatives for Group Sales/Sports Marketing					
	Dec. 2024	Dec. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	60	76	550	491	12%
Room-Nights	38,300	69,140	531,920	485,399	10%
Attendance	23,357	60,897	609,123	595,968	2%
Tradeshows and Events					
Events					
NCAA Women's College Cup Team Administration Meeting, virtual (Dec. 2)					
PCMA Greater Midwest Chapter DEI Education Event, Rosemont, Ill. (Dec. 3)					

Raleigh Chamber Women's Leadership Conference Task Force Meeting, virtual (Dec. 4)
MPI Carolinas Chapter Meeting planning Committee Meeting, virtual (Dec. 4)
NCAA Women's College Cup Committee Reception, Raleigh, N.C. (Dec. 5)
Association Forum's Holiday Showcase, Chicago, Ill. (Dec. 5)
SGMP Board Meeting, Holiday Party and Silent Auction, Washington, D.C. (Dec. 5)
MPI Global Board Development Committee Meeting, virtual (Dec. 5)
PCMA Philadelphia Chapter Holiday Celebration, Philadelphia, Pa. (Dec. 5)
YMCA of the Triangle Area Capital Classic, Cary, N.C. (Dec. 5-8)
visitRaleigh.com Girls College Showcase, Wake County, N.C. (Dec. 6-8)
NCAA Division I Women's Soccer Championship, Cary, N.C. (Dec. 6 & 9)
NCHSAA Cheerleading Invitational, Raleigh, N.C. (Dec. 7)
SGMP Carolinas Chapter Board Meeting, virtual (Dec. 9)
NCAA Men's College Cup Team Administration Meeting, virtual (Dec. 9)
MPI Southeast Region Solution Rooms Finance Meeting, virtual (Dec. 9)
PCMA Capital Chapter Celebration, Washington, D.C. (Dec. 9)
Association Meeting Professionals Celebration, Washington, D.C. (Dec. 10)
MPI Chicago Area Chapter Holiday Awards Gala, Chicago, Ill. (Dec. 10)
TST 2025 LOC meeting, virtual (Dec. 10)
CVBReps DC Winter Party, Washington, D.C. (Dec. 11)
AENC Tradeshow, Raleigh, N.C. (Dec. 11)
PCMA New York Garden in Time Gala, New York, N.Y. (Dec. 11)
MPI Virginia Holiday Celebration, Williamsburg, Va. (Dec. 12)
MPI New England Chapter Holiday Event, Boston, Mass. (Dec. 12)
NCAA Men's College Cup Committee Reception, Raleigh, N.C. (Dec. 12)
Speedo Blizzard Blitz, Cary, N.C. (Dec. 12-15)
visitRaleigh.com Boys College Showcase, Wake County, N.C. (Dec. 13-15)
NCAA Division I Men's Soccer Championship, Cary, N.C. (Dec. 13 & 16)
IAEE Expo! Expo!, Los Angeles, Calif. (Dec. 16-19)

TST 2025 LOC meeting, virtual (Dec. 17)			
NCHSAA Football State Championships, Raleigh, N.C. (Dec. 20-21)			
TITANS Jingle Bells, Cary, N.C. (Dec. 20-22)			
John Wall Holiday Invitational, Raleigh, N.C. (Dec. 26-28 & 30)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
NCAA President visit, NCAA Women's College Cup		1,367	10,000
Plymouth Argyle F.C. TST		TBD	TBD
Student American Veterinary Medical Association 2006 Annual Symposium		910	1,000
2025 American Association of Textile Chemists & Colorists May Committee Meeting		85	100
Church of God In Christ, Inc. General Council of Pastors and Elders		352	500
ELEVAR Events Photo Managers 2026		384	175
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	25,715	46,694	27
2024 - 2025	78,279	95,042	64
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	30,910	56,561	64
2024 - 2025	211,885	229,863	305
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					
	Dec. 2024	Dec. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Partners Serviced	23	3	207	210	-1%
Visitors Guides Delivered	1,425	300	16,985	15,275	11%
Convention and Visitor Services					
	Dec. 2024	Dec. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	412	409	4,578	4,168	10%
# of Visitor Inquiries	194	146	1,669	1,490	12%
Meetings Serviced, Non-Bureau Booked	4	4	44	49	-10%
Meetings Serviced, Bureau Booked	21	10	202	179	13%
Site Visits/Planning Meetings	2	2	9	7	29%
Pre/Post Convention Meetings	1	4	17	10	70%
Attendance Promotions	0	0	4	5	-20%
Public Relations Production					
	Dec. 2024	Dec. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Significant Placements	6	10	63	63	-
Total Net Reach/ Impressions	115.9 M	105.1 M	1.24 B	1.1 B	12.7%
Media Placements					
<ul style="list-style-type: none"> • December 2024: <i>Panrotas</i> highlighted Raleigh as an international travel destination in "FAM Tour in North Carolina Closes Travel South USA Event" • December 2024: <i>Rhein-Neckar-Zeitung</i> highlighted Raleigh as a destination for German travelers in "Between Beach and Culture" 					

- **December 2024:** *Sports Travel Magazine* recognized Cary as a leading destination for hosting sports championships in "[NCAA Approves Championship Hosting Agreements for Next Decade-Plus](#)"
- **December 2024:** *The Local Palate* featured Cary and multiple Cary-based partners in "[Get to Know Cary, North Carolina](#)"
- **December 2024:** *Spectrum News In Focus* highlighted "[Tourism in North Carolina](#)" with Visit Raleigh President and CEO Dennis Edwards
- **December 2024:** Cary was recognized as an elite travel destination by *The Savvy Mama Lifestyle* in "[Why Cary, North Carolina Should Be On Your Travel Radar](#)"

Media Hosted/Media Missions

Media Hosted:

-Alexandre Campbell – Panrotas

Media Missions/Events:

-Travel South International Showcase; Atlanta • Dec. 2-5

Aviation Passengers

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

	Dec. 2024	2024 YTD	YTD % Ch.
Passenger Enplanements	643,358	7,057,510	5.98%
Passenger Deplanements	637,537	7,075,448	6.04%