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Tourism Economic Development Report

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

INDUSTRY REPORT				SEPTEMBER 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 July 2025	**Wake County**	**North Carolina**	**United States**	
July 2026 Occupancy %	2.4%	69.6%	66.4%	69.7%	
July 2026 ADR	3.1%	$134.92	$137.76	$171.74	
July 2026 RevPAR	5.6%	$93.95	$91.49	$119.77	
2026 YTD Occupancy %	2.5%	69.2%	62.4%	64%	
2026 YTD ADR	0.1%	$138.60	$131.56	$166.94	
2026 YTD RevPAR	2.6%	$95.92	$82.03	$106.85	
	July 2026	**July 2025**	**2026 YTD**	**2025 YTD**	**YTD % Ch.**
Hotel Room-Night Supply	582,397	578,398	3,968,204	3,976,002	-0.2%
Room-Nights Sold	405,557	393,205	2,746,320	2,683,965	2.3%
Tourism Tax Collections					
	July 2026	**July 2025**	**2026 YTD**	**2025 YTD**	**YTD % Ch.**
Occupancy	$3,633,256	$3,312,106	$25,166,637	$24,246,365	3.8%
Prepared Food & Beverage	$4,113,348	$3,940,896	$29,091,758	$28,076,263	3.6%

Social Media					
	Aug. 2026	**Aug. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Meta Data	3,454,347	993,049	5,822,507	3,950,396	47%
Meetings/Sports Marketing Arriving in Current Month					
	Aug. 2026	**Aug. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	28	24	67	57	18%
Room-Nights	21,594	13,573	48,422	41,426	17%
Attendance	26,647	15,610	95,724	85,786	12%
Meetings/Sports Marketing by Booked Date					
	Aug. 2026	**Aug. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	48	37	101	79	28%
Room-Nights	45,593	48,131	82,665	83,482	-1%
Attendance	88,608	76,029	184,340	164,839	12%
Leads and Tentatives for Group Sales/Sports Marketing					
	Aug. 2026	**Aug. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Number of Meetings	118	74	239	172	39%
Room-Nights	127,607	82,142	201,969	154,513	31%
Attendance	135,161	101,089	233,570	193,143	21%

Tradeshows and Events
Events
Meeting Professionals International and Professional Convention Management Association Red Sox Social, Boston, Mass (Aug. 6)
Sir Walter Miler, Raleigh, N.C. (Aug. 7)
NC Clash Summer Classic (flag football), Apex, N.C. (Aug. 7-9)
Let Her Be Sports Summit, Apex, N.C. (Aug. 8)
Destination Southeast, Fort Lauderdale, Fla. (Aug. 9-11)

Meeting Professionals International (MPI) New England MarCom Committee Meeting, virtual (Aug. 10)
MPI Chicago Area Chapter Leadership Development and IDEA Committee Meeting, virtual (Aug. 12)
USA Baseball 15U/16U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 13-16)
MPI Carolinas Chapter Membership Committee Meeting, virtual (Aug. 14)
American Society of Association Executives Annual Meeting, Indianapolis, Ind. (Aug. 15-18)
Greater Raleigh Chamber Annual Leadership Conference, Beaufort, N.C. (Aug. 18-19)
NC Courage Women's Summit, Raleigh, N.C. (Aug. 20)
NCSCA Select Soccer Kick-Off Classic, Cary, N.C. (Aug. 20-22)
USA Baseball 12U/14U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 20-23)
Meeting Professionals International Carolinas Chapter Volunteer Engagement Committee, virtual (Aug. 21)
Raleigh DEKA Fit & Ultra, Raleigh, N.C. (Aug. 22-23)
Connect Marketplace, Tampa, Fla. (Aug. 24-26)
Meeting Professionals International (MPI) Chicago Area Chapter Mentorship Program, virtual (Aug. 26)
USA Baseball 11U/13U National Team Identification Series Champions Cup, Cary, N.C. (Aug. 27-30)
Veolia Pickleball National Championships (PPA Tour), Cary, N.C. (Aug. 31-Sept. 6)

Site Visits		
Site Name	**Total Room-Nights**	**Show Attendees**
Plaid, 2027 Revenue Kick-Off Meeting	1,955	525
Plaid, 2027 Revenue Kick-Off Meeting (RKO) Sleeping Room	1,955	525
Native Americans in Philanthropy (NAP) Annual 2028 Conference	937	450
Council of State and Territorial Epidemiologists 2029	6,710	3,000

Convention Center Bookings			
Fiscal Year	**Definite Attendance**	**Definite Room-Nights**	**# of Definite Groups**
2026 - 2027	47,417	73,716	43
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	163,019	173,734	216
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					
	Aug. 2026	**Aug. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Partners Serviced	17	23	49	67	-27%
Visitors Guides Delivered	1,950	2,475	4,625	9,175	-50%

Convention and Visitor Services					
	Aug. 2026	**Aug. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
# of Visitor Information Center Visitors	612	615	1,366	1,725	-21%
# of Visitor Inquiries	476	437	943	921	2%
Meetings Serviced, Non-Bureau Booked	10	9	26	20	30%
Meetings Serviced, Bureau Booked	28	24	67	57	18%
Site Visits/Planning Meetings	0	2	0	2	-100%
Pre/Post Convention Meetings	10	1	13	6	117%

Attendance Promotions	0	0	1	0	-

Public Relations Production					
	Aug. 2026	**Aug. 2025**	**2026 FYTD**	**2025 FYTD**	**FYTD % Ch.**
Significant Placements	7	8	10	15	-33.3%
Total Net Reach/Impressions	136.91 M	121.4 M	253.78 M	183.26 M	38.5%

Media Placements

- *Time Out* recognized the North Carolina State Fair in "The Best State Fairs Across the U.S."
- *Town & Country* featured Raleigh's culinary and hotel scene in their "Guide to College Towns: Durham, Raleigh & Chapel Hill"
- *LocalsInsider* recognized Raleigh as a best city to visit in North Carolina in "North Carolina: What To Do, See & Eat"
- *ConventionSouth* highlighted Raleigh's downtown convention offerings in their "2026-2027 Directory of Southern Meeting Sites" (page 89)
- *Good Grit* featured Peregrine's cultural and culinary crossroads in "Ghee Whiz"
- *Southern Flavor* highlighted Raleigh's barbecue bigshots in "Follow the Smoke: 15 Must-Visit Barbecue Joints in the Carolinas"
- *Curated Travel Magazine* featured Raleigh's artisan makers in "This Southern City is Putting its Makers in the Spotlight"

Media Hosted

Media Hosted:

- Arturo Belman – Food & Wine en Español
- Violeta Moreno – Multimedios TV, Vivalavi
- David Uribe – Tastemade en Español
- Ignacio Campos – Publimetro Viajeros

Media Missions/Events:
U.S. Travel's ESTO; Philadelphia Pa. • Aug. 23-26

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

	July 2026	**2026 YTD**	**YTD % Ch.**
Passenger Enplanements	746,914	4,527,665	1.62%
Passenger Deplanements	745,852	4,536,094	1.93%