



Tourism Economic Development Report

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

INDUSTRY REPORT				MAY 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 Mar. 2023	Wake County	North Carolina	United States	
Mar. 2024 Occupancy %	-1.8%	71.3%	63.1%	63.7%	
Mar. 2024 ADR	0.9%	\$132.21	\$119.28	\$159.79	
Mar. 2024 RevPAR	-0.9%	\$94.25	\$75.25	\$101.81	
2024 YTD Occupancy %	1.2%	66.6%	57.1%	58.2%	
2024 YTD ADR	2.6%	\$128.62	\$114.54	\$155.21	
2024 YTD RevPAR	3.9%	\$85.72	\$65.40	\$90.30	
	Mar. 2024	Mar. 2023	2024 YTD	2023 YTD	YTD % Ch
Hotel Room-Night Supply	566,742	566,153	1,649,193	1,635,258	0.9%
Room-Nights Sold	404,015	411,085	1,099,123	1,076,388	2.1%
Tourism Tax Collections					
	Mar. 2024	Mar. 2023	2024 YTD	2023 YTD	YTD % Ch
Occupancy	\$3,436,712	\$3,712,258	\$9,187,703	\$8,981,893	2.3%
Prepared Food & Beverage	\$3,898,644	\$3,851,011	\$10,909,616	\$10,747,019	1.5%

Website Traffic					
	Apr. 2024	Apr. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Website Users	252,230	227,910	2,453,575	2,574,956	-5%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2024	Apr. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	41	35	303	290	4%
Room-Nights	37,810	24,563	204,205	230,644	-11%
Attendance	136,300	99,348	457,073	550,309	-17%
Meetings/Sports Marketing by Booked Date					
	Apr. 2024	Apr. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	39	22	400	304	32%
Room-Nights	13,901	27,788	291,914	233,511	25%
Attendance	72,922	79,296	605,465	530,918	14%
Leads and Tentatives for Group Sales/Sports Marketing					
	Apr. 2024	Apr. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	86	100	903	905	0%
Room-Nights	79,279	54,899	786,895	634,742	24%
Attendance	75,187	63,643	1,003,301	840,747	19%
Tradeshows and Events					
Events					
Meeting Professionals International (MPI) Chicago Area Chapter Awards Committee Meeting, virtual (April 3)					
Young Professionals Network Membership Task Force Meeting, Raleigh, N.C. (April 3)					
2024 NCAA Women's Lacrosse Host Marketing Meeting, virtual (April 3)					
PPA Tour North Carolina Cup presented by CIBC, Cary, N.C. (April 3-7)					

Society of Government Meeting Professionals (SGMP) Carolinas Planning Meeting, virtual (April 4)
MPI Anti-Human Trafficking Committee Meeting, virtual (April 4)
SGMP National Capital Board Meeting, virtual (April 5)
Triangle Collegiate Classic, Morrisville, N.C. (April 6)
SGMP Presidents Meeting and Satellite Chapter Meeting, virtual (April 8)
Simpleview Summit, Milwaukee, Wisc. (April 8-10)
Destinations International Convention Sales & Services Summit, Washington, D.C. (April 8-9)
Wolfpack Women's Match Play Invitational, Raleigh, N.C. (April 8-9)
Destination Celebration, Minneapolis, Minn. (April 9)
MPI Greater New York Chapter Membership Committee Meeting, virtual (April 10)
Destination Showcase, Washington, D.C. (April 10)
USA Baseball National High School Invitational, Cary, N.C. (April 10-13)
2024 NCAA Women's Lacrosse Championship LOC meeting, virtual (April 11)
Professional Convention Management Association Capital Chapter GMID, Washington, D.C. (April 11)
National Coalition of Black Meeting Planners Showcase, Washington, D.C. (April 11)
Industry Xchange, Chicago, Ill. (April 11)
MPI Greater New York Chapter Executive Leadership Summit and GMID, New York, N.Y. (April 11)
MPI Carolinas Chapter GMID, Charlotte, N.C. (April 11)
Stitch Intercollegiate, Raleigh, N.C. (April 12-13)
2024 PrideLife Expo, Raleigh, N.C. (April 13)
USA Baseball / Town of Cary Grand Opening Event, Cary, N.C. (April 13)
MPI Virginia Spring Quarterly Education and Networking Program, Richmond, Va. (April 14-15)
Association of Meeting Professionals Education Session, Arlington, Va. (April 16)
MPI Chicago Area Chapter Board of Directors Meeting, virtual (April 17)
ACC Men's and Women's Tennis Championships, Cary, N.C. (April 17-21)
MPI Chicago Area Chapter Membership Committee Meeting, virtual (April 18)

