



Tourism Economic Development Report

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

INDUSTRY REPORT				FEBRUARY 2026	
Hotel Occupancy Production					
<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 Dec.2024	Wake County	North Carolina	United States	
Dec. 2025 Occupancy %	-0.3%	58.6%	50.9%	53%	
Dec. 2025 ADR	-1.5%	\$128.99	\$118.67	\$158.37	
Dec. 2025 RevPAR	-1.8%	\$75.64	\$60.43	\$83.93	
2026 YTD Occupancy %	-2.9%	67.7%	61.3%	62.3%	
2026 YTD ADR	1.4%	\$137.55	\$129.64	\$160.54	
2026 YTD RevPAR	-1.5%	\$93.12	\$79.53	\$100.02	
	Dec. 2025	Dec. 2024	2025 YTD	2024 YTD	YTD % Ch.
Hotel Room-Night Supply	578,615	579,545	6,831,103	6,718,425	1.7%
Room-Nights Sold	339,305	340,992	4,624,330	4,684,094	-1.3%
Tourism Tax Collections					
	Dec. 2025	Dec. 2024	2025 YTD	2024 YTD	YTD % Ch.
Occupancy	\$2,856,961	\$2,987,611	\$41,460,586	\$41,031,129	1.0%
Prepared Food & Beverage	\$4,287,574	\$4,026,082	\$48,919,830	\$46,423,123	5.4%

Social Media					
	Jan. 2026	Jan. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Meta Data	2,013,841	3,439,218	20,562,244	28,239,020	-27%
Meetings/Sports Marketing Arriving in Current Month					
	Jan. 2026	Jan. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	17	23	207	226	-8%
Room-Nights	10,134	14,024	133,139	162,950	-18%
Attendance	31,161	26,608	284,374	312,551	-9%
Meetings/Sports Marketing by Booked Date					
	Jan. 2026	Jan. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	39	38	226	284	-20%
Room-Nights	30,501	27,413	163,419	213,416	-23%
Attendance	44,509	55,431	344,523	477,989	-28%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jan. 2026	Jan. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	102	112	624	657	-5%
Room-Nights	58,711	96,919	464,480	630,186	-26%
Attendance	67,577	123,092	578,517	733,520	-21%
Tradeshows and Events					
Events					
MPI New England Chapter MARCOM Committee Meeting, virtual (Jan. 2)					
WISE Greater Raleigh Board Meeting, virtual (Jan. 7)					
TST/Cary Cup Planning Meetings, virtual (Jan. 7, 22, and 28)					
Carolina Hurricanes Hockey Suite Event, Raleigh, N.C. (Jan. 8)					
SGMP Carolinas Chapter Meeting, Durham, N.C. (Jan. 8)					

MPI Carolinas Chapter Planner Partner Forum Committee Meeting, virtual (Jan. 9)			
MPI Committee Orientation Meeting, virtual (Jan. 9)			
PCMA Convening Leaders, Philadelphia, Pa. (Jan. 11-14)			
SGMP Chapter Leadership Call, virtual (Jan. 12)			
Raleigh Chamber Women’s Leadership Conference Task Force Meeting, virtual (Jan. 13)			
United Soccer Coaches Convention, Philadelphia, Pa. (Jan. 14-17)			
SCSAE Trade Show, Columbia, S.C. (Jan. 15)			
City of Oaks Challenge, Raleigh and Morrisville, N.C. (Jan. 17-19)			
CVBReps of the West Coast Board and Committee Planning Meeting, virtual (Jan. 20)			
MPI Chicago Area Chapter Membership Committee Meeting, virtual (Jan. 20)			
SGMP Carolinas Chapter Board Meeting, virtual (Jan. 21)			
Raleigh Chamber Legacy Board Meeting, virtual (Jan. 21)			
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (Jan. 23)			
Council of Engineering and Scientific Society Executive CEO Meeting, Baltimore, Md. (Jan. 25-28)			
KCSAE Education Session Sponsorship, Lenexa, Kan. (Jan. 27)			
SGMP Joint Leadership Meeting, virtual (Jan. 27)			
Raleigh Chamber Women’s Leadership Conference Task Force Meeting, Raleigh, N.C. (Jan. 27)			
GBTA NC Chapter Meeting, Chapel Hill, N.C. (Jan. 29)			
Chamber Professional Women’s Luncheon, Raleigh, N.C. (Jan. 29)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
American Filtration and Separations Society 2027 FiltCon Meeting		334	250
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	66,491	84,629	54

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			
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Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	209,961	209,969	301
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					
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	Jan. 2026	Jan. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Partners Serviced	5	40	152	241	-37%
Visitors Guides Delivered	500	3,150	22,650	19,950	14%

Convention and Visitor Services					
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	Jan. 2026	Jan. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	298	453	4,137	5,031	-18%
# of Visitor Inquiries	312	299	2,591	2,124	22%
Meetings Serviced, Non-Bureau Booked	2	6	42	50	-16%
Meetings Serviced, Bureau Booked	17	23	207	226	-8%

Site Visits/Planning Meetings	0	0	8	9	-11%
Pre/Post Convention Meetings	1	0	17	17	0%
Attendance Promotions	0	0	1	4	-75%
Public Relations Production					
	Jan. 2026	Jan. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Significant Placements	8	11	62	2 B	6.9 %
Total Net Reach/Impressions	32.31 M	742.18 M	2.14 B	1.98 B	8.1 %
Media Placements					
<ul style="list-style-type: none"> • <i>The Boston Globe</i> highlighted "Hot New Happenings in Raleigh" • <i>AFAR</i> featured Artspllosure in "Your Month-By-Month Guide to the Most Exciting Cultural Events in the U.S. in 2026" • <i>The Manual</i> featured Raleigh's award-winning food scene in "A Michelin-Recommended Culinary Tour of North Carolina" • <i>Southbound Magazine</i> featured Raleigh's top restaurants, attractions and lodging in "Weekend Getaway: Raleigh, North Carolina" • German travel magazine series <i>360° Nordamerika</i> highlighted Raleigh as a destination for German travelers in "48 Hours in Raleigh" • <i>The Local Palate</i> spotlighted Raleigh in "A Guided Tour of Our Staff's 4 Favorite Cities Across the South" • <i>Travelling for Business</i> highlighted future area developments in "Raleigh Accelerates Destination Growth With Major Convention, Hotel and Entertainment Developments" • <i>Luxe Beat Magazine</i> recognized "Raleigh's Best New Restaurants" 					
Media Hosted					
Media Missions/Events:					
- TravMedia's International Media Marketplace, New York City, N.Y. Jan. 21-23					
Aviation Passengers					
<i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2026</i>					
		Dec. 2025	2025 YTD	YTD % Ch.	
Passenger Enplanements		692,962	7,832,695	1.11%	
Passenger Deplanements		655,711	7,811,963	1.11%	