



Tourism Economic Development Report

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

INDUSTRY REPORT				MARCH 2025	
Hotel Occupancy Production					
Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.					
	Ch. from Jan. 2024	Wake County	North Carolina	United States	
Jan. 2025 Occupancy %	-4.2%	56.8%	54.1%	52.5%	
Jan. 2025 ADR	4.8%	\$127.81	\$116.71	\$151.20	
Jan. 2025 RevPAR	0.4%	\$72.59	\$63.12	\$79.42	
2025 YTD Occupancy %	-4.2%	56.8%	54.1%	52.5%	
2025 YTD ADR	4.8%	\$127.81	\$116.71	\$151.20	
2025 YTD RevPAR	0.4%	\$72.59	\$63.12	\$79.42	
	Jan. 2025	Jan. 2024	2025 YTD	2024 YTD	YTD % Ch.
Hotel Room-Night Supply	583,017	570,586	583,017	570,586	2.2%
Room-Nights Sold	331,111	338,181	331,111	338,181	-2.1%
Tourism Tax Collections					
	Jan. 2025	Jan. 2024	2025 YTD	2024 YTD	YTD % Ch.
Occupancy	\$2,806,998	\$2,685,780	\$2,806,998	\$2,685,780	4.5%
Prepared Food & Beverage	\$3,780,930	\$3,423,226	\$3,780,930	\$3,423,226	10.4%

Social Media					
	Feb. 2025	Feb. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	3,587,329	-	31,826,349	-	-
Website Traffic					
	Feb. 2025	Feb. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Website Users	216,906	225,411	1,780,411	1,959,056	-9%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2025	Feb. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	39	25	264	221	19%
Room-Nights	19,543	17,225	182,465	153,395	19%
Attendance	36,701	33,557	349,238	295,470	18%
Meetings/Sports Marketing by Booked Date					
	Feb. 2025	Feb. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	41	45	325	314	4%
Room-Nights	40,330	24,151	253,561	265,285	-4%
Attendance	98,746	30,032	576,735	516,230	12%
Leads and Tentatives for Group Sales/Sports Marketing					
	Feb. 2025	Feb. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	95	115	758	723	5%
Room-Nights	56,249	64,914	687,140	622,345	10%
Attendance	50,211	112,169	782,716	787,561	-1%
Tradeshows and Events					
Events					
Certified Destination Management Executive Destination Marketing and Sales and Destination Information and Research Courses, Austin, Texas (Feb. 1-4)					
AENC FUEL Committee Meeting, virtual (Feb. 3)					

Raleigh Chamber Women's Leadership Conference Task Force Meeting, virtual (Feb. 5)
MPI Carolinas Chapter Meeting Planning Committee Meeting, virtual (Feb. 5)
NCHSAA Swimming & Diving Championships, Cary and Raleigh, N.C. (Feb. 5-8)
MPI Carolinas Chapter Planner Partner Forum and Chapter Meeting, Chapel Hill, N.C. (Feb. 6-7)
Smart Meetings West Elevate Experience, San Diego, Calif. (Feb. 9-11)
TST 2025 Planning Meeting, virtual (Feb. 10)
Lake Wheeler Invitational Planning Meeting, virtual (Feb. 10)
MPI Carolinas Chapter Board Meeting, virtual (Feb. 10)
SGMP Membership Meeting, virtual (Feb. 10)
Women's Leadership Conference Development Subcommittee Meeting, virtual (Feb. 11)
MPI Virginia Quarterly Meeting and Networking Program, Richmond, Va. (Feb. 11-12)
MPI Greater New York Chapter Membership Committee Meeting, virtual (Feb. 12)
MPI Anti-Human Trafficking Committee Meeting, virtual (Feb. 13)
MPI Carolinas Chapter Governance and Nominating Committee, virtual (Feb. 13)
MPI Chicago Area Chapter Board of Directors Meeting, virtual (Feb. 13)
MPI Carolinas Chapter Diversity, Equity and Inclusion Committee, virtual (Feb. 14)
Raleigh President's Day Tournament (hockey), Garner, Morrisville and Wake Forest, N.C. (Feb. 15-17)
Sports ETA CEO Summit, Fort Worth, Texas (Feb. 17-19)
Hospitality Sales and Marketing Association International: "Navigating 2025 State of Hospitality and Tourism," Durham, N.C. (Feb. 18)
MPI Chicago Membership Committee Meeting, virtual (Feb. 19)
Association Management Companies Institute Annual Meeting, Tampa, Fla. (Feb. 19-21)
Connect NYC, New York, N.Y. (Feb. 19-21)
Conference Carolinas Swimming & Diving Championships, Cary, N.C. (Feb. 19-22)
TST and Cary Cup LOC Planning Meetings, virtual (Feb. 19 and 26)
The Carolina Cup (gymnastics), Raleigh, N.C. (Feb. 21-23)
MPI Ohio Navigate Conference, Columbus, Ohio (Feb. 23-25)
MPI New Jersey Chapter Meets Conference, Atlantic City, N.J. (Feb. 24-25)
Rendezvous South, Panama City Beach, Fla. (Feb. 24-27)
MPI Chapter and Membership Advisory Council, virtual (Feb. 25)
MPI Academy Event: "#RealTalk Series: African-American History," virtual (Feb. 25)
N.C. Sports Association Tradeshow, Legislative Reception and General Membership Meeting, Raleigh, N.C. (Feb. 25-26)
GRSA Advisory Board Meeting, Raleigh, N.C. (Feb. 26)

