



Tourism Economic Development Report

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

INDUSTRY REPORT				JANUARY 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 Nov. 2024	Wake County	North Carolina	United States	
Nov. 2025 Occupancy %	-2.1%	66.2%	57.4%	57.9%	
Nov. 2025 ADR	-1.5%	\$137.64	\$127.41	\$153.77	
Nov. 2025 RevPAR	-3.7%	\$91.09	\$73.13	\$88.97	
2025 YTD Occupancy %	-3.1%	68.5%	62.3%	63.2%	
2025 YTD ADR	1.7%	\$138.23	\$130.38	\$160.70	
2025 YTD RevPAR	-1.5%	\$94.73	\$81.21	\$101.19	
	Nov. 2025	Nov. 2024	2025 YTD	2024 YTD	YTD % Ch.
Hotel Room-Night Supply	559,980	553,050	6,252,822	6,139,214	1.9%
Room-Nights Sold	370,595	374,036	4,285,026	4,343,102	-1.3%
Tourism Tax Collections					
	Nov. 2025	Nov. 2024	2025 YTD	2024 YTD	YTD % Ch.
Occupancy	\$3,318,213	\$3,245,371	\$38,603,625	\$38,043,518	1.5%
Prepared Food & Beverage	\$4,100,016	\$4,026,082	\$44,632,256	\$42,432,158	5.2%

Social Media					
	Dec. 2025	Dec. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	823,219	1,962,328	18,548,403	24,799,802	-25%
Meetings/Sports Marketing Arriving in Current Month					
	Dec. 2025	Dec. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	15	21	190	203	-6%
Room-Nights	30,654	34,101	123,005	148,926	-17%
Attendance	66,826	96,614	253,213	285,943	-11%
Meetings/Sports Marketing by Booked Date					
	Dec. 2025	Dec. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	17	45	187	246	-24%
Room-Nights	24,121	40,940	133,333	186,003	-28%
Attendance	57,350	133,656	300,014	422,558	-29%
Leads and Tentatives for Group Sales/Sports Marketing					
	Dec. 2025	Dec. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	57	60	524	545	-4%
Room-Nights	43,288	38,320	405,353	533,267	-24%
Attendance	41,027	23,407	510,960	610,428	-16%
Tradeshows and Events					
Events					
PCMA New England Annual Meeting, Boston, Mass. (Dec. 1)					
MPI New Jersey and New England Chapters Dec. Education Program, virtual (Dec. 2)					
Northeast CVBReps Holiday Event, Boston, Mass. (Dec. 2)					
MPI Chicago Area Chapter Annual Meeting, virtual (Dec. 2)					
CVBReps of the West Coast Committee Meeting, virtual (Dec. 2)					

Event Leaders Roundtable, Chicago, Ill. (Dec. 3)
WISE Greater Raleigh Board meeting, virtual (Dec. 3)
Association Forum's Holiday Showcase, Chicago, Ill. (Dec. 3-4)
TST Planning Meeting, virtual (Dec. 3, 10, 11 and 17)
PCMA Philadelphia Holiday Fundraiser and Awards Celebration, Philadelphia, Pa. (Dec. 4)
NCAA Women's College Cup, Kansas City, Mo. (Dec. 4-6)
VSAE Annual Luncheon, Richmond, Va. (Dec. 5)
visitRaleigh.com Girls College Showcase, Wake County, N.C. (Dec. 5-7)
NCAA Men's College Cup Participant Call (Dec. 8)
MPI Global Academy Webinar: Anti Human Trafficking in the Meetings and Events Industry, virtual (Dec. 8)
Raleigh Chamber Women's Leadership Conference Sponsorship Committee Meeting, virtual (Dec. 8)
MPI Carolinas Chapter Board Meeting, virtual (Dec. 8)
SGMP Chapter Leadership Call, virtual (Dec. 8)
Raleigh Chamber Legacy Board Meeting, virtual (Dec. 8)
IAEE Expo! Expo!, Houston, Texas (Dec. 8-10)
MPI Global Anti-Human Trafficking Committee Meeting, virtual (Dec. 11)
Client Experience at Carolina Hurricanes vs. Washington Capitals Game, Washington, D.C. (Dec. 11)
SCSAE, Columbia, S.C. (Dec. 11)
MPI Carolinas Chapter DEI Committee Meeting, virtual (Dec. 12)
visitRaleigh.com Boys College Showcase, Wake County, N.C. (Dec. 12-14)
NCAA Men's College Cup, Cary, N.C. (Dec. 12 and 15)
Raleigh PPA Challenger, Raleigh, N.C. (Dec. 13-15)
NCAA Division I Men's Soccer Committee Reception, Raleigh, N.C. (Dec. 14)
D.C. CVBReps, Washington, D.C. (Dec. 16)
MPI Carolinas Chapter Fundraising Committee Meeting, virtual (Dec. 16)
AENC FUEL Committee Meeting and Holiday Social, Raleigh, N.C. (Dec. 16)

