



Tourism Economic Development Report

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

INDUSTRY REPORT				JULY 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 May 2024	Wake County	North Carolina	United States	
May 2025 Occupancy %	-2.4%	70.6%	64.9%	65.3%	
May 2025 ADR	2.6%	\$142.62	\$138.86	\$162.72	
May 2025 RevPAR	0.1%	\$100.72	\$90.18	\$106.30	
2025 YTD Occupancy %	-4.4%	66.7%	61.3%	60.9%	
2025 YTD ADR	4.5%	\$140.29	\$127.21	\$159.58	
2025 YTD RevPAR	-0.1%	\$93.53	\$77.94	\$97.21	
	May 2025	May 2024	2025 YTD	2024 YTD	YTD % Ch.
Hotel Room-Night Supply	582,645	571,516	2,839,365	2,772,649	2.4%
Room-Nights Sold	411,498	413,546	1,892,950	1,933,979	-2.1%
Tourism Tax Collections					
	May 2025	May 2024	2025 YTD	2024 YTD	YTD % Ch.
Occupancy	\$3,841,432	\$3,712,795	\$17,387,056	\$16,905,240	2.9%
Prepared Food & Beverage	\$4,287,750	\$3,961,815	\$20,061,531	\$18,851,207	6.4%

Social Media					
	June 2025	June 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	3,596,827	-	44,213,547	-	-
Website Traffic					
	June 2025	June 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Website Users	294,024	315,337	2,821,622	3,099,139	-9%
Meetings/Sports Marketing Arriving in Current Month					
	June 2025	June 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	33	45	417	402	4%
Room-Nights	24,451	22,260	331,179	265,034	25%
Attendance	38,116	36,185	619,725	606,821	2%
Meetings/Sports Marketing by Booked Date					
	June 2025	June 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	15	10	423	450	-6%
Room-Nights	6,445	2,982	318,106	306,065	4%
Attendance	10,629	11,035	713,482	634,155	13%
Leads and Tentatives for Group Sales/Sports Marketing					
	June 2025	June 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	62	99	1,047	1,092	-4%
Room-Nights	75,015	91,569	1,030,249	925,315	11%
Attendance	72,908	133,233	1,046,437	1,196,589	-13%
Tradeshows and Events					
Events					
NCAA Division II Baseball Championship, Cary, N.C. (May 30-June 7)					
N.C. Sports Association Board Meeting & Annual Meeting, Sneads Ferry, N.C. (June 2-3)					

Society of Government Meeting Professionals Carolinas Chapter Board Retreat and Education Day, Charleston, S.C. (June 2-3)
WISE Greater Raleigh Board Meeting, virtual (June 4)
Association Executives of N.C. FUEL Round Table, Durham, N.C. (June 4)
The Soccer Tournament (TST), Cary, N.C. (June 4-9)
MPI Anti-Human Trafficking Committee Meeting, virtual (June 5)
The Cary Cup (youth soccer), Apex and Cary, N.C. (June 6-8)
Oak City Swing Softball Tournament, Raleigh, N.C. (June 7-8)
S.C. Society of Association Executives Annual Meeting, Spartanburg, S.C. (June 8-10)
CRew (CVB Reps of the West) Monthly Meeting, virtual (June 9)
Cvent Connect, San Antonio, Texas (June 9-12)
Connect/Braves Country Planning, virtual (June 10)
USA Baseball 17U National Team Championships North Carolina, Cary, N.C. (June 10-13)
Association Forum Honors Gala, Chicago, Ill. (June 11)
WISE Greater Raleigh Networking Event, Raleigh, N.C. (June 11)
USA Baseball 10U Futures Invitational, Cary, N.C. (June 12-15)
Meeting Professionals International Southeast Region Solution Room—Finance Department, virtual (June 13)
Athletes Unlimited Softball League (AUSL) All-Star Cup Planning Meeting, Holly Springs, N.C. (June 13)
IWLCA Southeast Cup (lacrosse), Raleigh, N.C. (June 14-15)
MPI Chicago Area Chapter Board of Directors Meeting, virtual (June 16)
USA Baseball 13U National Team Championships North Carolina, Cary, N.C. (June 16-20)
Cary Sports Alliance Meeting, Cary, N.C. (June 17)
MPI Chicago Area Chapter Membership Committee Meeting, virtual (June 18)
MPI World Education Congress, St. Louis, Mo. (June 18-20)
Rhythm of Gospel, Charlotte, N.C. (June 18-20)
USA Baseball 11U Futures Invitational, Cary, N.C. (June 19-22)
N.C. Air Hockey State Tournament, Raleigh, N.C. (June 20-22)
Carolina Clash (lacrosse), Raleigh, N.C. (June 21-22)
MPI Carolinas Chapter Board Meeting, virtual (June 23)
ACCESSE Leadership Conference, Philadelphia, Pa. (June 23-25)
USA Baseball 12U National Team Training Camp, Cary, N.C. (June 23-27)
MPI Chicago Area Chapter Annual Golf Event, Chicago, Ill. (June 24)
USA Baseball 16U National Team Championships North Carolina, Cary, N.C. (June 24-27)
TST and The Cary Cup Recap and Feedback Meetings, virtual (June 25 & 26)
Rocket League Championship Series Raleigh Major, Raleigh, N.C. (June 26-29)
USA Baseball Collegiate National Team Training Camp, Cary, N.C. (June 27-July 4)
MPI Greater New York Chapter Board Retreat, Kingston, N.Y. (June 29-July 1)

