



Tourism Economic Development Report

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

INDUSTRY REPORT				JULY 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 May 2023	Wake County	North Carolina	United States	
May 2024 Occupancy %	-0.5%	72.4%	65.9%	65.7%	
May 2024 ADR	2.6%	\$139.07	\$133.12	\$160.40	
May 2024 RevPAR	2%	\$100.67	\$87.78	\$105.46	
2024 YTD Occupancy %	2.2%	69.8%	60.9%	61.2%	
2024 YTD ADR	3.9%	\$134.27	\$122.59	\$156.61	
2024 YTD RevPAR	6.2%	\$93.68	\$74.65	\$95.83	
	May 2024	May 2023	2024 YTD	2023 YTD	YTD % Ch
Hotel Room-Night Supply	571,516	569,160	2,772,649	2,755,218	0.6%
Room-Nights Sold	413,721	414,228	1,934,413	1,880,648	2.9%
Tourism Tax Collections					
	May 2024	May 2023	2024 YTD	2023 YTD	YTD % Ch
Occupancy	\$3,712,795	\$3,662,308	\$16,905,240	\$15,906,521	6.3%
Prepared Food & Beverage	\$3,961,815	\$3,943,994	\$18,851,207	\$18,513,146	1.8%

Website Traffic					
	Jun. 2024	Jun. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Website Users	315,337	258,066	3,098,718	3,080,126	1%
Meetings/Sports Marketing Arriving in Current Month					
	Jun. 2024	Jun. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	44	34	401	360	11%
Room-Nights	22,205	17,202	264,979	278,260	-5%
Attendance	36,060	42,665	606,696	648,548	-6%
Meetings/Sports Marketing by Booked Date					
	Jun. 2024	Jun. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	10	16	450	349	29%
Room-Nights	2,982	5,540	304,923	249,003	22%
Attendance	21,035	8,147	644,155	613,965	5%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jun. 2024	Jun. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	102	80	1,100	1,068	3%
Room-Nights	80,923	81,071	930,087	765,226	22%
Attendance	133,838	60,563	1,203,820	947,222	27%
Tradeshows and Events					
Events					
UNC HEALTH Championship presented by STITCH, Raleigh, N.C. (May 30-June 2)					
NCHSAA Baseball State Championships, Holly Springs, N.C. (May 31-June 1)					
NCAA Division I Baseball Raleigh Regional, Raleigh, N.C. (May 31-June 3)					
NCAA Division II Baseball Championship, Cary, N.C. (June 1-8)					
MPI Carolinas Chapter Board Planning Meeting, Winston-Salem, N.C. (June 3)					

Destination Celebration, Columbus, Ohio (June 4)
Young Professionals Network Membership Task Force Meeting, Raleigh, N.C. (June 5)
MPI Chicago Area Chapter Board Meeting, virtual (June 5)
Northeast CVBReps Spring Client Event, Philadelphia, Pa. (June 5)
The Soccer Tournament, Cary, N.C. (June 5-10)
Destination Celebration, St. Louis, Mo. (June 6)
Society of Government Meeting Professionals National Capital Board Meeting, virtual (June 7)
North Carolina Air Hockey State Tournament, Raleigh, N.C. (June 7-9)
IWLCA Southeast Cup, Raleigh, N.C. (June 8-9)
Cvent Connect, San Antonio, Texas (June 10-13)
MPI Chicago Area Chapter Leadership Development Committee Meeting, virtual (June 11)
Raleigh Chamber We Connect: LGBTQIA+ Pride Month, Raleigh, N.C. (June 11)
MPI EDI Committee Chapter Meeting, virtual (June 11)
USA Baseball 17U National Team Championships North Carolina, Cary, N.C. (June 11-14)
MPI Greater New York Chapter Membership Committee Meeting, virtual (June 12)
MPI Chapter Membership Advisory Council Sub-Committee Meeting, virtual (June 12)
MPI Global Anti-Human Trafficking Committee Meeting, virtual (June 13)
U.S. Open Client Event, Pinehurst, N.C. (June 13-16)
USA Baseball 10U Futures Invitational, Cary, N.C. (June 13-16)
Speedo Triangle Classic, Cary, N.C. (June 13-16)
Carolina Clash (lacrosse), Raleigh, N.C. (June 15-16)
USA Baseball 13U National Team Championships North Carolina, Cary, N.C. (June 16-20)
MPI Chicago Area Golf Outing, Chicago, Ill. (June 18)
Six in the City Chicago, Chicago, Ill. (June 18)
MPI Carolinas Chapter Board Meeting, virtual (June 18)
Kansas City Society of Association Executives, Kansas City, Mo. (June 20)

