



Tourism Economic Development Report

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

INDUSTRY REPORT				DECEMBER 2025	
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 Oct. 2024	Wake County	North Carolina	United States	
Oct. 2025 Occupancy %	-0.9%	77.7%	66.6%	65.8%	
Oct. 2025 ADR	-0.4%	\$145.04	\$144.67	\$167.71	
Oct. 2025 RevPAR	-1.2%	\$112.63	\$96.42	\$110.35	
2025 YTD Occupancy %	-3.2%	68.8%	62.8%	63.7%	
2025 YTD ADR	2%	\$138.28	\$130.64	\$161.32	
2025 YTD RevPAR	-1.3%	\$135.61	\$82.01	\$102.73	
	Oct. 2025	Oct. 2024	2025 YTD	2024 YTD	YTD % Ch.
Hotel Room-Night Supply	578,429	571,485	5,692,842	5,586,164	1.9%
Room-Nights Sold	449,166	447,667	3,914,431	3,969,066	-1.4%
Tourism Tax Collections					
	Oct. 2025	Oct. 2024	2025 YTD	2024 YTD	YTD % Ch.
Occupancy	\$4,162,107	\$4,141,831	\$35,285,412	\$34,798,147	1.4%
Prepared Food & Beverage	\$4,161,339	\$3,961,413	\$40,532,240	\$38,406,076	5.5%

Social Media					
	Nov. 2025	Nov. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	7,015,311	5,897,781	17,725,184	22,837,474	-22%
Meetings/Sports Marketing Arriving in Current Month					
	Nov. 2025	Nov. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	37	35	175	182	-4%
Room-Nights	19,259	18,120	92,351	114,825	-20%
Attendance	47,856	50,919	186,387	189,329	-2%
Meetings/Sports Marketing by Booked Date					
	Nov. 2025	Nov. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	30	26	170	201	-15%
Room-Nights	6,623	17,305	109,236	145,063	-25%
Attendance	22,552	23,115	227,714	288,902	-21%
Leads and Tentatives for Group Sales/Sports Marketing					
	Nov. 2025	Nov. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	109	93	468	485	-4%
Room-Nights	70,498	88,586	366,039	494,947	-26%
Attendance	99,915	89,991	457,668	587,021	-22%
Tradeshows and Events					
Events					
MEAC Cross Country Championships, Cary, N.C. (Nov. 1)					
NCHSAA Volleyball State Championships, Raleigh, N.C. (Nov. 1)					
City of Oaks Marathon, Raleigh, N.C. (Nov. 2)					
MPI Carolinas Chapter Annual Meeting, Beaufort, N.C. (Nov. 2-3)					
SCSAE Chapter Meeting, Columbia, S.C. (Nov. 5)					

WISE Greater Raleigh Board Meeting, virtual (Nov. 5)
TST Planning Meeting, virtual (Nov. 5 and 12)
MPI Virginia Quarterly Education and Networking Program, Richmond, Va. (Nov. 5-6)
NCAA Men's College Cup Host Meeting, virtual (Nov. 6, 11 and 25)
ACC Women's Soccer Championship, Cary, N.C. (Nov. 6 and 9)
MPI Carolinas Chapter Planner Partner Forum Committee Meeting, virtual (Nov. 7)
visitRaleigh.com Girls Junior Showcase, Wake County, N.C. (Nov. 8-9)
NC Boys LaxFest, Apex & Holly Springs, N.C. (Nov. 8-9)
Triangle Tango Intercollegiate Regatta, Morrisville, N.C. (Nov. 8-9)
WBSC eBaseball™ Series World Finals, Raleigh, N.C. (Nov. 8-9)
Destination Celebration Seattle, Seattle, Wash. (Nov. 10)
SGMP Joint Leadership Meeting, virtual (Nov 10)
Destination Celebration San Francisco, San Francisco, Calif. (Nov 12)
MPI Potomac and PCMA Capital Chapter Networking in the Fast Lane, Washington, D.C. (Nov. 12)
MPI Global Anti-Human Trafficking Committee Meeting, virtual (Nov. 13)
SGMP Chapter Meeting, Greensboro, N.C. (Nov. 13)
ACC Men's Soccer Championship, Cary, N.C. (Nov. 13 and 16)
MPI Carolinas Chapter DEI Committee Meeting, virtual (Nov. 14)
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (Nov. 14)
MPI Greater New York Chapter Board of Directors Meeting, virtual (Nov. 14)
visitRaleigh.com Boys Junior Showcase, Wake County, N.C. (Nov. 15-16)
Meetings Today LIVE! South, New Orleans, La. (Nov. 16-19)
PCMA Greater Midwest Chapter DEI Committee Meeting, virtual (Nov. 17)
North Carolina Baseball Museum Annual Banquet, Wilson, N.C. (Nov. 17)
GRSA Advisory Board Meeting, Raleigh, N.C. (Nov. 18)
TST x Cary Kickoff Reception, Cary, N.C. (Nov. 18)