SGMP Carolinas Chapter Board Meeting, virtual (Dec. 17)

John Wall Holiday Invitational, Raleigh, N.C. (Dec. 26-30)

Site Visits

Site Name	Total Room-Nights	Show Attendees
N/A	-	-

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	65,255	78,305	53
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	196,585	195,248	271
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

	Dec. 2025	Dec. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Partners Serviced	3	22	147	203	-28%
Visitors Guides Delivered	600	1,400	22,150	16,810	32%

Convention and Visitor Services					
	Dec. 2025	Dec. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	170	412	3,735	4,578	-18%
# of Visitor Inquiries	153	194	2,192	1,825	20%
Meetings Serviced, Non-Bureau Booked	1	4	40	44	-9%
Meetings Serviced, Bureau Booked	15	21	190	203	-6%
Site Visits/Planning Meetings	1	2	8	9	-11%
Pre/Post Convention Meetings	0	1	17	17	0%
Attendance Promotions	1	0	1	4	-75%
Public Relations Production					
	Dec. 2025	Dec. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Significant Placements	10	6	54	63	-14.3%
Total Net Reach/ Impressions	331.98 M	115.9 M	2.11 B	1.24 B	70.3%
Media Placements					
<ul style="list-style-type: none"> • <i>Forbes</i> recognized locally owned businesses in "Holiday Gift Guide 2025: The Best 'Made in North Carolina' Food and Beverage Gifts" • The iconic New Year's Eve acorn drop at First Night Raleigh was featured by <i>USA TODAY</i>, <i>Time Out</i> and <i>Southern Living</i> • AARP featured the iconic New Year's Eve acorn drop at First Night Raleigh in "10 Wacky and Wonderful Places to Spend New Year's Eve" • <i>Esquire</i> recognized Tamasha Modern Indian as one of the "The Best New Restaurants in America, 2025" • Brand USA featured Raleigh Denim Workshop in "America the Bespoke: Brand USA Invites Travelers to Indulge in Luxury Experiences Around the Nation" • <i>SheBuysTravel</i> highlighted the top places to stay in Raleigh in "Three Favorite Raleigh-Area Hotels for Design, Style and Five-Star Comfort" • <i>Pride Journeys</i> highlighted Poole's Diner and AC Restaurants in "LGBTQ Chef Ashley Christensen Expands Her Culinary Legacy in Downtown Raleigh" • <i>Southeast Meeting + Events</i> spotlighted attraction and hotel developments in "What's New in North Carolina" 					

Media Hosted

Media Hosted:

- Kari Bodnarchuk – The Boston Globe
- Vanessa Infanzon – Freelance

Media Missions/Events:

- Travel South International Showcase, Kansas City, Mo. • Dec. 1-3

Aviation Passengers

Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2025

	Nov. 2025	2025 YTD	YTD % Ch.
Passenger Enplanements	642,195	7,139,733	1.17%
Passenger Deplanements	635,470	7,156,252	1.14%