



Tourism Economic Development Report

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

INDUSTRY REPORT				JUNE 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 Apr. 2023	Wake County	North Carolina	United States	
Apr. 2024 Occupancy %	7.8%	76.4%	67%	65.2%	
Apr. 2024 ADR	8.5%	\$144.36	\$131.80	\$157.31	
Apr. 2024 RevPAR	17%	\$110.23	\$88.34	\$102.51	
2024 YTD Occupancy %	3%	69.1%	59.6%	60%	
2024 YTD ADR	4.4%	\$132.98	\$119.44	\$155.46	
2024 YTD RevPAR	7.5%	\$91.87	\$71.18	\$93.27	
	Apr. 2024	Apr. 2023	2024 YTD	2023 YTD	YTD % Ch
Hotel Room-Night Supply	551,940	550,800	2,201,133	2,186,058	0.7%
Room-Nights Sold	421,436	390,032	1,520,647	1,466,420	3.7%
Tourism Tax Collections					
	Apr. 2024	Apr. 2023	2024 YTD	2023 YTD	YTD % Ch
Occupancy	\$4,004,742	\$3,262,320	\$32,103,036	\$29,581,253	8.5%
Prepared Food & Beverage	\$3,982,777	\$3,822,133	\$37,298,201	\$35,746,210	4.3%

Website Traffic

	May 2024	May 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Website Users	291,469	247,104	2,783,381	2,822,060	-1%

Meetings/Sports Marketing Arriving in Current Month

	May 2024	May 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	51	36	357	326	10%
Room-Nights	38,422	30,414	242,774	261,058	-7%
Attendance	113,311	55,574	570,636	605,883	-6%

Meetings/Sports Marketing by Booked Date

	May 2024	May 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	41	29	440	333	32%
Room-Nights	10,219	9,952	301,841	243,463	24%
Attendance	17,255	74,900	623,120	605,818	3%

Leads and Tentatives for Group Sales/Sports Marketing

	May 2024	May 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	99	82	1,000	987	1%
Room-Nights	66,919	48,883	852,649	683,625	25%
Attendance	70,751	44,212	1,074,052	885,759	21%

Tradeshows and Events

Events

Cary Sports Alliance, Cary, N.C. (May 2)

Association of Meeting Professionals, Woodbridge, Va (May 3)

NCAA Men's Tennis First/Second Rounds, Raleigh, N.C. (May 3-4)

NCAA Women's Tennis First/Second Rounds, Raleigh, N.C. (May 4-5)

NCAA Men's Basketball LOC Meeting, Raleigh, N.C. (May 5)

Virginia Society Association, Richmond, Va. (May 5-7)
SGMP National Education Conference, Omaha, Neb. (May 7-9)
MPI Greater New York Chapter Membership Committee Meeting, virtual (May 8)
YPN Program: Navigating Mental Health for Young Professionals, Raleigh, N.C. (May 9)
MPI Anti-Human Trafficking Committee Meeting, virtual (May 9)
NCAA Division I Women's Lacrosse LOC Meeting, virtual (May 9)
MPI Carolinas Chapter DEI Committee Meeting, virtual (May 10)
City of Oaks Classic presented by GRSA, Raleigh, N.C. (May 11-12)
Global Business Travel Association N.C. Tee Up for Travel, Greensboro, N.C. (May 13)
MPI EDI Committee Meeting, virtual (May 14)
NCAA Women's Lacrosse Host Marketing Meeting, virtual (May 14)
Senior Softball-USA Atlantic Coast Championships, Raleigh, N.C. (May 14-19)
TST Planning Meeting, virtual (May 15)
GRSA Advisory Board Meeting, Raleigh, N.C. (May 15)
MPI Chicago Area Chapter Annual Awards Gala, Chicago, Ill. (May 15)
Global Accessibility Awareness Day, Raleigh, N.C. (May 16)
HSMAI Spring Social, Raleigh, N.C. (May 16)
Fairfax Loudoun Event Executives May Meeting, Herndon, Va. (May 16)
AENC RUEL Roundtable, Raleigh, N.C. (May 16)
NCAA DII Baseball Host Planning Meeting, virtual (May 16)
ACC Rowing Championship, Raleigh, N.C. (May 17-18)
North Carolina FC Youth Recreation Cup, Raleigh, N.C. (May 18-19)
MPI World Education Conference, Louisville, Ky. (May 19-22)
NCAA Division I Women's Lacrosse LOC Meeting, virtual (May 20)
US Masters Planning Meeting, virtual (May 21)
Raleigh Chamber Women's Leadership Conference, Raleigh, N.C. (May 21)

