



Tourism Economic Development Report

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

INDUSTRY REPORT				October 2024	
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 Aug. 2023	Wake County	North Carolina	United States	
Aug. 2024 Occupancy %	1.4%	69%	64.2%	66.9%	
Aug. 2024 ADR	3.2%	\$127.84	\$128.10	\$157.84	
Aug. 2024 RevPAR	4.6%	\$88.21	\$82.22	\$105.67	
2024 YTD Occupancy %	2.2%	70.3%	62.8%	63.9%	
2024 YTD ADR	4.4%	\$133.84	\$126.07	\$158.18	
2024 YTD RevPAR	6.7%	\$94.03	\$79.15	\$101.15	
	Aug. 2024	Aug. 2023	2024 YTD	2023 YTD	YTD % Ch
Hotel Room-Night Supply	570,710	564,727	4,466,489	4,431,152	0.8%
Room-Nights Sold	391,834	387,013	3,138,000	3,045,287	3%
Tourism Tax Collections					
	Aug. 2024	Aug. 2023	2024 YTD	2023 YTD	YTD % Ch
Occupancy	\$3,240,158	\$3,043,420	\$27,226,750	\$30,490,580	7.3%
Prepared Food & Beverage	\$3,915,011	\$3,652,779	\$25,365,604	\$29,546,609	3.2%

Social Media					
	Sep. 2024	Sep. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Meta Data	4,272,433	-	9,545,533	-	-
Website Traffic					
	Sep. 2024	Sep. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Website Users	226,710	246,391	674,901	755,791	-12%
Meetings/Sports Marketing Arriving in Current Month					
	Sep. 2024	Sep. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	38	26	106	91	16%
Room-Nights	33,110	23,835	83,234	58,379	43%
Attendance	25,884	13,444	112,108	76,639	46%
Meetings/Sports Marketing by Booked Date					
	Sep. 2024	Sep. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	40	34	137	139	-1%
Room-Nights	13,014	15,568	111,757	113,785	-2%
Attendance	34,059	35,816	232,740	208,320	12%
Leads and Tentatives for Group Sales/Sports Marketing					
	Sep. 2024	Sep. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Number of Meetings	93	92	297	262	13%
Room-Nights	78,855	88,855	312,833	266,336	17%
Attendance	92,945	98,478	384,066	308,703	24%

Tradeshows and Events

Events

Destination Celebration Indy, Indianapolis, Ind. (Sept. 4)

Destination Celebration Mil., Milwaukee, Wisc. (Sept. 5)

CONFAB for Planners Tradeshow, Durham, N.C. (Sept. 10)

MPI Membership Committee Meeting, virtual (Sept. 11)

MPI Carolinas Chapter Carolinas Connection: Planner Partner Forum Committee Meeting, virtual (Sept. 11)

Congressional Black Caucus Annual Conference, Washington, D.C. (Sept. 11-15)

MPI Potomac Chapter Meeting, Alexandria, Va. (Sept. 12)

SGMP Carolinas Chapter Meeting, Raleigh, N.C. (Sept. 12)

Presentation for Waco TX intercity visit, Raleigh, N.C. (Sept. 12)

Presentation for Virginia Tech Hospitality and Tourism Management class, Raleigh, N.C. (Sept. 13)

MPI Carolinas Chapter DEI Committee Meeting, virtual (Sept. 13)

Raleigh Chamber We Connect: Hispanic Heritage Month, Raleigh, N.C. (Sept. 17)

NCAA Women's and Men's College Cups LOC meeting, virtual (Sept. 17)

GRSA Advisory Board Meeting, Raleigh, N.C. (Sept. 18)

MPI Chicago Area Chapter Board Orientation and Leadership Day, Chicago, Ill. (Sept. 18)

ACC Women's and Men's Soccer Championships LOC meeting, virtual (Sept. 19)

Lenovo Center Naming Rights Celebration, Raleigh, N.C. (Sept. 19)

AENC Fall Conference, Chapel Hill, N.C. (Sept. 19-20)

PDGA Tim Selinske US Masters Disc Golf Championships, Wake County, N.C. (Sept. 19-22)

adidas Cross Country Challenge, Cary, N.C. (Sept. 20-21)

