



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT				NOVEMBER 2024	
<b>Hotel Occupancy Production</b>					
<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 Sept. 2023	Wake County	North Carolina	United States	
Sept. 2024 Occupancy %	0.7%	70%	62.4%	64.6%	
Sept. 2024 ADR	5.3%	\$138.56	\$130.24	\$162.63	
Sept. 2024 RevPAR	6.1%	\$97.04	\$81.21	\$105.04	
2024 YTD Occupancy %	2.1%	70.2%	62.7%	64%	
2024 YTD ADR	4.5%	\$134.35	\$126.48	\$158.73	
2024 YTD RevPAR	6.7%	\$94.36	\$79.31	\$101.62	
	Sept. 2024	Sept. 2023	2024 YTD	2023 YTD	YTD % Ch.
Hotel Room-Night Supply	548,190	552,150	5,014,679	4,983,302	0.6%
Room-Nights Sold	383,917	383,993	3,521,920	3,429,280	2.7%
<b>Tourism Tax Collections</b>					
	Sept. 2024	Sept. 2023	2024 YTD	2023 YTD	YTD % Ch.
Occupancy	\$3,429,566	\$3,216,428	\$30,656,316	\$28,582,032	7.3%
Prepared Food & Beverage	\$3,954,083	\$3,761,107	\$34,444,663	\$33,307,716	3.4%

Social Media					
	Oct. 2024	Oct. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Meta Data	7,394,160	-	16,939,693	-	-
Website Traffic					
	Oct. 2024	Oct. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Website Users	271,037	257,903	945,938	1,013,694	-7%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2024	Oct. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	38	39	147	130	13%
Room-Nights	13,261	13,574	96,705	71,953	34%
Attendance	26,152	32,658	138,410	109,297	27%
Meetings/Sports Marketing by Booked Date					
	Oct. 2024	Oct. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	38	32	175	171	2%
Room-Nights	15,975	33,312	127,732	147,097	-13%
Attendance	33,047	52,136	265,787	260,456	2%
Leads and Tentatives for Group Sales/Sports Marketing					
	Oct. 2024	Oct. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	102	75	397	337	18%
Room-Nights	99,812	59,577	410,046	325,913	26%
Attendance	114,960	60,709	497,716	369,412	35%
Tradeshows and Events					
Events					
GRSA/NCFC Youth Planning Retreat, Raleigh, N.C. (Oct. 1)					
Association Executives of N.C. FUEL Roundtable, Durham, N.C. (Oct. 2)					

NCAA Women's and Men's College Cups LOC Meeting, virtual (Oct. 2)
Six in the City, Washington, D.C. (Oct. 3)
Raleigh Chamber YPN Social, Raleigh, N.C. (Oct. 3)
NCAA Presentation at Centennial Authority Board Meeting, Raleigh, N.C. (Oct. 3)
Great American XC Festival, Cary, N.C. (Oct. 4-5)
IMEX America, Las Vegas, Nev. (Oct. 7-10)
SAS Championship, Cary, N.C. (Oct. 7-13)
Harmony Monthly Networking Social, Raleigh, N.C. (Oct. 9)
MPI Greater New York Chapter Membership Committee Meeting, virtual (Oct. 9)
MPI Anti-Human Trafficking Committee Meeting, virtual (Oct. 10)
SAS Championship HBCU Invitational, Cary, N.C. (Oct. 11-13)
NCAA Women's and Men's College Cups LOC Meeting, virtual (Oct. 15)
MPI and PCMA Capital Chapters Fall Networking Event, Washington, D.C. (Oct. 15)
IAEE D.C. Karaoke Event, Washington, D.C. (Oct. 16)
WISE Greater Raleigh Golf Clinic & Social, Raleigh, N.C. (Oct. 16)
MPI Greater New York Chapter Board of Directors Meeting, virtual (Oct. 18)
Destinations International Certified Destination Management Executive Course, Rio Grande, P.R (Oct. 19-22)
NCAA Men's Basketball LOC Meeting, Raleigh, N.C. (Oct. 21)
Destination East Hosted Buyer Event, Niagara Falls, N.Y. (Oct. 21-23)
MPI Chapter and Membership Advisory Council Meetings, virtual (Oct. 22)
NCHSAA Women's Individual Tennis State Championships, Cary, Holly Springs & Raleigh, N.C. (Oct. 25-26)
MPI Greater New York Chapter Board Retreat, Atlantic City, N.J. (Oct. 27-29)
Destinations International 2024 Social Inclusion Summit, Spokane, Wash. (Oct. 28-30)
N.C. Sports Association Board of Directors Meeting, virtual (Oct. 29)
NCAA Women's and Men's College Cups LOC Meeting, virtual (Oct. 29)
Association Meeting Planners D.C. Autumn Amplified, Rockville, Md. (Oct. 29)
PCMA Capital Chapter October Sparkler, Herndon, Va. (Oct. 29)
N.C. Sports Association Membership Meeting, Wilkesboro, N.C. (Oct. 30)
MPI Potomac Chapter Cocktails and Conversation, Baltimore, Md. (Oct. 30)
MPI Carolinas Chapter Meeting Planning Committee, virtual (Oct. 30)
Raleigh Chamber Women's Leadership Conference 2025 Task Force Meeting, Raleigh, N.C. (Oct. 30)
Raleigh Chamber YPN Legacy Task Force Meeting, Raleigh, N.C. (Oct. 31)