MPI Chicago Area Chapter Board of Directors Meeting, virtual (Nov. 19)			
National Coalition of Black Meeting Professionals, Portland, Ore. (Nov. 19-22)			
Association Forum Valued Partner Meeting, virtual (Nov. 20)			
PCMA New York Holiday Celebration and ACE Awards, New York, N.Y. (Nov. 20)			
Guest Lecturer at UNC-Chapel Hill Sports Administration Class, Chapel Hill, N.C. (Nov. 20)			
NC Business Travel Association Charity Gala, Silent Auction and Chapter Meeting, Greensboro, N.C. (Nov. 20-21)			
PCMA Southeast Chapter Collective Meet-Up, Durham, N.C. (Nov. 21)			
Nike Cross Regionals Southeast, Cary, N.C. (Nov. 22)			
NCAA Division I Men’s Soccer Second Round, Raleigh, N.C. (Nov. 23)			
MPI Chicago Area Chapter Membership Committee Meeting, virtual (Nov. 25)			
NCAA Division I Men’s Soccer Third Round, Raleigh, N.C. (Nov. 30)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
North Carolina Head Start Association Spring Annual Conference		700	400
National Rural Electric Cooperative Association Regions 1&4 Meeting 2027		1,110	500
2026 Turner Syndrome Society of the United States Annual Conference		849	600
National CERT Conference		1,534	500
29 th International Thyroid Cancer Survivors’ Conference		250	350
The Soccer Tournament (TST)		15,670	45,000
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	63,255	79,296	52
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	171,337		174,975	257	
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					
	Nov. 2025	Nov. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Partners Serviced	11	14	144	181	-20%
Visitors Guides Delivered	1,750	1,650	21,550	15,410	40%
Convention and Visitor Services					
	Nov. 2025	Nov. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	686	814	3,516	4,166	-16%
# of Visitor Inquiries	246	235	1,982	1,631	22%
Meetings Serviced, Non-Bureau Booked	3	8	39	40	-3%
Meetings Serviced, Bureau Booked	37	35	175	182	-4%
Site Visits/Planning Meetings	2	4	7	7	0%
Pre/Post Convention Meetings	3	1	17	16	6%
Attendance Promotions	0	0	0	4	-100%

Public Relations Production					
	Nov. 2025	Nov. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Significant Placements	14	8	44	57	-22.8%
Total Net Reach/Impressions	520.69 M	111.18 M	1.78 B	1.13 B	57.6%
Media Placements					
<ul style="list-style-type: none"> <i>Good Housekeeping</i> included Raleigh in their roundup of "23 Unexpected City Vacations to Add to Your Travel Bucket List" <i>Travel + Leisure</i> highlighted Raleigh's diverse culinary scene in "I Spent Three Weeks Exploring the Best Places to Eat in North Carolina—Here Are My Favorite Spots" <i>Southern Living</i> highlighted a new attraction at Dorothea Dix Park in "America's Largest Collection of Giant Trolls Is On Display in the Forests of North Carolina" <i>Only in Your State</i> featured Mala Pata in "10 Southern Dining Gems That Prove the Michelin-Award Hype Is Real" <i>Sports Business Journal</i> highlighted Greater Raleigh's sports tourism market in "North Carolina's Research Triangle is One of America's Great Sports Business Markets" The recent news of the inclusion of Raleigh restaurants in the first-ever MICHELIN Guide American South was covered by multiple outlets including Garden & Gun and Modern South <i>Atlanta Magazine</i> spotlighted the N.C. State Fair in "After 172 Years, the North Carolina State Fair Remains Picture-Perfect" <i>The Local Palate</i> featured La Farm Bakery + Café and Crawford's Genuine in "Airport Restaurants with an Appetite for Flying" <i>StyleBlueprint</i> featured Furbish Studio in "14 Southern Ornament & Stocking Shops We Love" <i>The Travel 100</i> highlighted Raleigh's top restaurants, attractions and lodging in "Memorable Meals, Luxury Stay: 5 Things to Do in Raleigh, North Carolina" <i>Sports Destinations Management</i> recognized Raleigh as an elite volleyball destination in "Set for Success" Cary and the N.C. Chinese Lantern Festival were featured by <i>Forsyth Family Magazine</i> in "November's Must Visit Spot - Discover Cary's Glow: Lanterns, Culture and An Unforgettable Adventure" <i>Select Traveler</i> highlighted Raleigh attractions and restaurants in "North Carolina Cool" 					
Media Hosted					
<p><u>Media Hosted:</u></p> <ul style="list-style-type: none"> - Jess Hoffert – Dotdash/Meredith Travel - Jason James – Eater Carolinas - Noah Kaufman – Bon Appetit, Epicurious - Kayleigh Ruller – Food & Wine, SouthPark Magazine, Eater - Hunter Lu – Chowhound, The Manual, TastingTable <p><u>Media Missions/Events:</u></p> <ul style="list-style-type: none"> - MICHELIN Guide Ceremony American South; Greenville, S.C. • Nov. 3 - N.C. Chapter, Public Relations Society of America Strategic Communications Conference; Raleigh, N.C. Nov. 21 					

Aviation Passengers			
Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2025			
	Oct. 2025	2025 YTD	YTD % Ch.
Passenger Enplanements	715,813	6,497,538	1.30%
Passenger Deplanements	720,096	6,520,782	1.28%