USA Baseball 15U National Team Championships North Carolina, Cary, N.C. (June 29-July 3)					
Cary Tennis Classic, Cary, N.C. (June 29-July 6)					
Site Visits					
Site Name			Total Room-Nights	Show Attendees	
International District Energy Association 118 th Annual Conference and Trade Show			1,538	942	
American Concrete Pipe Association 2027 Pipe School			1,220	500	
Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room-Nights	# of Definite Groups	
2025 - 2026	38,501		60,497	38	
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	50,552		83,033	119	
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					
	June 2025	June 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Partners Serviced	54	38	520	566	-8%
Visitors Guides Delivered	5,275	4,375	41,960	42,184	-1%

Convention and Visitor Services					
	June 2025	June 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	727	823	8,547	8,320	3%
# of Visitor Inquiries	320	332	3,874	3,441	13%
Meetings Serviced, Non-Bureau Booked	5	8	77	132	-42%
Meetings Serviced, Bureau Booked	33	45	417	402	4%
Site Visits/Planning Meetings	1	2	13	24	-46%
Pre/Post Convention Meetings	3	3	43	38	13%
Attendance Promotions	0	2	6	9	-33%
Public Relations Production					
	June 2025	June 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Significant Placements	9	8	122	121	0.8%
Total Net Reach/Impressions	51.99 M	8.19 M	2.9 B	2.51 B	15.9%
Media Placements					
<ul style="list-style-type: none"> • June 2025: <i>Southern Living</i> highlighted "The 24 Best Things to Do in Raleigh, According to Locals" • June 2025: <i>Condé Nast Traveler</i> recognized Marbles Kids Museum as one of "The Best Children's Museums in the US, From San Francisco to St. Louis" • June 2025: <i>USA TODAY</i> 10Best recognized Videri Chocolate Factory in "Indulge in the 10 Best Chocolate Shops Across the US" • June 2025: <i>Sports Business Journal</i> highlighted Raleigh as a leading esports destination in "Raleigh's Esports Resume Grows With Rocket League World Championship Qualifier" • June 2025: <i>Northstar Meetings Group</i> published a "Guide To Meeting and Event Planning in North Carolina" • June 2025: <i>World's Best Cities</i> ranked Raleigh as one of "America's 100 Best Cities" • June 2025: <i>ConventionSouth</i> highlighted Raleigh's esports ecosystem in "The Inside Scoop on Indoor Sports and Hobbies" • June 2025: <i>World Footprints</i> featured Heights House Hotel, NC Museum of Natural Sciences and NC Museum of Art in "Plan a Southern Cultural Road Trip" • June 2025: <i>Small Market Meetings</i> recognized Raleigh as a top meetings and convention destination in "North Carolina Favorites" 					

Media Hosted/Media Missions			
<u>Media Hosted:</u> - Christian Dose – 360° North America			
<u>Media Missions/Events:</u> - PRSA Travel & Tourism Conference; Tampa, Fla. • June 2-5 - U.S. Travel’s IPW; Chicago, Ill. • June 15-19			
Aviation Passengers			
Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2025			
	May 2025	2025 YTD	YTD % Ch.
Passenger Enplanements	712,027	2,973,937	1.58%
Passenger Deplanements	697,147	2,986,102	1.56%