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Tourism Economic Development Report

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INDUSTRY REPORT				NOVEMBER 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 Sept. 2025	**Wake County**	**North Carolina**	**United States**	
Sept. 2026 Occupancy %	0.4%	69.8%	63.5%	66.9%	
Sept. 2026 ADR	3%	$142.21	$137.22	$171.69	
Sept. 2026 RevPAR	3.4%	$99.25	$87.17	$114.80	
2026 YTD Occupancy %	1.9%	69.1%	62.6%	64.6%	
2026 YTD ADR	0.8%	$138.51	$132.28	$166.91	
2026 YTD RevPAR	2.8%	$95.67	$82.75	$107.80	
	Sept. 2026	**Sept. 2025**	**2026 YTD**	**2025 YTD**	**YTD % Ch.**
Hotel Room-Night Supply	576,960	559,740	5,135,032	5,114,140	0.4%
Room-Nights Sold	402,652	389,131	3,546,782	3,465,264	2.4%
Tourism Tax Collections					
	Sept. 2026	**Sept. 2025**	**2026 YTD**	**2025 YTD**	**YTD % Ch.**
Occupancy	$3,735,464	$3,545,060	$32,431,841	$31,123,305	4.2%
Prepared Food & Beverage	$4,157,129	$4,096,906	$37,517,184	$36,370,902	3.2%

Social Media					
	Oct. 2026	**Oct. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Meta Data	7,155,899	5,340,704	15,151,627	10,709,873	41%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2026	**Oct. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	47	42	156	138	13%
Room-Nights	12,687	15,101	83,127	73,092	14%
Attendance	195,125	35,010	320,972	138,531	132%
Meetings/Sports Marketing by Booked Date					
	Oct. 2026	**Oct. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	45	29	184	140	31%
Room-Nights	41,162	8,572	133,022	102,853	29%
Attendance	94,449	32,921	311,946	219,512	42%
Leads and Tentatives for Group Sales/Sports Marketing					
	Oct. 2026	**Oct. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	123	109	478	357	34%
Room-Nights	182,015	89,975	486,231	295,659	64%
Attendance	184,816	99,173	521,961	373,083	40%
Tradeshows and Events					
Events					
MPI Carolinas Chapter Membership Call, virtual (Oct. 1)					
WISE Greater Raleigh Board Meeting, virtual (Oct. 1)					
NCHSAA Regional Meeting, Raleigh, N.C. (Oct. 1)					

MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (Oct. 2)
Great American Cross Country Festival, Cary, N.C. (Oct. 2-3)
NCAA College Cup LOC and Planning Meetings, virtual (Oct. 5, 6, 14 and 20)
NCSA Quarterly Meeting, Charlotte, N.C. (Oct. 7)
TST/The Cary Cup Planning Meetings, virtual (Oct. 7, 15, 22 and 28)
NCFC Youth Capital City Classic, Raleigh, N.C. (Oct. 10-11)
Sports ETA 4S Summit, Fort Worth, Texas (Oct. 12-14)
SAS Championship, Cary, N.C. (Oct. 12-18)
IMEX America, Las Vegas, Nev. (Oct. 13-15)
Guest speaker at University of Alabama Sports Management class, virtual (Oct. 14)
Meeting Professionals International Carolinas Chapter Annual Meeting, Charlotte, N.C. (Oct. 15-16)
SAS Championship HBCU Invitational, Cary, N.C. (Oct. 17-18)
Meeting Professionals International New England MarCom Committee, virtual (Oct. 19)
Triangle Rowing Club and City of Parks, Recreation and Cultural Resources Meeting, Raleigh, N.C. (Oct. 20)
Association Executives of N.C. Fall Conference, Raleigh, N.C. (Oct. 22-23)
NCHSAA Women's Individual Tennis Championships, Cary, Holly Springs and Raleigh, N.C. (Oct. 23-24)
TEAMS Conference & Expo, Birmingham, Ala. (Oct. 26-29)
Professional Convention Management Association Philadelphia Chapter Meeting and Reception, Philadelphia, Pa. (Oct. 29)
MEAC Cross Country Championships, Cary, N.C. (Oct. 30)

Site Visits		
Site Name	**Total Room-Nights**	**Show Attendees**
2027 Association of Safe Patient Handling Professionals National Safe Patient Handling and Mobility Conference	475	325
Independent Educational Consultants Association Annual Conference 2029	2,713	1,000
Independent Educational Consultants Association Annual Conference 2030	2,713	1,000

Girl Scouts of America 2027 Product Program and Retail Conference	863	400
North Carolina Nurses Association 2029 Annual Convention	325	650
Society of Tribologists and Lubrication Engineers Annual Meeting & Exposition	3,686	1,400
Accreditation Review Council on Education in Surgical Technology and Surgical Assisting – AccredX 2027	563	178

Convention Center Bookings			
Fiscal Year	**Definite Attendance**	**Definite Room-Nights**	**# of Definite Groups**
2026 - 2027	57,131	84,849	55
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	210,190	218,120	293
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					
	Oct. 2026	**Oct. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Partners Serviced	19	29	104	133	-22%
Visitors Guides Delivered	1,400	4,550	8,525	19,800	-57%

Convention and Visitor Services					
	Oct. 2026	**Oct. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
# of Visitor Information Center Visitors	705	588	2,480	2,830	-12%
# of Visitor Inquiries	326	421	1,529	1,736	-12%
Meetings Serviced, Non-Bureau Booked	6	4	47	36	31%
Meetings Serviced, Bureau Booked	47	42	156	138	13%
Site Visits/Planning Meetings	3	2	5	5	0%
Pre/Post Convention Meetings	9	6	30	14	114%
Attendance Promotions	0	0	1	0	-

Public Relations Production					
	Oct. 2026	**Oct. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Significant Placements	7	11	27	30	-10%
Total Net Reach/ Impressions	510.53 M	518.54 M	1.22 B	1.25 B	-2.4%

Media Placements

- *Tastemade Español* featured Raleigh's culinary scene and hotels in "The Best BBQ in North Carolina Is in Raleigh"
- *Smart Cities World* highlighted Raleigh's efficiency-optimizing tech capabilities in "Why the Smart City's Missing Layer Is Conversation"
- *Meetings Today* featured Raleigh's new hotel openings in "North Carolina Meetings and Conventions Updates: New Hotels, Venues and Major Expansions"
- *Informa* highlighted Red Hat Amphitheater's economic impact in "The Data Behind Raleigh's $40M Red Hat Amphitheater Relocation"
- *TravelPulse* recognized Raleigh's colorful fall leaves in "Best Last-Minute Destinations for Fall Foliage"
- *SportsTravel Magazine* spotlighted the organization's succession plan in "Loren Gold Named President and CEO of Visit Raleigh"
- *Northstar Meetings Group* highlighted the new Hotel Indigo and Raleigh's downtown developments in "Hotel Indigo Opens in Raleigh, N.C."

Media Hosted/Media Missions

Media Hosted:

- Kathy Condon – Freelance

Aviation Passengers

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

	Sept. 2026	2026 YTD	YTD % Ch.
Passenger Enplanements	650,300	5,177,965	1.68%
Passenger Deplanements	644,110	5,180,139	1.90%