2024 NCAA Women's Lacrosse Championship LOC meeting, virtual (April 18)		
TITANS Spring Meet, Cary, N.C. (April 20-21)		
Sports ETA Symposium, Portland, Ore. (April 22-25)		
MPI Chapter Membership and Advisory Council meeting, virtual (April 23)		
Human Trafficking Awareness and Response in Tourism Webinar, virtual (April 24)		
Association Executives of N.C. Legislative Reception, Raleigh, N.C. (April 24)		
MEAC Men's and Women's Tennis Championships, Cary, N.C. (April 25-27)		
MPI Board Development Committee Meeting, virtual (April 26)		
Lake Wheeler Rowing Invitational, Raleigh, N.C. (April 26-27)		
Site Visits		
Site Name	Total Room-Nights	Show Attendees
Two Men and a Truck Fall Growth Summit	160	100
2025 Laboratory Animal Welfare Training Exchange Conference	206	130
2027 American Massage Therapy Association National Convention	2,585	2,200
Rural Sociological Society Annual Conference 2026	422	225
IbashoCon	30	2,500
2025 IEEE Quantum Week Conference	2,025	1,350
Marzano Resources 2025 High Reliability Schools Institute	299	700
Society for Clinical Data Management 2026 Annual Conference	1,910	1,200
2024 NCAA Women's Lacrosse Championship	3,427	7,000
2024 PDGA Tim Selinske US Masters Championships	600	140
2024 NCHSAA Baseball State Championship	150	2,000

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2023 - 2024	56,371	67,639	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	264,398	263,393	380
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

	Apr. 2024	Apr. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Partners Serviced	19	40	504	484	4%
Visitors Guides Delivered	3,150	3,590	34,950	28,502	23%

Convention and Visitor Services

	Apr. 2024	Apr. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	614	652	6,724	6,225	8%
# of Visitor Inquiries	277	328	2,782	3,040	-8%
Meetings Serviced, Non-Bureau Booked	22	4	115	83	39%
Meetings Serviced, Bureau Booked	41	35	303	290	4%
Site Visits/Planning Meetings	4	1	30	24	25%
Pre/Post Convention Meetings	9	8	28	89	-68%
Attendance Promotions	1	2	6	18	-66%

Public Relations Production

	Apr. 2024	Apr. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Significant Placements	15	8	105	70	50%
Total Net Reach/Impressions*	181.64 M	-	2.19 B	-	-

Media Placements

- **April 2024:** *Le Figaro* highlighted Heights House Hotel in "[In North Carolina, an Odyssey in the Mysterious Outer Banks.](#)"
- **April 2024:** *National Geographic's* book "[Here Not There](#)" entices readers to explore Raleigh, N.C. as an alternative to Austin, Texas.
- **April 2024:** *Essence* highlighted Raleigh black-owned businesses in "[Heading to Raleigh for Dreamville Festival? Make It an Extra Black Weekend With This Mini Destination Guide.](#)"
- **April 2024:** Beasley's Chicken + Honey was featured by *Wine Enthusiast Magazine* in "[How Fried Chicken and Champagne Became America's Favorite Pairing.](#)"
- **April 2024:** *Up and Away* recognized Mia's Kitchen in "[Cookin' Up Island Flavors In North Carolina.](#)"
- **April 2024:** *The Mail on Sunday* featured The Longleaf Hotel and Sam Jones BBQ in "[Grills & Thrills.](#)"
- **April 2024:** The highly anticipated opening of the "[Dueling Dinosaurs](#)" exhibit was highlighted by *Atlanta Magazine* in "[The North Carolina Museum of Natural Sciences' Newest Exhibit Is a \[Pre\]Historic First.](#)"
- **April 2024:** Raleigh hotels, restaurants and attractions were included in *365 Atlanta Traveler's* roundup of "[9 \(New\) Reasons To Visit Raleigh This Spring.](#)"
- **April 2024:** *Meetings Today* highlighted Raleigh as a premier destination for meetings and conventions in "[Massive Raleigh Convention Expansion Sets City up for Success.](#)"
- **April 2024:** *Sports Destination Management* highlighted Raleigh's upcoming significant sporting events in "[Greater Raleigh To Host Numerous Major Sports Events, Starting Tomorrow.](#)"

- **April 2024:** *Sports Travel Magazine* recognized Raleigh as a leading esports destination in "[Esports Report Cites Raleigh as Major Host.](#)"
- **April 2024:** Cary was recognized as a great day trip destination by *Winston-Salem Journal* in "[Get Cary'd Away: New Park Adds to Downtown's Vibrant Options.](#)"
- **April 2024:** Raleigh was recognized as a weekend getaway destination by *Your Time To Fly* in "[13 East Coast Girls Weekend Getaways for Every Travel Style.](#)"
- **April 2024:** *Luxe Beat Magazine* featured Triangle Food Tours in "[Taste and Explore Raleigh With Triangle Food & City Tours.](#)"
- **April 2024:** Visit Raleigh's Jessica Holt was interviewed for the [This is Raleigh Podcast.](#)

Media Hosted/Media Missions

Media Hosted:

- Tykesha Burton – Freelance, ESSENCE
- Shanique Yates – Blavity
- Ale Sharpton – Freelance
- Nikki Miller-Ka – Freelance

Media Missions/Events:

- Travel South USA Global Week; Charleston, S.C. • April 8-11
- Charleston Media Mission; Charleston, S.C. • April 11-12
- German Sales and Media Mission; Hamburg and Frankfurt, Germany • April 14-19

*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

	Apr. 2024	2024 YTD	YTD % Ch
Passenger Enplanements	619,487	1,587,880	8.93%
Passenger Deplanements	610,576	1,595,850	9.37%