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Tourism Economic Development Report

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INDUSTRY REPORT				AUGUST 2026	
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 June 2025	**Wake County**	**North Carolina**	**United States**	
June 2026 Occupancy %	3.2%	73.5%	67.4%	69.6%	
June 2026 ADR	2.9$	$141.02	$137.77	$173.76	
June 2026 RevPAR	6.2%	$103.68	$92.92	$120.97	
2026 YTD Occupancy %	2.5%	69.1%	61.7%	63%	
2026 YTD ADR	-0.4%	$139.24	$130.37	$165.98	
2026 YTD RevPAR	2.2%	$96.26	$80.38	$104.59	
	June 2026	**June 2025**	**2026 YTD**	**2025 YTD**	**YTD % Ch.**
Hotel Room-Night Supply	563,610	558,390	3,385,807	3,397,604	-0.3%
Room-Nights Sold	414,373	397,811	2,340,763	2,290,760	2.2%
Tourism Tax Collections					
	June 2026	**June 2025**	**2026 YTD**	**2025 YTD**	**YTD % Ch.**
Occupancy	$3,826,925	$3,547,203	$21,533,381	$20,934,259	2.9%
Prepared Food & Beverage	$4,3025,004	$4,073,836	$24,978,410	$24,135,367	3.5%

Social Media					
	July 2026	**July 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Meta Data	2,368,160	2,957,347	2,368,160	2,957,347	-20%
Meetings/Sports Marketing Arriving in Current Month					
	July 2026	**July 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	39	33	39	33	18%
Room-Nights	26,828	27,853	26,828	27,853	-4%
Attendance	69,077	70,176	69,077	70,176	-2%
Meetings/Sports Marketing by Booked Date					
	July 2026	**July 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	53	42	53	42	26%
Room-Nights	37,032	35,351	37,032	35,351	5%
Attendance	95,732	88,810	95,732	88,810	8%
Leads and Tentatives for Group Sales/Sports Marketing					
	July 2026	**July 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	121	98	121	98	23%
Room-Nights	74,362	72,371	74,362	72,371	3%
Attendance	98,409	92,054	98,409	92,054	7%
Tradeshows and Events					
Events					
Cary Tennis Classic, Cary, N.C. (June 28-July 5)					
USA Baseball 15U National Team Championships North Carolina, Cary, N.C. (June 29-July 3)					
CubingUSA Rubik's WCA North American Championship, Raleigh, N.C. (July 2-5)					
USA Baseball 14U National Team Championships North Carolina, Cary, N.C. (July 6-10)					
Meeting Professionals International Chicago Area Chapter Leadership Development/IDEA Committee Meeting, virtual (July 8)					

Bid Presentation for National Association of County Agricultural Agents, Denver, Colo. (July 8-10)
Fairfax Loudoun Event Executives (FLEX) Summer Camp, Leesburg, Va. (July 9-10)
Phenom Hoops Live & Championship at the Capital, Raleigh, N.C. (July 9-12)
Meeting Professionals International New England MarCom Committee Meeting, virtual (July 13)
ACCESSE Annual Meeting 2026, Raleigh, N.C. (July 13-15)
TST Recap Meeting, virtual (July 15)
Florida Society of Association Executives, Orlando, Fla. (July 15-17)
World Rugby Nations Cup: USA vs. Spain, Cary, N.C. (July 18)
National Association for the Advancement of Colored People National Conference, Chicago, Ill. (July 19-22)
MPI Chicago Area Chapter Membership Meetup and Mentorship Program Launch, Chicago, Ill. (July 22)
MPI Greater New York Annual Golf Event, Spring Valley, N.Y. (July 23)
World Series of Armwrestling East Coast Regional, Cary, N.C. (July 25)
Association Executives of N.C., Concord, N.C. (July 26-28)
N.C. Baseball Museum Board Meeting, Wilson, N.C. (July 28)
Professional Convention Management Association Capital Chapter "Don't Be a Drag, Just Be a Queen (or King)!" Networking Event, Arlington, Va. (July 29)
Northstar Destination East, Ossining, N.Y. (July 29-31)

Site Visits

Site Name	Total Room-Nights	Show Attendees
Rural Sociological Society (RSS) Annual Conference 2026	422	225
Association of Psychology Postdoctoral and Internship Centers (APPIC) Annual Meeting	584	300
Camden Coalition of Healthcare Providers – Putting Care at the Center Conference	1,190	1,000
American Choral Directors Association (ACDA) Southern Region Conference 2028	2,620	1,000
Iowa State University Extension and Outreach National Marketing Summit 2026	203	100
National Wood Flooring Association 2030 Annual Expo	4,206	1,500

Siemens Corporation SFC Leadership Meeting	80	40
Chemicals America Conference 2028	2,165	2,000
The US Veterans Hall of Fame Class of 2027 Induction Ceremony	20	400
Meeting Professionals International – Carolinas Chapter 2027 Planner Partner Forum & Chapter Meeting	120	200

Convention Center Bookings			
Fiscal Year	**Definite Attendance**	**Definite Room-Nights**	**# of Definite Groups**
2026 -2027	47,117	72,072	42
2025 - 2026	70,884	87,071	61
2024 - 2025	91,125	109,388	72
2023 - 2024	56,671	68,424	59
2022 - 2023	82,157	100,084	64
2021 - 2022	68,371	67,791	47

Wake County Bookings			
Fiscal Year	**Definite Attendance**	**Definite Room-Nights**	**# of Definite Groups**
2026 - 2027	107,500	136,313	183
2025 - 2026	246,306	245,050	415
2024 - 2025	304,196	330,049	415
2023 - 2024	266,159	266,164	403
2022 - 2023	289,161	279,512	361
2021 - 2022	229,066	210,375	267

Visitors Guide Delivery Service to Partners					
	July 2026	**July 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Partners Serviced	32	44	32	44	-27%
Visitors Guides Delivered	2,675	6,700	2,675	6,700	-60%

Convention and Visitor Services					
	July 2026	**July 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
# of Visitor Information Center Visitors	737	1,110	737	1,110	-34%
# of Visitor Inquiries	448	484	448	484	-7%
Meetings Serviced, Non-Bureau Booked	16	11	16	11	45%
Meetings Serviced, Bureau Booked	39	33	39	33	18%
Site Visits/Planning Meetings	0	0	0	0	-
Pre/Post Convention Meetings	3	5	3	5	-40%
Attendance Promotions	1	0	1	0	-

Public Relations Production					
	July 2026	**July 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Significant Placements	3	7	3	7	-57%
Total Net Reach/ Impressions	116.87 M	49.29 M	116.87 M	49.29 M	137%

Media Placements

- AFAR spotlighted Raleigh as a roadtrip destination in "The Ultimate Road Trip Through North Carolina's Creative Heart"
- LuxeBeat Magazine featured Raleigh Denim Workshop in "From the Exam Room to the Dressing Room"
- *Capital Analytics Associates* highlighted Visit Raleigh leadership in "Spotlight On: Dennis Edwards, CEO, Greater Raleigh Convention and Visitors Bureau"

Media Hosted/Media Missions

Media Hosted:

- Sherrie Wilkolaski – Luxe Beat Magazine

Aviation Passengers *Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2026*			
	June 2026	**2026 YTD**	**YTD % Ch.**
Passenger Enplanements	747,165	3,780,751	1.76%
Passenger Deplanements	722,193	3,790,242	2.35%