



Tourism Economic Development Report

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

INDUSTRY REPORT				MARCH 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 Jan. 2023	Wake County	North Carolina	United States	
Jan. 2024 Occupancy %	2.3%	59.3%	50.3%	51.9%	
Jan. 2024 ADR	4.7%	\$121.96	\$108.49	\$146.33	
Jan. 2024 RevPAR	7.2%	\$72.29	\$54.54	\$75.99	
2024 YTD Occupancy %	2.3%	59.3%	50.3%	51.9%	
2024 YTD ADR	4.7%	\$121.96	\$108.49	\$146.33	
2024 YTD RevPAR	7.2%	\$72.29	\$54.54	\$75.99	
	Jan. 2024	Jan. 2023	2024 YTD	2023 YTD	YTD % Ch
Hotel Room-Night Supply	570,555	560,821	570,555	560,821	1.7%
Room-Nights Sold	338,181	324,885	338,181	324,885	4.1%
Tourism Tax Collections					
	Jan. 2024	Jan. 2023	2024 YTD	2023 YTD	YTD % Ch
Occupancy	\$2,685,780	\$2,475,548	\$2,685,780	\$2,475,548	8.5%
Prepared Food & Beverage	\$3,423,226	\$3,460,668	\$3,423,226	\$3,460,668	-1.1%

Website Traffic					
	Feb. 2024	Feb. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Website Users	225,221	281,193	1,948,995	2,075,023	-3%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2024	Feb. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	25	22	221	216	2%
Room-Nights	17,225	19,352	153,395	160,435	-4%
Attendance	33,557	77,762	295,470	349,433	-15%
Meetings/Sports Marketing by Booked Date					
	Feb. 2024	Feb. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	45	31	314	233	35%
Room-Nights	24,151	18,067	266,362	174,849	52%
Attendance	30,032	16,625	516,080	406,764	27%
Leads and Tentatives for Group Sales/Sports Marketing					
	Feb. 2024	Feb. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	119	103	730	698	5%
Room-Nights	68,256	67,133	631,029	523,168	21%
Attendance	111,600	47,475	788,992	713,115	11%
Tradeshows and Events					
Events					
Raleigh Chamber Young Professionals Network Program, Raleigh, N.C. (Feb. 1)					
Society of Government Meeting Professionals NATCAP Board Meeting, virtual (Feb. 2)					
MPI Carolinas Chapter DEI Committee Meeting, virtual (Feb. 2)					
NCSA Membership Meeting, virtual (Feb. 2)					
NCHSAA Swimming East Regionals, Cary, N.C. (Feb. 2-4)					

Krispy Kreme Challenge, Raleigh, N.C. (Feb. 3)
MPI Greater New York Chapter Mid-Year Board Retreat, New York, N.Y. (Feb. 5-6)
MPI Virginia Quarterly Education and Networking Program, Virginia Beach, Va. (Feb 6-7)
MPI Chapter Leaders All Hands Call, virtual (Feb. 7)
NCHSAA Swimming & Diving State Championships, Raleigh & Cary, N.C. (Feb. 7-10)
MPI Carolinas Chapter Board Meeting, Asheville, N.C. (Feb. 8)
Tourism Talk Live, Raleigh, N.C. (Feb. 8)
Cary Sports Alliance, Cary, N.C. (Feb. 8)
GRSA Client Event, Raleigh, N.C. (Feb. 8)
MPI Carolinas Chapter Annual Meeting, Asheville, N.C. (Feb. 8-9)
MPI Greater New York Chapter Membership Committee Meeting, virtual (Feb. 14)
MPI DEI Committee Meeting, virtual (Feb. 14)
Association Management Companies Institute 2024, Las Vegas, Nev. (Feb. 14-16)
Raleigh Chamber Young Professionals Network Board Meeting, Raleigh, N.C. (Feb. 15)
MPI Chicago Area Chapter Membership Committee Meeting, virtual (Feb. 15)
NCAA Women's Lacrosse Championship LOC meeting, virtual (Feb. 15)
PDGA US Masters Disc Golf Championships LOC meeting, virtual (Feb. 15)
NC Swimming Short-Course Age Group Championships, Cary, N.C. (Feb. 15-18)
Sports ETA Chief Executive Summit, San Jose, Calif. (Feb. 20-22)
NC Swimming Short-Course Senior Championships, Cary, N.C. (Feb. 22-25)
Purdue vs. George Mason (college baseball), Holly Springs, N.C. (Feb. 23-25)
CESSE CEO Meeting, Savannah, Ga. (Feb. 25-28)
GRSA Advisory Board Meeting, Raleigh, N.C. (Feb.28)

Site Visits			
Site Name		Total Room-Nights	Show Attendees
La Fuerza del Pueblo Conference		195	250
2025 LRIS-ABA Forum on Building Access to Justice for All (Joint Workshop)		379	200
North Carolina CEAg World		330	400
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	55,619	67,660	53
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	257,525	255,168	337
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					
	Feb. 2024	Feb. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Partners Served	198	281	480	437	10%
Visitors Guides Delivered	11,875	9,918	30,800	24,312	27%
Convention and Visitor Services					
	Feb. 2024	Feb. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	860	482	5,571	4,742	17%
# of Visitor Inquiries	343	405	2,148	2,341	-8%
Meetings Served, Non-Bureau Booked	25	13	86	67	28%
Meetings Served, Bureau Booked	25	22	221	216	2%
Site Visits/Planning Meetings	3	3	26	15	73%
Pre/Post Convention Meetings	5	6	19	69	-72.5%
Attendance Promotions	1	1	5	12	-58.3%
Public Relations Production					
	Feb. 2024	Feb. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Significant Placements	5	7	79	55	43.6%
Total Net Reach/Impressions*	260.66 M	-	1.89 B	-	-
Media Placements					
<ul style="list-style-type: none"> ● February 2024: Raleigh was included in <i>Southern Living's</i> roundup of "15 Best Places To Travel in the South This March" ● February 2024: <i>Hemispheres</i> spotlighted the Boylan Heights area in "The Neighborhood: Boylan Heights, Raleigh, North Carolina" ● February 2024: <i>Group Tour Magazine</i> featured Raleigh attractions in "Southeast Itinerary: Greater Raleigh, North Carolina" ● February 2024: Raleigh was included in <i>Budget Travel's</i> roundup of destinations to visit this year in "Put Leap Year's Extra Day To Good Use With a Trip to These Destinations" ● February 2024: <i>Bondia</i> recognized executive vice president Loren Gold for providing esports expertise during the eSports City Talks Andorra event in "Marsol Establishes the Objective of Positioning Andorra as a Technological Hub" 					

Media Hosted/Media Missions

Media Hosted:

- Ronny Maye - Freelance
- Christine Tibbetts - SheBuysTravel
- Chynna Potts – AuntieEatsFirst

*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

	Feb. 2024	2024 YTD	YTD % Ch
Passenger Enplanements	473,827	473,827	9.39%
Passenger Deplanements	493,789	493,789	11.63%