



# Tourism Economic Development Report

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

INDUSTRY REPORT				SEPTEMBER 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 July 2023	Wake County	North Carolina	United States	
July 2024 Occupancy %	0.2%	68.7%	65.9%	68.8%	
July 2024 ADR	2.9%	\$129.49	\$130.53	\$161.69	
July 2024 RevPAR	3.1%	\$88.90	\$86.06	\$111.18	
2024 YTD Occupancy %	2.3%	70.4%	62.6%	63.5%	
2024 YTD ADR	4.6%	\$134.70	\$125.71	\$158.19	
2024 YTD RevPAR	7%	\$94.88	\$78.67	\$100.47	
	July 2024	July 2023	2024 YTD	2023 YTD	YTD % Ch.
Hotel Room-Night Supply	570,710	564,727	3,895,779	3,866,425	0.8%
Room-Nights Sold	391,834	387,013	2,744,007	2,660,917	3.1%
Tourism Tax Collections					
	July 2024	July 2023	2024 YTD	2023 YTD	YTD % Ch.
Occupancy	\$3,307,700	\$3,130,743	\$23,986,592	\$22,322,184	7.5%
Prepared Food & Beverage	\$3,709,819	\$3,644,673	\$26,575,569	\$25,893,830	2.6%

Social Media					
	Aug. 2024	Aug. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Meta Data	2,813,701	-	5,273,100	-	-
Website Traffic					
	Aug. 2024	Aug. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Website Users	207,853	230,651	448,191	511,163	-14%
Meetings/Sports Marketing Arriving in Current Month					
	Aug. 2024	Aug. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	30	29	68	65	5%
Room-Nights	13,515	14,939	50,124	34,544	45%
Attendance	16,874	16,392	86,224	63,195	36%
Meetings/Sports Marketing by Booked Date					
	Aug. 2024	Aug. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	26	54	97	105	-8%
Room-Nights	37,291	65,886	98,743	98,217	1%
Attendance	89,263	117,325	198,681	172,504	15%
Leads and Tentatives for Group Sales/Sports Marketing					
	Aug. 2024	Aug. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Number of Meetings	120	97	204	170	20%
Room-Nights	162,850	95,863	234,024	177,481	32%
Attendance	210,785	115,518	291,121	210,225	38%
Tradeshows and Events					
Events					
USA Baseball 13U/14U Athlete Development Program, Cary, N.C. (Aug. 1-4)					
Sir Walter Miler, Raleigh, N.C. (Aug. 2)					

TITANS Summer Sizzler, Cary, N.C. (Aug. 2-4)
PDGA US Masters Disc Golf Championships LOC meeting, virtual (Aug. 5)
MPI Virginia 2024 Annual Education Conference, Charlottesville, Va. (Aug. 5-7)
YPN Membership Task Force Meeting, Raleigh, N.C. (Aug. 7)
SGMP Carolinas Chapter Meeting, Raleigh, N.C. (Aug. 8)
MPI Anti-Human Trafficking Committee Meeting, virtual (Aug. 8)
AENC FUEL and CEO Roundtable, Durham, N.C. (August 8)
Cary Sports Alliance Meeting, Cary, N.C. (Aug. 8)
USA Baseball 15U/16U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 8-11)
N.C. Baseball Museum Committee Meeting, Wilson, N.C. (Aug. 9)
MPI Carolinas Chapter DEI Committee Meeting, virtual (Aug. 9)
ASAE Annual Meeting, Cleveland, Ohio (Aug. 10-13)
Cary Tennis Classic, Cary, N.C. (Aug. 10-17)
SGMP Chapter President's Membership Meeting, virtual (Aug. 12)
2025 National Black Heritage Championship Swim Meet Meeting, virtual (Aug. 13)
MPI Equity, Diversity and Inclusion Council Meeting, virtual (Aug. 13)
MPI Chapter and Membership Advisory Council Meeting, virtual (Aug. 13)
MPI Greater New York Membership Committee Meeting, virtual (Aug. 14)
PCMA New England Red Sox Social, Boston, Mass. (Aug 14)
Raleigh YPN Task Force Meeting, virtual (Aug. 14)
Raleigh YPN Program, Raleigh, N.C. (Aug. 15)
Cary Chamber of Commerce Reception, Cary, N.C. (Aug. 15)
MPI Greater New York Board Meeting, virtual (Aug. 16)
USA Baseball 12U/14U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 15-18)
Destination Southeast, Point Clear, Ala. (Aug. 18-20)
GRCVB Annual Meeting, Raleigh, N.C. (Aug. 22)

