



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT				APRIL 2026	
<b>Hotel Occupancy Production</b>					
<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 Feb. 2025	Wake County	North Carolina	United States	
Feb. 2026 Occupancy %	6.2%	69.1%	58.6%	60.4%	
Feb. 2026 ADR	2.8%	\$139.57	\$121.16	\$162.58	
Feb. 2026 RevPAR	9.2%	\$96.48	\$70.94	\$98.28	
2026 YTD Occupancy %	3.2%	62.7%	53.5%	56.2%	
2026 YTD ADR	0.8%	\$132.92	\$117.16	\$157.44	
2026 YTD RevPAR	4.1%	\$83.32	\$62.72	\$88.52	
	Feb. 2026	Feb. 2025	2026 YTD	2025 YTD	YTD % Ch.
Hotel Room-Night Supply	522,620	526,540	1,101,235	1,109,495	-0.7%
Room-Nights Sold	361,296	342,604	690,279	673,715	2.5%
<b>Tourism Tax Collections</b>					
	Feb. 2026	Feb. 2025	2026 YTD	2025 YTD	YTD % Ch.
Occupancy	\$3,411,686	\$3,014,817	\$6,080,451	\$5,821,815	4.4%
Prepared Food & Beverage	\$3,817,303	\$3,655,794	\$7,466,392	\$7,436,742	0.4%

**Social Media**

	<b>Mar. 2026</b>	<b>Mar. 2025</b>	<b>2026 FYTD</b>	<b>2025 FYTD</b>	<b>FYTD % Ch.</b>
Meta Data	2,665,440	2,846,736	25,568,855	34,673,085	-26%

**Meetings/Sports Marketing Arriving in Current Month**

	<b>Mar. 2026</b>	<b>Mar. 2025</b>	<b>2026 FYTD</b>	<b>2025 FYTD</b>	<b>FYTD % Ch.</b>
Number of Meetings	52	55	302	321	-6%
Room-Nights	22,382	43,571	172,976	226,178	-24%
Attendance	72,072	64,898	389,470	414,188	-6%

**Meetings/Sports Marketing by Booked Date**

	<b>Mar. 2026</b>	<b>Mar. 2025</b>	<b>2026 FYTD</b>	<b>2025 FYTD</b>	<b>FYTD % Ch.</b>
Number of Meetings	47	36	324	361	-10%
Room-Nights	11,616	20,043	199,668	275,284	-27%
Attendance	45,983	59,074	440,567	635,809	-31%

**Leads and Tentatives for Group Sales/Sports Marketing**

	<b>Mar. 2026</b>	<b>Mar. 2025</b>	<b>2026 FYTD</b>	<b>2025 FYTD</b>	<b>FYTD % Ch.</b>
Number of Meetings	120	72	855	821	4%
Room-Nights	124,013	89,157	698,481	774,516	-10%
Attendance	147,232	65,493	810,065	847,173	-4%

**Tradeshows and Events**

**Events**

Rendezvous South, Myrtle Beach, S.C. (March 2-5)

TST/The Cary Cup Planning Meetings, virtual (March 3, 4, 11, 18 and 25)

WISE Greater Raleigh Board Meeting, virtual (March 4)

NJCAA Region 10 DII Men's Basketball Tournament, Raleigh, N.C. (March 5-7)

National Junior Pickleball Eastern Regional, Raleigh, N.C. (March 5-8)

Hospitality Sales and Marketing Association International N.C. Third Annual EmPowerHer Summit, Cary, N.C. (March 6)
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (March 6)
Triangle Collegiate Softball Classic: D3 Tournament, Raleigh, N.C. (March 6-8)
Carnival in Carolina (gymnastics), Raleigh, N.C. (March 6-8)
MPI New Jersey MEETS Conference, Atlantic City, N.J. (March 8-10)
Professional Convention Management Association Capital CONNECTed: Under the Stars, Alexandria, Va. (March 10)
Meeting Professionals International Chicago Area Chapter Event, Chicago, Ill. (March 10)
N.C. Sports Association Membership Meeting and Client Event, Concord N.C. (March 10-11)
MPI Chicago Area Chapter Leadership Development and IDEA Committee Meeting, Chicago, Ill. (March 11)
PCMA Greater Midwest Chapter Annual Awards, Chicago, Ill. (March 11)
Association Executives of N.C. Spring Conference, Durham, N.C. (March 12-13)
USA Swimming ESSZ Speedo Senior Sectionals, Cary, N.C. (March 12-15)
MPI New England Chapter MarCom Committee Call, virtual (March 13)
NC AAU Karate State Championship, Raleigh, N.C. (March 14)
MAPL Raleigh Week 1 (girls' volleyball), Morrisville, N.C. (March 14-15)
Tobacco Road Marathon, Cary, N.C. (March 15)
Professional Convention Management Association Annual Meeting, virtual (March 16)
MPI Potomac March e2, Washington, D.C. (March 16)
Visit NC Tourism Conference, Asheville, N.C. (March 16-18)
Raleigh Chamber Women's Leadership Conference, Raleigh, N.C. (March 17)
MPI Chicago Area Chapter Membership Committee Meeting, virtual (March 17)
MPI Philadelphia Education Institute 2026, Philadelphia, Pa. (March 18)
USA Rugby Planning Meeting, virtual (March 18)
NCAA Wrestling Championships, Cleveland, Ohio (March 18-20)
USA Swimming ESSZ Spring Age Group Sectionals, Cary, N.C. (March 19-22)
MAPL Raleigh Week 2 (girls' volleyball), Morrisville, N.C. (March 21-22)

