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Tourism Economic Development Report

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

INDUSTRY REPORT				OCTOBER 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 Aug. 2025	**Wake County**	**North Carolina**	**United States**	
Aug. 2026 Occupancy %	0.2%	67.9%	63.2%	66.4%	
Aug .2026 ADR	3.3%	$133.90	$132.00	$161.78	
Aug. 2026 RevPAR	3.5%	$90.95	$83.42	$107.43	
2026 YTD Occupancy %	2.2%	69%	62.5%	64.3%	
2026 YTD ADR	0.5%	$138.00	$131.62	$166.25	
2026 YTD RevPAR	2.7%	$95.28	$82.21	$106.91	
	Aug .2026	**Aug. 2025**	**2026 YTD**	**2025 YTD**	**YTD % Ch.**
Hotel Room-Night Supply	589,868	578,398	4,558,072	4,554,400	0.1%
Room-Nights Sold	400,646	392,168	3,146,966	3,076,133	2.3%
Tourism Tax Collections					
	Aug. 2026	**Aug. 2025**	**2026 YTD**	**2025 YTD**	**YTD % Ch.**
Occupancy	$3,529,740	$3,331,880	$28,696,377	$27,578,245	4.1%
Prepared Food & Beverage	$4,268,297	$4,197,733	$33,360,055	$32,273,996	3.4%

Social Media					
	Sep. 2026	**Sep. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Meta Data	2,173,221	1,418,773	7,995,728	5,369,169	49%
Meetings/Sports Marketing Arriving in Current Month					
	Sep. 2026	**Sep. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	39	39	107	96	11%
Room-Nights	21,883	16,565	70,334	57,991	21%
Attendance	30,038	17,735	125,772	103,521	21%
Meetings/Sports Marketing by Booked Date					
	Sep. 2026	**Sep. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	39	32	139	111	25%
Room-Nights	9,101	10,799	91,844	94,281	-3%
Attendance	33,432	22,352	217,497	186,591	17%
Leads and Tentatives for Group Sales/Sports Marketing					
	Sep. 2026	**Sep. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	118	76	357	248	44%
Room-Nights	102,394	51,003	304,297	205,516	48%
Attendance	102,295	80,767	338,057	273,910	23%
Tradeshows and Events					
Events					
Veolia Pickleball National Championships (PPA Tour), Cary, N.C. (Aug. 31-Sept. 6)					
ORBIT Raleigh Bowling Invitational Tournament, Raleigh, N.C. (Sept. 4-6)					
IBERCUP x ECNL International, Raleigh, N.C. (Sept. 4-7)					
Global Business Travel Association of N.C. Chapter Meeting, Greensboro, N.C. (Sept. 10)					
Texas Society of Association Executives Annual Conference, Galveston, Texas (Sept. 13-15)					

Meeting Professionals International (MPI) New England Chapter MarCom Committee Meeting, virtual (Sept. 14)
CVBReps of the West Coast Meeting, virtual (Sept. 14)
Professional Convention Management Association Greater Midwest Chapter 2026 C.A.R.E. Education Event, Chicago, Ill. (Sept. 15)
MPI Chicago Area Chapter Membership Committee Meeting, virtual (Sept. 15)
USA Baseball 15U National Team Training Camp Phase 2, Cary, N.C. (Sept. 16-18)
Congressional Black Caucus Annual Conference, Washington, D.C. (Sept. 16-20)
USTA Tri-Level State Championships, Raleigh, N.C. (Sept. 17-20)
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (Sept. 18)
adidas Cross Country Challenge, Cary, N.C. (Sept. 18-19)
ITA Women's All-American Championships, Cary, N.C. (Sept. 19-27)
Meeting Professionals International New England MarCom Committee Meeting, virtual (Sept. 21)
GRSA Advisory Board Meeting, Cary, N.C. (Sept. 22)
D.C. Annual Hospitality Crab Fest, Arlington, Va. (Sept. 23)
Fairfax Loudoun Event Executives Meeting, Herndon, Va. (Sept. 24)
Association of Meeting Professionals D.C. Annual Meeting, Alexandria, Va. (Sept. 24)
Association Executives of N.C. FUEL Committee Meeting, virtual (Sept. 24)
Meeting Professionals International (MPI) Chapter Membership Advisory Committee Meeting, virtual (Sept. 29)

