



Tourism Economic Development Report

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

INDUSTRY REPORT				MAY 2026	
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 March 2025	Wake County	North Carolina	United States	
March 2026 Occupancy %	4.6%	72.8%	63.5%	64.9%	
March 2026 ADR	0.9%	\$141.89	\$126.27	\$168.06	
March 2026 RevPAR	5.5%	\$103.36	\$80.16	\$108.99	
2026 YTD Occupancy %	3.7%	66.2%	57%	59.2%	
2026 YTD ADR	0.9%	\$136.34	\$120.71	\$161.57	
2026 YTD RevPAR	4.6%	\$90.22	\$68.78	\$95.63	
	March 2026	March 2025	2026 YTD	2025 YTD	YTD % Ch.
Hotel Room-Night Supply	578,615	582,955	1,679,850	1,692,450	-0.7%
Room-Nights Sold	421,501	406,169	1,111,635	1,079,884	2.9%
Tourism Tax Collections					
	March 2026	March 2025	2026 YTD	2025 YTD	YTD % Ch.
Occupancy	\$3,948,410	\$3,860,496	\$10,028,861	\$9,682,311	3.6%
Prepared Food & Beverage	\$4,429,444	\$4,228,396	\$11,895,836	\$11,665,120	2.0%

Social Media					
	Apr. 2026	Apr. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Meta Data	3,434,704	2,294,175	29,003,559	36,967,260	-21%
Meetings/Sports Marketing Arriving in Current Month					
	Apr. 2026	Apr. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	27	36	329	357	-8%
Room-Nights	12,154	46,383	185,130	272,561	-32%
Attendance	16,595	77,459	406,065	491,647	-17%
Meetings/Sports Marketing by Booked Date					
	Apr. 2026	Apr. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	29	27	353	388	-9%
Room-Nights	13,081	20,887	212,753	296,171	-28%
Attendance	16,244	43,582	456,811	679,391	-33%
Leads and Tentatives for Group Sales/Sports Marketing					
	Apr. 2026	Apr. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	111	88	964	909	6%
Room-Nights	76,022	84,274	774,547	858,790	-10%
Attendance	48,583	64,921	858,608	912,094	-6%
Tradeshows and Events					
Events					
Sports ETA Women's Summit, Scottsdale, Ariz. (April 1-3)					
TST/The Cary Cup Planning Meetings, virtual (April 1, 7, 8, 10, 15, 24 and 29)					
WISE Greater Raleigh Board Meeting, virtual (April 2)					
USA Fencing Y8 RYC/RJCC Tournament, Raleigh, N.C. (April 4-5)					
Meeting Professionals International (MPI) Chicago Area Chapter IX (Industry Exchange), Chicago, Ill. (April 7)					

Professional Convention Management Association (PCMA) Southeast Meet Up, Raleigh, N.C. (April 7)
PCMA Potomac April Connect/Networking Event, Washington, D.C. (April 8)
International Association of Exhibitions and Events D.C. Spring Meet Up, Ballston, Va. (April 8)
MPI Carolinas Chapter Spring 2026 Chapter Meeting, Greensboro, N.C. (April 9-10)
NCAA Frozen Four, Las Vegas, Nev. (April 9-11)
MPI New England MarCom Committee Meeting, virtual (April 10)
Triangle Volleyball Club Collegiate Classic, Morrisville, N.C. (April 11)
Destination Celebration Minneapolis, Minneapolis, Minn. (April 14)
Connect Spring Marketplace, Louisville, Ky. (April 14-16)
ACC Men's and Women's Tennis Championships, Cary, N.C. (April 14-19)
Professional Convention Management Association Heartland Chapter, Kansas City, Mo. (April 15)
Destination Celebration Kansas City, Kansas City, Mo. (April 16)
Sports ETA Annual Symposium, Las Vegas, Nev. (April 20-23)
Association Executives of N.C. (AENC) Legislative Reception, Raleigh, N.C. (April 21)
Lichtin Plaza, Omni Raleigh Hotel Ceremony, Raleigh, N.C. (April 21)
Meeting Professionals International Potomac Derby Days, Washington, D.C. (April 21)
NCAA Division II Baseball Championship Planning Meeting, virtual (April 21)
AENC FUEL Committee Meeting, virtual (April 23)
MEAC Men's and Women's Tennis Championships, Cary, N.C. (April 23-25)
USA Rugby Planning Meeting, virtual (April 24)
Lake Wheeler Rowing Invitational, Raleigh, N.C. (April 24-25)
Meetings Professional International (MPI) Chicago Area Chapter Leadership Day Panelist Meeting, virtual (April 27)
MPI CMAC Committee Meeting, virtual (April 28)
Society of Government Meeting Professionals Joint Leadership Committee meeting, virtual (April 28)
MPI Chicago Area Chapter Membership Leadership Day Task Force Meeting, virtual (April 29)
Destination Celebration Milwaukee, Milwaukee, Wis. (April 29)

