



Tourism Economic Development Report

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

INDUSTRY REPORT				MAY 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 Mar. 2024	Wake County	North Carolina	United States	
Mar. 2025 Occupancy %	-2.3%	69.7%	63.3%	63.6%	
Mar. 2025 ADR	6.4%	\$140.65	\$124.07	\$161.78	
Mar. 2025 RevPAR	4%	\$97.99	\$78.52	\$102.89	
2025 YTD Occupancy %	-4.3%	63.8%	58.8%	58.4%	
2025 YTD ADR	5.1%	\$135.15	\$120.86	\$157.71	
2025 YTD RevPAR	0.6%	\$86.22	\$71.10	\$92.08	
	Mar. 2025	Mar. 2024	2025 YTD	2024 YTD	YTD % Ch.
Hotel Room-Night Supply	583,017	566,773	1,692,630	1,649,283	2.6%
Room-Nights Sold	406,170	404,046	1,079,885	1,099,198	-1.8%
Tourism Tax Collections					
	Mar. 2025	Mar. 2024	2025 YTD	2024 YTD	YTD % Ch.
Occupancy	\$3,860,496	\$3,436,712	\$9,682,311	\$9,187,703	5.4%
Prepared Food & Beverage	\$4,228,396	\$3,898,643	\$11,665,120	\$10,906,616	7.0%

Social Media					
	Apr. 2025	Apr. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	2,294,175	-	36,967,260	-	-
Website Traffic					
	Apr. 2025	Apr. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Website Users	197,388	288,804	2,213,418	2,492,287	-11%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2025	Apr. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	36	43	356	306	16%
Room-Nights	46,383	37,905	271,264	204,352	33%
Attendance	77,459	136,530	489,547	457,325	7%
Meetings/Sports Marketing by Booked Date					
	Apr. 2025	Apr. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	27	39	388	399	-3%
Room-Nights	22,678	13,939	296,395	292,258	1%
Attendance	43,582	72,922	679,391	605,865	12%
Leads and Tentatives for Group Sales/Sports Marketing					
	Apr. 2025	Apr. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	91	85	916	894	2%
Room-Nights	87,591	70,516	862,923	769,040	12%
Attendance	68,401	75,637	916,704	997,470	-8%
Tradeshows and Events					
Events					
PPA Tour North Carolina Open, Cary, N.C. (April 1-6)					
TST Planning Meetings, virtual (April 2, 9, 16, 21, 23 & 30)					

Sports ETA Women's Summit, Tampa, Fla. (April 2-4)
Professional Convention Management Association Capital Chapter Global Meetings Industry Day, Washington, D.C. (April 3)
MPI Carolinas Chapter Global Meetings Industry Day, Charlotte, N.C. (April 3)
MPI Greater New York Chapter Global Meetings Industry Day, New York, N.Y. (April 3)
Industry Xchange 2025, Chicago, Ill. (April 3)
NCAA Division I Men's Basketball Final Four, San Antonio, Texas (April 5-7)
MPI Chicago Area Chapter Executive Committee Board Meeting, virtual (April 7)
Wolfpack Women's Matchplay Invitational, Raleigh, N.C. (April 7)
CDME Strategic Issues in Destination Management Course, Alexandria, Va. (April 7-8)
MPI Potomac Recruitment and Retention Meeting, Washington, D.C. (April 8)
National Coalition of Black Meeting Professionals Empowerment Speaker Series, Washington, D.C. (April 8)
Emerging Women in Sports Leadership Summit, Durham, N.C. (April 9)
CVBReps DC Reception, Washington, D.C. (April 9)
MPI Greater New York Membership Committee Meeting, virtual (April 9)
Destinations International Convention Sales and Services Summit, Washington, D.C. (April 9-10)
USA Baseball National High School Invitational, Cary, N.C. (April 9-12)
Client Experience at Carolina Hurricanes vs. Washington Capitals Game, Washington, D.C. (April 10)
MPI Carolinas Chapter DEI Committee Meeting, virtual (April 11)
Stitch Intercollegiate, Raleigh, N.C. (April 11-12)
ESL One, Raleigh, N.C. (April 11-13)
CVBReps of the West Coast Meeting, virtual (April 14)
ACC Men's and Women's Tennis Championships, Cary, N.C. (April 15-20)
PCMA Greater Midwest Chapter DEI Committee Meeting, virtual (April 16)
Society of Government Meeting Professionals Carolinas Chapter Board Meeting, virtual (April 16)
MPI Chicago Area Chapter Board of Directors Meeting, virtual (April 17)
MPI Global Anti-Human Trafficking Committee, virtual (April 17)