NCAA Division II Preseason Play, Cary, N.C. (Feb. 28-March 1)			
Rumble in Raleigh Gymnastics Invite, Morrisville, N.C. (Feb. 28-March 2)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
2025 Burnley FC Dude Perfect Invitational Youth Cup Qualifier Tournament		TBD	TBD
2025 US Youth Soccer Summit Week		1,024	325
FMCSA MCSAP Planning Meeting and ITD PRISM Workshop		1,600	450
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	26,415	47,840	30
2024 - 2025	80,939	100,498	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
Wake County Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	33,429	61,039	78
2024 - 2025	271,709	291,113	366
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					
	Feb. 2025	Feb. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Partners Serviced	1	197	248	474	-48%
Visitors Guides Delivered	75	11,850	20,210	30,600	-34%
Convention and Visitor Services					
	Feb. 2025	Feb. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	422	860	5,453	5,571	-2%
# of Visitor Inquiries	312	343	2,280	2,148	6%
Meetings Serviced, Non-Bureau Booked	5	25	55	86	-36%
Meetings Serviced, Bureau Booked	39	25	264	221	19%
Site Visits/Planning Meetings	1	3	10	11	-9%
Pre/Post Convention Meetings	9	5	26	17	53%
Attendance Promotions	0	0	4	5	-20%
Public Relations Production					
	Feb. 2025	Feb. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Significant Placements	6	5	80	79	1.2%
Total Net Reach/Impressions	63.2 M	260.66 M	2.06 B	1.89 B	9%
Media Placements					
<ul style="list-style-type: none"> February 2025: <i>USA Today 10Best</i> recognized Raleigh's top museums, including the North Carolina Museum of Art and the North Carolina Museum of Natural Sciences among the "10 Best Museums in the U.S. That You Can Visit for Free" February 2025: <i>USA Today 10Best</i> also recognized Marbles Kids Museum on its list of the "10 Best Children's Museum in the U.S." February 2025: <i>Style Weekly's</i> "The Dish" featured Raleigh as an easy getaway from Richmond February 2025: <i>Cardinal & Pine</i> featured the owners of Heights House Hotel in "11 North Carolina Power Couples Talk About Love" 					

- **February 2025:** Corporate UK travel publication *Travelling For Business* highlighted "[10 New Things To Do in Raleigh in 2025](#)"
- **February 2025:** Raleigh and Wake Forest food purveyors were highlighted by *Modern South Magazine* in "[North Carolina's Must-Try Black-Owned Food Spots](#)"

Media Hosted/Media Missions

Media Missions/Events:

-TravMedia's International Media Marketplace; London • Feb. 17-18

Aviation Passengers

Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2025

	Jan. 2025	2025 YTD	YTD % Ch.
Passenger Enplanements	506,696	506,696	6.94%
Passenger Deplanements	532,201	532,201	7.78%