NCAA Division I Women's Lacrosse Committee Reception, Cary, N.C. (May 22)
NCAA Division I Women's Lacrosse Championship, Cary, N.C. (May 24 & 26)
Raleigh STS Challenger Tour Stop, Apex, N.C. (May 25)
USA Lacrosse National Tournament, Raleigh, N.C. (May 25-26)
TITANS Memorial Day Meet, Cary, N.C. (May 25-27)
MPI Chicago Area Chapter Executive Committee Meeting, virtual (May 28)
NCAA DII Baseball Championship Participants Meeting, virtual (May 28)
TST Planning Meeting, virtual (May 29)
MPI Chicago Area Chapter Membership Committee Meeting, virtual (May 29)
Georgia Society of Association Executives Annual Meeting, Gulf Shores, Ala. (May 29-31)
EsportsTravel Summit, Raleigh, N.C. (May 29-31)
Fraternity Executives Association Annual Conference, Orlando, Fla. (May 29-31)
ESPA Webinar, "Ensuring Inclusivity: Who Are You Forgetting About?", virtual (May 30)
MPI Carolinas Chapter Board Meeting, virtual (May 30)
YPN Board Meeting, virtual (May 30)
UNC HEALTH Championship presented by STITCH, Raleigh, N.C. (May 30-June 2)
MPI Carolinas Chapter MarComm Meeting, Raleigh, N.C. (May 31)
NCHSAA Baseball State Championships, Holly Springs, N.C. (May 31-June 1)
NCAA Raleigh Regional, Raleigh, N.C. (May 31-June 2)

Site Visits

Site Name	Total Room-Nights	Show Attendees
IEEE Design Automation Conference 2026-2028	2,996 (per year)	6,500 (per year)
Military Interstate Children's Compact Commission Annual Business Meeting	240	140

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room-Nights	# of Definite Groups	
2023 - 2024	56,371		67,739	57	
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	265,809		265,424	400	
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	
Visitors Guide Delivery Service to Partners					
	May 2024	May 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Partners Serviced	26	14	530	498	6%
Visitors Guides Delivered	2,909	2,125	37,859	30,627	24%

Convention and Visitor Services

	May 2024	May 2023	2024 FYTD	2023 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	773	630	7,497	6,855	9%
# of Visitor Inquiries	327	317	3,109	3,357	-7%
Meetings Serviced, Non-Bureau Booked	9	11	124	94	32%
Meetings Serviced, Bureau Booked	51	36	357	326	10%
Site Visits/Planning Meetings	2	2	32	26	23%
Pre/Post Convention Meetings	3	4	31	128	-76%
Attendance Promotions	1	2	7	20	-65%

Public Relations Production

	May 2024	May 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Significant Placements	8	9	113	79	43%
Total Net Reach/Impressions*	322.91 M	-	2.51 B	-	-

Media Placements

- **May 2024:** *The New York Times* highlighted Ajja in "[At These Restaurants, Feeding the Staff Comes First](#)"
- **May 2024:** *Esquire* included St. Roch Fine Oyster + Bar in their roundup of "[The 10 Best Oyster Bars in America Right Now](#)"
- **May 2024:** *Southern Living* recognized Cary as one of "[The 15 Friendliest Cities in the South](#)"
- **May 2024:** *The Local Palate* featured SAAP in "[Dining Out](#)"
- **May 2024:** *The Local Palate* featured Ajja in "[Asian Food Booms in the South](#)"
- **May 2024:** The North Carolina Museum of Art was included in *Budget Travel's* "[Vibrant Art Exhibits and Attractions to Visit This Year](#)"
- **May 2024:** Visit Raleigh's president and CEO Dennis Edwards was featured in *Business North Carolina's* "[Power List 2024](#)" honoring the most influential business leaders in the state
- **May 2024:** *Building Design & Construction* spotlighted the Raleigh Convention Center in "[Raleigh to Start Construction on Convention Center Expansion](#)"

Media Hosted/Media Missions

Media Hosted:
- Kirsten Harrington – *Up & Away*

- Jeannette Zinno – Freelance, *AAA*
- Delia Barth – *Time Out*
- Terri Robertson – *Country Living*
- Amy Albers – Freelance, *Wealth of Geeks*
- Alexa Chacón – *Panorama*

Media Missions/Events:

- U.S. Travel Association's IPW; Los Angeles, Calif. • May 4-8

*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			
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2024</i>			
	May 2024	2024 YTD	YTD % Ch
Passenger Enplanements	627,885	2,215,765	8.15%
Passenger Deplanements	647,422	2,243,272	9.32%