Destination Celebration Minneapolis, Minneapolis, Minn. (April 22)			
MPI Carolinas Chapter Meeting Planning Committee, virtual (April 23)			
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (April 23)			
Destination Celebration Kansas City, Kansas City, Mo. (April 24)			
MPI Potomac Derby Days, Washington, D.C. (April 24)			
MEAC Men's and Women's Tennis Championships, Cary, N.C. (April 24-26)			
Apache Memorial Raleigh (girls' basketball), Raleigh, N.C. (April 25-27)			
Lake Wheeler Rowing Invitational, Raleigh, N.C. (April 26-27)			
MPI Chapter and Membership Advisory Council, virtual (April 29)			
Destinations International Social Inclusion Committee, virtual (April 29)			
Raleigh Chamber Women’s Leadership Conference Task Force Meeting, Raleigh, N.C. (April 29)			
Association of Meeting Professionals Golf Tournament, Woodbridge, Va. (April 30)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
Southern Association for Institutional Research 2028 Annual Conference		948	400
Association for Computing Machinery PEARC 2026 and 2027		2,250 (per year)	1,000 (per year)
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	32,715	51,434	33
2024 - 2025	91,125	108,891	72
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	42,107		70,818	101	
2024 - 2025	300,437		323,762	403	
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					
	Apr. 2025	Apr. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Partners Serviced	155	19	462	502	-8%
Visitors Guides Delivered	9,425	3,150	33,185	34,900	-5%
Convention and Visitor Services					
	Apr. 2025	Apr. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	735	614	6,975	6,724	4%
# of Visitor Inquiries	350	277	2,984	2,782	7%
Meetings Serviced, Non-Bureau Booked	8	22	65	115	-43%
Meetings Serviced, Bureau Booked	36	43	356	306	16%
Site Visits/Planning Meetings	1	4	11	20	-45%
Pre/Post Convention Meetings	5	8	38	32	19%
Attendance Promotions	1	1	6	6	0%

Public Relations Production					
	Apr. 2025	Apr. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Significant Placements	12	15	104	105	-.9%
Total Net Reach/Impressions	261.4 M	181.64 M	2.57 B	2.19 B	17.3%
Media Placements					
<ul style="list-style-type: none"> April 2025: <i>The Wall Street Journal</i> featured The Umstead Hotel and Spa's fine dining experience in "Say Goodbye to the 14-Course Tasting Menu" April 2025: <i>Southern Living</i> highlighted Cloer Family Vineyards in "10 North Carolina Wineries to Visit If You Want to Feel Transported to Italy" April 2025: <i>Essence</i> spotlighted Raleigh's Dreamville Festival in "More Than Music: Fans Say Farewell to J.Cole's Dreamville Festival" April 2025: <i>USA Today</i> 10Best recognized The Nest at Downtown Cary Park as one of "10 Outstanding Public Playgrounds That Inspire Creativity and Adventure" April 2025: <i>Our State</i> featured the State Farmers Market in "A Day Trip Guide to the State Farmers Market" April 2025: Raleigh, also known as the "City of Oaks," was featured in <i>Our State</i> magazine's "How 12 Cities Got Their Famous Nicknames" April 2025: <i>Meetings Today</i> highlighted Raleigh's culinary offerings in "Raleigh's Expanding Group Menu Includes a Dynamic Dining Scene" April 2025: <i>The Local Palate</i> featured Ajja, Figulina and Herons at The Umstead Hotel and Spa in "The Ultimate Dining Guide: North Carolina" April 2025: <i>The Local Palate</i> published a feature on "Figulina" April 2025: <i>Kids Out and About</i> showcased Raleigh as a top destination for families with kids in "Family Travel Video Guide to Raleigh, N.C." April 2025: <i>Travels With Elle</i> included Raleigh in a roundup of "7 Destinations in the USA That Really Shine in the Spring" April 2025: Raleigh's status as the "Smithsonian of the South" was highlighted in Brand USA's "Maximize Your Next U.S. Vacation With Budget-Friendly Tips From Brand USA" 					
Media Hosted/Media Missions					
<p>Media Hosted:</p> <ul style="list-style-type: none"> - Tykesha Burton – Freelance, ESSENCE - Shanique Yates – Freelance, Blavity - Ale Sharpton – Freelance <p>Media Missions/Events:</p> <ul style="list-style-type: none"> - Visit North Carolina Tourism Conference Media Marketplace; Hickory, N.C. • April 7 - Visit North Carolina D.C. Media Mission; Washington, D.C. • April 14-16 <p>Trade Missions:</p> <ul style="list-style-type: none"> - Icelandair Nordic Trade FAM • April 29-30 					

Aviation Passengers			
Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2025			
	Mar. 2025	2025 YTD	YTD % Ch.
Passenger Enplanements	634,969	1,623,385	2.24%
Passenger Deplanements	620,676	1,629,461	2.11%