ITA Women's All-American Championships, Cary, N.C. (Sept. 21-29)

PCMA Capital Chapter "Don't Be a Drag, Just Be a Queen (or King)!", Alexandria, Va. (Sept. 23)

TEAMS Conference & Expo, Anaheim, Calif. (Sept. 23-26)

MPI Chapter and Membership Advisory Council Meeting, virtual (Sept. 24)

D.C. Meeting Planners Crabfest, Alexandria, Va. (Sept. 25)			
N.C. Sports Association and S.C. Sports Alliance Client Reception, TEAMS Conference, Anaheim, Calif. (Sept. 25)			
2025 NCAA Raleigh LOC Meeting, Raleigh, N.C. (Sept. 25)			
MPI Chicago Area Chapter Membership Committee Meeting, virtual (Sept. 26)			
SAS Championship Partners and Media Day, Cary, N.C. (Sept. 30)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
2024 NCAA Men’s and Women’s College Cups		2,863	20,000
North American Society for Trenchless Technology No-Dig Show 2027		2,000	1,725
INFORMS 2025 Healthcare Conference		619	534
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	16,825	32,359	20
2024 - 2025	63,629	78,545	55
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	19,140	38,423	35
2024 - 2025	184,620	200,550	229
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					
	Sep. 2024	Sep. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Partners Serviced	5	26	118	91	30%
Visitors Guides Delivered	1,900	2,600	10,535	7,745	36%
Convention and Visitor Services					
	Sep. 2024	Sep. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
# of Visitor Information Center Visitors	881	896	2,552	2,513	2%
# of Visitor Inquiries	400	284	898	925	-3%
Meetings Serviced, Non-Bureau Booked	8	9	26	29	-10%
Meetings Serviced, Bureau Booked	38	26	106	91	16%
Site Visits/Planning Meetings	1	1	2	3	-33%
Pre/Post Convention Meetings	4	0	9	1	800%
Attendance Promotions	0	1	2	5	-60%
Public Relations Production					
	Sep. 2024	Sep. 2023	2024 FYTD	2023 FYTD	FYTD % Ch
Significant Placements	8	11	31	30	3.3%
Total Net Reach/Impressions	188.9 M	326.3 M	918.5 M	742.6 M	23.6%
Media Placements					
<ul style="list-style-type: none"> • September 2024: Raleigh was featured by <i>TODAY</i> as a great destination to live in "Where Should I Live? I Spent 3 Years Searching for the 'Perfect City'" • September 2024: <i>Rolling Stone</i> highlighted the International Bluegrass Music Association (IBMA) award show winners in "Molly Tuttle, Del McCoury and More Triumph at 2024 Bluegrass Music Awards" • September 2024: <i>Los Angeles Times</i> recognized Raleigh as one of "North America's Under-the-Radar Foodie Destinations" 					

- **September 2024:** Visit Raleigh's President and CEO Denny Edwards was interviewed by *RMWorldTravel Connection* in "[Destination Spotlight: Raleigh](#)"
- **September 2024:** *Country Living* highlighted Raleigh as an elite fall destination in "[9 Lesser-Known Fall Destinations You've Never Visited But Should](#)"
- **September 2024:** *Mortimer Reisemagazin* showcased Raleigh as a top destination for German travelers in "[Exploring North Carolina](#)"
- **September 2024:** *Road Trips for Families* highlighted "[6 Reasons To Visit Wendell, NC, on Your Raleigh Road Trip](#)"
- **September 2024:** *Carolina Country* highlighted [Mecca Restaurant](#) as a storied establishment in "[Staples of the Community](#)"

Media Hosted/Media Missions

Media Hosted:

- Carolyn Forte – Good Housekeeping
- Robey Martin – Freelance
- Megan Marconyak – Freelance
- Pierre-Marc Durivage – La Presse
- Jessica Wright – BonTraveler
- Garrett Woodward – Rolling Stone
- Brand USA Mega FAM

Aviation Passengers

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

	Sep. 2024	2024 YTD	YTD % Ch
Passenger Enplanements	691,448	5,092,410	7.65%
Passenger Deplanements	710,138	5,110,006	7.82%