City of Oaks Collegiate, Raleigh, N.C. (March 21-24)			
Raleigh Chamber Life Sciences Outlook: Wake County and the Research Triangle 2026, Raleigh, N.C. (March 24)			
USA Baseball National High School Invitational, Cary, N.C. (March 25-28)			
Cary Chamber Eye-Opener Breakfast, Cary, N.C. (March 26)			
CIAA Softball Roundup, Raleigh, N.C. (March 26-28)			
Meeting Professionals International New England Chapter MarCom Committee Meeting, virtual (March 27)			
NC-USA Gymnastics L6-L10 State Championships, Morrisville, N.C. (March 27-29)			
Carolina Icon (cheerleading), Raleigh, N.C. (March 28)			
Meeting Professionals International CMAC Committee Meeting, virtual (March 31)			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room-Nights</b>	<b>Show Attendees</b>
2026 World Rugby Nations Cup		835	3,000
Association of Fish and Wildlife Agencies Annual Meeting 2028		1,610	500
The Coordinate Metrology Society		744	275
2027 National Independent Flag Dealers Association Convention and Expo		250	145
National Association of Scientific Materials Managers 2028		533	110
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room-Nights</b>	<b># of Definite Groups</b>
2025 - 2026	70,634	86,672	60
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	238,079		236,678	377	
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					
	Mar. 2026	Mar. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Partners Serviced	31	58	187	300	-38%
Visitors Guides Delivered	1,500	3,525	24,750	23,550	5%
Convention and Visitor Services					
	Mar. 2026	Mar. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	1,406	787	6,159	6,240	-1%
# of Visitor Inquiries	636	354	3,917	2,790	40%
Meetings Serviced, Non-Bureau Booked	7	2	52	57	-9%
Meetings Serviced, Bureau Booked	52	55	302	321	-6%
Site Visits/Planning Meetings	0	0	8	10	-20%
Pre/Post Convention Meetings	5	7	24	33	-27%
Attendance Promotions	0	1	2	5	-60%

**Public Relations Production**

	Mar. 2026	Mar. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Significant Placements	12	12	83	92	-9.8 %
Total Net Reach/Impressions	355.6 M	239.9 M	2.55 B	2.3 B	10.9%

**Media Placements**

- *The New York Times* featured Raleigh and various partners in "[36 Hours in Raleigh, N.C.: Things to Do and See](#)"
- *Southern Living* highlighted [Char-Grill](#) in "[This Beloved North Carolina Burger Joint Has Been a Raleigh Tradition Since 1959](#)"
- *Tasting Table* featured [Brewgaloo](#) in "[15 Must-Visit Craft Beer Tasting Events in 2026](#)"
- *Reader's Digest* featured Raleigh for craft food and drinks in their roundup "[13 Solo Travel Destinations in the U.S. for the Perfect Trip That's All About You](#)"
- *USA TODAY 10Best* recognized [Raleigh Beer Garden](#) in "[Sip, Savor and Socialize at the 10 Best Beer Gardens in the U.S.](#)" and [Brewgaloo](#) in "[Celebrate Brews and Good Times at the 10 Best Beer Festivals in the U.S.](#)"
- *Irish Mirror* highlighted Raleigh as a destination for Irish travelers in "[Raleigh The Troops](#)"
- *AFAR* featured Raleigh's arts scene in "[The Best Road Trips in the South](#)"
- *Hotels Above Par* highlighted [Heights House Hotel](#) in "[Get Familiar with Raleigh's Charms at the Vintage Lovers' Heights House Hotel](#)"
- *Sports Destinations Management* highlighted Raleigh's swimming and diving facilities in "[Come On In. The Water's Fine](#)"
- *Lake Norman Currents* recognized multiple women-owned businesses in "[Raleigh Restaurants Plowered by Women](#)"
- Raleigh's diverse music scene was spotlighted by *Music Road Trip* in "[Raleigh Makes It Easy for Music Lovers](#)"

**Media Hosted/Media Missions**

Media Hosted:

Media Missions/Events:  
 Travel South Pan-European "Welcome All Y'all" Mission; Paris and London • March 15-20  
 Visit North Carolina Tourism Conference; Asheville, N.C. • March 16-18

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

	Feb. 2026	2026 YTD	YTD % Ch.
Passenger Enplanements	510,731	1,004,755	1.65%
Passenger Deplanements	515,261	1,025,302	-33.46%