Association of Meeting Professionals D.C. Golf Tournament 2026, Woodbridge, Va. (April 30)

Homewood Suites by Hilton Raleigh/Cary Relaunch Celebration, Cary, N.C. (April 30)

Site Visits

Site Name	Total Room-Nights	Show Attendees
2027 US Rowing Events	1,230	1,773
National Association of County Agricultural Agents 2030 Annual Meeting/Professional Improvement Conference	2,840	1,300
Evangelical Covenant Church Gather 2028	1,823	900
Best Practices Expo & Conference	1,000	1,100
American Cleaning Institute Spark Summit 2026	30	50
Storck National Sales Meeting 2027	220	90

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	70,884	86,982	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
2020 - 2021	18,250	8,867	4

Wake County Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	239,287	238,115	390
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		
2020 - 2021	115,724	86,790	97		
Visitors Guide Delivery Service to Partners					
	Apr. 2026	Apr. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Partners Serviced	221	154	408	454	-10%
Visitors Guides Delivered	13,537	9,375	38,287	32,925	16%
Convention and Visitor Services					
	Apr. 2026	Apr. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	434	735	6,593	6,975	-5%
# of Visitor Inquiries	751	350	4,668	3,140	49%
Meetings Serviced, Non-Bureau Booked	11	8	63	65	-3%
Meetings Serviced, Bureau Booked	27	36	329	357	-8%
Site Visits/Planning Meetings	0	1	8	11	-27%
Pre/Post Convention Meetings	7	5	31	38	-18%
Attendance Promotions	0	1	3	6	-50%
Public Relations Production					
	Apr. 2026	Apr. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Significant Placements	15	12	98	104	-5.8%
Total Net Reach/ Impressions	238.73 M	261.4 M	2.79 B	2.57 B	8.6%
Media Placements					
<ul style="list-style-type: none"> • <i>Travel + Leisure</i> spotlighted Raleigh's accessibility via Amtrak and the Thomas Dambo trolls in "This Scenic Amtrak Route Doubles as a Giant Troll Scavenger Hunt" • <i>Michelin Guide</i> highlighted Sam Jones BBQ and The Pit in "Regional BBQ Styles Across the South: A Complete Barbecue Map" 					

- *Michelin Guide* highlighted [Brewery Bhavana](#) and [Poole's Diner](#) in "[When Southern American Cuisine Embraces Innovation: Discover the Guide's Selection in North Carolina](#)"
- *The Irish Sun* spotlighted [RDU International Airport's](#) new direct flight from Dublin in "[Aer Lingus Launches Major New U.S. Route That Connects 20 Destinations in Big Boost To Passengers](#)"
- *USA TODAY 10Best* recognized [Dorothea Dix Park](#), [Gipson Play Plaza](#) and The Nest at [Downtown Cary Park](#) in "[Get a Breath of Fresh Air at the 10 Best City Parks in the U.S.](#)" and "[10 Outstanding Public Playgrounds that Inspire Creativity and Adventure](#)"
- *Our State* featured Raleigh's most popular outdoor attractions in "[Dorothea Dix Park and Beyond: A Day of Discovery in Raleigh](#)"
- *Meetings Today* recognized Raleigh as a standout destination for meetings and conventions in "[5 Reasons Why Meeting Planners Should Consider Raleigh, North Carolina](#)"
- *Meetings Today* highlighted Raleigh's meetings and conventions growth in "[Raleigh Cuts Ribbon on Omni H.Q. Hotel](#)"
- The recent news of the World Rugby Nations Cup taking place in Cary was covered by multiple outlets including [SportsTravel Magazine](#) and [Sports Destinations Management](#)
- *SportsTravel Magazine* featured a new pickleball championship taking place in Cary in "[Pickleball's Biggest Stars to Kick Off 2026-2027 PPA Tour Season in North Carolina](#)"
- *The Game of Nerds* featured Raleigh as a leading esports destination in "[North Carolina Is Turning Its Sports Fan Economy Into a National Esports Powerhouse](#)"
- *LuxeBeat Magazine* featured Raleigh as a luxury destination in "[The Complete Luxury Guide to Raleigh, North Carolina](#)"
- *Lake Norman Currents* highlighted the Thomas Dambo trolls at Dorothea Dix Park in "[In Search of the Dambo Trolls](#)"

Media Hosted

Media Hosted:

- Adrian Moore – Freelancer
- Catherine Baker – Cherry Bombe
- Ale Sharpton – Freelancer

Media Missions/Events:

- Travel South USA Global Week; Mobile, Ala. • April 28-30

Trade Mission:

- Brand USA UK & Ireland Destination Immersion • April 23-25

Aviation Passengers
Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2026

	March 2026	2026 YTD	YTD % Ch.
Passenger Enplanements	642,805	1,647,560	1.49%
Passenger Deplanements	651,270	1,676,572	-22.44%