Young Professionals Network Board Meeting, Raleigh, N.C. (June 20)
USA Baseball 11U Futures Invitational, Cary, N.C. (June 20-23)
USA Baseball 16U National Team Championships North Carolina, Cary, N.C. (June 22-25)
2025 Raleigh LOC Executive Committee Meeting, Raleigh, N.C. (June 24)
Society of Government Meeting Professionals Carolinas Chapter Meeting, Raleigh, N.C. (June 24)
Young Professionals Network New Member Orientation, Raleigh, N.C. (June 24)
N.C. Sports Association Board Meeting and Annual Meeting, Raleigh, N.C. (June 24-25)
MPI Chapter and Membership Advisory Council Monthly Meeting, virtual (June 25)
MPI New Jersey Chapter Annual Golf Outing, Hamburg, N.J. (June 25)
NCAA 2025 Host Cities Meeting, virtual (June 25)
Meeting Professionals International Chapter Leader All-Hands Call, virtual (June 26)
2024 NCAA Men's and Women's College Cups Host Marketing Meeting, virtual (June 27)
Hospitality Sales and Marketing Association International Contact Center Summit, Charlotte, N.C. (June 27)
USA Baseball 14U National Team Championships North Carolina, Cary, N.C. (June 27-July 1)
TITANS Long-Course Qualifier, Cary, N.C. (June 28-29)
Global Business and Travel Association N.C. Chapter Annual Tech Ed Day 2024, Charlotte, N.C. (June 28)
USA Roundnet National Championship, Raleigh, N.C. (June 29-30)

Site Visits		
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Site Name	Total Room-Nights	Show Attendees
International Window Covering Expo 2026	1,940	3,000
Chi Eta Phi Southeast Regional Conference	438	300
33 rd Annual International Society for Neuroregulation and Research Conference	665	350
Keystone Symposia on Molecular and Cellular Biology 2026	675	225

Convention Center Bookings					
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups		
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		
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	266,109	266,109	402		
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					
	Jun. 2024	Jun. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Partners Serviced	38	14	568	512	11%
Visitors Guides Delivered	4,375	2,250	42,234	32,877	28%

Convention and Visitor Services					
	Jun. 2024	Jun. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	823	736	8,320	7,591	10%
# of Visitor Inquiries	332	260	3,807	3,617	5.3%
Meetings Serviced, Non-Bureau Booked	8	9	132	103	28%
Meetings Serviced, Bureau Booked	44	34	401	360	11%
Site Visits/Planning Meetings	2	2	24	24	0%
Pre/Post Convention Meetings	3	4	38	47	-19%
Attendance Promotions	2	5	10	16	-38%
Public Relations Production					
	Jun. 2024	Jun. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Significant Placements	8	9	121	88	37.5%
Total Net Reach/Impressions*	8.19 M	-	2.51 B	-	-
Media Placements					
<ul style="list-style-type: none"> • June 2024: <i>E-investidor</i> featured some of Raleigh's top restaurants and bars in "In Addition to Miami and New York: What Are There in Other Regions of the USA for Tourists?" • June 2024: <i>Passport Magazine</i> highlighted some of Raleigh's most LGBTQ+ friendly restaurants in "World Eats Raleigh, North Carolina" • June 2024: <i>Mercado & Eventos</i> recognized Raleigh as a top destination for Brazilian travelers in "Raleigh: Diversity in the Midst of Country Culture in the United States" • June 2024: The Soccer Tournament was featured in <i>Just Women's Sports</i> in "TST Takes Over Cary With Star-Studded Squads" • June 2024: <i>Smart Meetings</i> recognized Raleigh as a top meetings and convention destination in "North Carolina: Historic and Heroic" • June 2024: <i>SportsTravel Magazine</i> recognized Raleigh as an elite esports destination in "2024 EsportsTravel Summit Showcases Raleigh's Ascent" • June 2024: <i>SportsTravel Magazine</i> highlighted Raleigh's sports industry success in "Raleigh Continues Rapid Sports Tourism Growth" • June 2024: <i>ConventionSouth</i> highlighted Raleigh's meetings and conventions scene in the "Raleigh/Wake County Event Planners' Guide" 					

Media Hosted/Media Missions

Media Hosted:

- Justin Shaw – SportsTravel Magazine
- Cornelia Lohs – Mortimer Reisemagazin & Forum – Das Wochenmagazin
- Michael Juhran – Rhein-Neckar-Zeitung
- Harald Rast – Passauer Neue Presse & Donaukurier
- Carla Lencastre – Panrotas
- Valeria Bretas – Estadao
- Manuela Minguini – Mercado & Eventos

Media Missions/Events:

- PRSA Travel & Tourism Conference; Greenville, S.C. • June 2-5

*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

	Jun. 2024	2024 YTD	YTD % Ch
Passenger Enplanements	711,801	2,927,566	8.34%
Passenger Deplanements	696,954	2,940,226	8.90%