Site Visits			
Site Name		Total Room-Nights	Show Attendees
2024 NCAA Women's and Men's College Cups		2,863	20,000
North Carolina Medical Society Advocacy Summit 2025		30	100
2025 Southern Region EFNEP Coordinators' Conference		130	70
Auxiliaries in Ministry		300	350
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	18,590	36,350	23
2024 - 2025	67,979	81,149	58
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	21,755	44,115	45
2024 - 2025	196,232	208,475	256
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**

	<b>Oct. 2024</b>	<b>Oct. 2023</b>	<b>2024 FYTD</b>	<b>2023 FYTD</b>	<b>FYTD % Ch.</b>
Partners Served	51	43	169	134	26%
Visitors Guides Delivered	3,375	3,250	13,910	10,995	27%

**Convention and Visitor Services**

	<b>Oct. 2024</b>	<b>Oct. 2023</b>	<b>2024 FYTD</b>	<b>2023 FYTD</b>	<b>FYTD % Ch.</b>
# of Visitor Information Center Visitors	800	696	3,352	3,209	4%
# of Visitor Inquiries	342	215	1,240	1,140	9%
Meetings Served, Non-Bureau Booked	6	1	32	30	7%
Meetings Served, Bureau Booked	38	39	147	130	13%
Site Visits/Planning Meetings	1	1	3	4	-25%
Pre/Post Convention Meetings	6	4	15	5	200%
Attendance Promotions	2	1	4	5	-20%

**Public Relations Production**

	<b>October 2024</b>	<b>October 2023</b>	<b>2024 FYTD</b>	<b>2023 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	17	17	48	47	2.1%
Total Net Reach/ Impressions	99.8 M	81.9 M	1.018 B	824.5 M	23.4%

**Media Placements**

- **October 2024:** *Condé Nast Traveler* recognized The Umstead Hotel and Spa as one of the "[Top 25 Best Hotels in the South](#)"
- **October 2024:** *La Presse* published a feature on [Sam Jones BBQ](#) in "[Sam Jones BBQ: The Spirit of the South](#)"
- **October 2024:** *Travel and Tour World (TTW)* published "[How U.S. Travel Association and Visit Raleigh Showcase Tourism's Role in Regional Economic Growth](#)"
- **October 2024:** *Garden & Gun* featured [JC Raulston Arboretum](#) in their roundup of "[Nine Campus Gardens That Bloom Bright in the South](#)"
- **October 2024:** *Børsen* highlighted Raleigh to Dutch travelers in "[Here are Five Attractions Worth Visiting in North Carolina's Capital](#)"
- **October 2024:** *The Local Palate* featured Cary, N.C. and multiple Cary-based partners in the "[Culinary Towns](#)" issue

- **October 2024:** Raleigh was recognized as a philanthropic destination by *Budget Travel* in "[Visit This North Carolina Destination for a Purposeful Vacation](#)"
- **October 2024:** Greater Raleigh, including Cary Tennis Park and Pin Point Indoor Pickleball and Golf, were included in *Sports Destination Management's* roundup of tennis and pickleball destinations, "[Serving Up Winners](#)"
- **October 2024:** The Soccer Tournament in Cary was named one of *Sports Destinations Management's* "[2024 Champions of Economic Impact](#)"
- **October 2024:** Raleigh hotels, restaurants and attractions were showcased in *Bon Traveler's* "[The Best Things to Do in Raleigh, NC: Ultimate Traveler's Guide](#)"
- **October 2024:** Some of Raleigh's top restaurants were featured in *Bon Traveler's* roundup of the "[15 Best Restaurants in Raleigh, North Carolina](#)"
- **October 2024:** *Meetings Today* included Raleigh in "[Discover How Meeting Groups Can Give Back When Convening in North Carolina's Piedmont](#)"
- **October 2024:** Raleigh's esports environment was highlighted in *Sports Travel Magazine's* "[Raleigh to Host Two Esports Tournaments This Weekend](#)"
- **October 2024:** *Southern Travel and Lifestyles* featured the [North Carolina Museum of Natural Sciences](#) in "[The South's Must-See Museums](#)"
- **October 2024:** *Travel Mamas* highlighted some of Raleigh's top attractions in "[15 Activities in Raleigh for Adults Who Love Fun!](#)"
- **October 2024:** *The Meetings Magazine* featured multiple area developments in "[Raleigh's Expanding Meeting and Convention Spaces](#)"
- **October 2024:** Visit Raleigh's Vice President of Data, Security and Digital Innovation Vimal Vyas was interviewed in *Destinations International's* "[How Joining the DI Marketing Professionals Task Force Can Elevate Your Career](#)"

#### Media Hosted/Media Missions

##### Media Hosted:

- John Sizemore – Freelance
- Kendrick Brinson – Atlanta Magazine/Southbound
- Caroline Bologna – HuffPost

##### Media Missions/Events:

- Brand USA Travel Week Europe; London • Oct. 20-25
- Visit NC Chicago Media Mission; Chicago, Ill. • Oct. 28-30

#### Aviation Passengers

*Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2024*

	Oct. 2024	2024 YTD	YTD % Ch.
Passenger Enplanements	633,332	5,725,732	7.05%
Passenger Deplanements	631,759	5,741,765	7.18%