Site Visits		
Site Name	**Total Room-Nights**	**Show Attendees**
The Soccer Tournament (TST)	17,470+	45,000+
The Cary Cup	800+	6,000+
USA Cycling Cyclocross National Championships	4,000	5,000
Protocol & Diplomacy International Protocol Officers Association - 2027 Annual International Education Forum	558	150
Society for Industrial Microbiology and Biotechnology - SIMB 2028 SBFC	455	225

Harmonic Ventures - NeighCon 2027	464	400
McKibbon Hospitality - McKibbon ONE Leadership Conference	1145	350

Convention Center Bookings			
Fiscal Year	**Definite Attendance**	**Definite Room-Nights**	**# of Definite Groups**
2026 - 2027	51,256	75,826	47
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	174,897	183,265	255
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					
	Sep. 2026	**Sep. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Partners Serviced	36	37	85	104	-18%
Visitors Guides Delivered	2,500	6,075	7,125	15,250	-53%

Convention and Visitor Services					
	Sep. 2026	**Sep. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
# of Visitor Information Center Visitors	370	517	1,736	2,242	-23%
# of Visitor Inquiries	237	394	1,180	1,315	-10%
Meetings Serviced, Non-Bureau Booked	15	12	41	32	28%
Meetings Serviced, Bureau Booked	39	39	107	96	11%
Site Visits/Planning Meetings	2	1	2	3	-33%
Pre/Post Convention Meetings	8	2	21	8	163%
Attendance Promotions	0	0	1	0	-

Public Relations Production					
	Sep. 2026	**Sep. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Significant Placements	10	4	20	19	5.3%
Total Net Reach/ Impressions	452.19 M	541.58 M	705.97 M	724.84 M	-2.6%

Media Placements

- The *New York Times* featured Big Cat as one of the 50 best restaurants in America in "The Restaurant List 2026"
- *Triangle Business Journal* celebrated Visit Raleigh President and CEO, Dennis Edwards, in "Longtime Raleigh Tourism Chief Set To Retire"
- Mexican newspaper *Publimetro* highlighted Raleigh's outdoor and culinary scenes in "North Carolina Surprises With Its Nature and Gastronomy"
- *Wanderlust* featured Raleigh's barbecue culture and N.C. Oyster Trail in "Taste of the South"
- *Northstar Meetings Group* recognized Visit Raleigh President and CEO Dennis Edwards in "Visit Raleigh CEO Announces Retirement"
- *Food & Wine en Espanol* featured Raleigh's culinary offerings in "North Carolina: A Route Through Mesas, Communities, and Landscapes Waiting To Be Discovered"
- *The Local Palate* spotlighted one of Wake County's luxury lodgings in "The Umstead Hotel & Spa"
- *Raleigh Magazine* highlighted the impact of culinary tourism in "Inside Raleigh's Rise as One of the South's Top Food Cities"
- *Sports Destination Management* highlighted The Soccer Tournament (TST) in "TST Sets Records in Cary, Generated $16.2 Million in Direct Economic Impact"

- *The Roam Report* featured Raleigh as a sports destination in "Why Sept. 29 in Raleigh Is One of the NHL's Best Early-Season Trips"

Media Hosted/Media Missions

Media Hosted:

- Georgia Walsh – The Irish Sun
- Emily Buchtel – Travel + Leisure
- Pamela Vachon – Freelance
- Tom Sundermann – Neue Osnabruecker Zeitung
- Domnhall O'Donoghue – Belfast Telegraph

Media Missions/Events:

- Brand USA Travel Week; Amsterdam, Netherlands • Sept. 26-Oct. 2

Aviation Passengers

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

	Aug. 2026	2026 YTD	YTD % Ch.
Passenger Enplanements	673,177	5,200,842	1.09%
Passenger Deplanements	706,723	5,242,752	1.46%