MPI Carolinas Chapter Meeting, Myrtle Beach, S.C. (Aug. 22-23)			
USA Baseball 11U/13U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 22-25)			
NCSCA Kick-Off Classic, Cary, N.C. (Aug. 23-24)			
MPI Chapter and Membership Advisory Council Meeting, virtual (Aug. 27)			
Connect Sports Marketplace, Milwaukee, Wisc. (Aug. 27-29)			
Connect Marketplace, Milwaukee, Wisc. (Aug 27-29)			
TriGolf Facility Tour, Raleigh, N.C. (Aug. 28)			
Holiday Showcase Tradeshow Advisory Committee Meeting, virtual (Aug. 29)			
Pin Point Raleigh – Indoor Pickleball & Golf Facility Tour, Raleigh, N.C. (Aug. 30)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room-Nights</b>	<b>Show Attendees</b>
2025 SERPPAS Principals Meeting		180	80
North Carolina Licensed Home Inspector Association Annual Conference		88	120
Innovative Users Group 2026 Conference		953	400
U.S. Biopharma Workforce Partnership		85	200
N.C. Department of Adult Corrections Health Care Professionals Annual Training Conference		120	175
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room-Nights</b>	<b># of Definite Groups</b>
2025 - 2026	16,825	32,359	20
2024 - 2025	57,629	77,545	53
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	19,075		38,313	34	
2024 - 2025	167,810		188,868	198	
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					
	Aug. 2024	Aug. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
Partners Serviced	85	30	113	65	74%
Visitors Guides Delivered	7,050	2,237	8,635	5,145	68%
Convention and Visitor Services					
	Aug. 2024	Aug. 2023	2024 FYTD	2023 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	704	567	1,671	1,617	3%
# of Visitor Inquiries	227	288	498	641	-22%
Meetings Serviced, Non-Bureau Booked	7	9	18	20	-10%
Meetings Serviced, Bureau Booked	30	29	68	65	5%
Site Visits/Planning Meetings	0	1	1	2	-50%
Pre/Post Convention Meetings	3	0	5	1	400%
Attendance Promotions	0	1	2	4	-50%

**Public Relations Production**

	<b>Aug. 2024</b>	<b>Aug. 2023</b>	<b>2024 FYTD</b>	<b>2023 FYTD</b>	<b>FYTD % Ch.</b>
Significant Placements	6	7	23	19	21.1%
Total Net Reach/Impressions	577.2 M	137 M	729.6 M	416.3 M	75.2%

**Media Placements**

- **August 2024:** *Southern Living* included Longleaf Swine BBQ and Lechón Latin BBQ & Bar in their roundup of "[The 22 Best New Barbecue Joints of 2024](#)"
- **August 2024:** HGTV highlighted the JC Raulston Arboretum at North Carolina State University in "[50 States of Public Parks, Gardens, Arboretums and Nature Centers](#)"
- **August 2024:** *Business Traveler USA* recognized The Westin Raleigh-Durham Airport as one of "[The Best New Airport Hotels in the U.S.](#)"
- **August 2024:** *Southern Lady* featured JC Raulston Arboretum and Raleigh as an invigorative fall destination in "[Southern Garden Trail: The JC Raulston Arboretum](#)"
- **August 2024:** *Eater Carolinas* highlighted "[Southern Foodways Alliance 2024 Fall Symposium Moves to Raleigh](#)"
- **August 2024:** *Travel Daily Media* included an interview with Visit Raleigh's Vice President of Data, Security and Digital Innovation, Vimal Vyas in "[Satisfi Labs Expands Destination Marketing Organizations Client-Base with Integrated Experiences](#)"

**Media Hosted**

Media Hosted:  
 -Amelia LeBrun – Wanderlust  
 -Ronny Maye – Freelance  
 -Colleen Lanin – Travel Mamas

**Aviation Passengers**

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

	<b>Aug. 2024</b>	<b>2024 YTD</b>	<b>YTD % Ch</b>
Passenger Enplanements	731,310	4,400,962	7.91%
Passenger Deplanements	745,138	4,399,868	8.37%