



Tourism Economic Development Report

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

INDUSTRY REPORT				JULY 2026	
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 2025	Wake County	North Carolina	United States	
May 2026 Occupancy %	1.1%	71.4%	64.7%	65.7%	
May 2026 ADR	1%	\$144.09	\$139.20	\$168.51	
May 2026 RevPAR	2.1%	\$102.91	\$90.05	\$110.76	
2026 YTD Occupancy %	2.4%	68.3%	60.5%	61.7%	
2026 YTD ADR	-1%	\$138.86	\$128.71	\$164.15	
2026 YTD RevPAR	1.3%	\$94.79	\$77.84	\$101.27	
	May 2026	May 2025	2026 YTD	2025 YTD	YTD % Ch.
Hotel Room-Night Supply	582,397	582,614	2,822,197	2,839,214	-0.6%
Room-Nights Sold	415,945	411,497	1,926,577	1,892,949	1.8%
Tourism Tax Collections					
	May 2026	May 2025	2026 YTD	2025 YTD	YTD % Ch.
Occupancy	\$3,950,608	\$3,841,432	\$17,706,456	\$17,387,056	1.8%
Prepared Food & Beverage	\$4,565,108	\$4,287,750	\$20,676,406	\$20,061,531	3.1%

Social Media					
	June 2026	June 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Meta Data	4,310,508	3,596,827	35,389,935	44,213,547	-20%
Meetings/Sports Marketing Arriving in Current Month					
	June 2026	June 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	47	33	415	418	-1%
Room-Nights	18,742	24,451	244,294	331,979	-26%
Attendance	63,713	38,116	594,639	621,825	-4%
Meetings/Sports Marketing by Booked Date					
	June 2026	June 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	39	15	424	423	0%
Room-Nights	34,952	6,445	256,129	318,452	-20%
Attendance	270,586	10,629	755,695	713,482	6%
Leads and Tentatives for Group Sales/Sports Marketing					
	June 2026	June 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	95	61	1,132	1,040	9%
Room-Nights	82,944	74,991	902,447	1,022,677	-12%
Attendance	204,749	72,646	1,096,473	1,041,290	5%
Tradeshows and Events					
Events					
The Soccer Tournament (TST), Cary, N.C. (May 27-June 1)					
NCAA Division II Baseball Championship, Cary, N.C. (May 29-June 6)					
Professional Convention Management Association Capital Chapter Lunch and Learn: "Get Selected, Not Sidelined: How Suppliers Can Improve RFP Success," virtual (June 2)					
Meeting Professionals International World Education Conference, San Antonio, Texas (June 2-4)					

NHL Stanley Cup Final, Raleigh, N.C. (June 2-14)
WISE Greater Raleigh Board Meeting, virtual (June 3)
USTA 12s Southern Championship, Cary, N.C. (June 4-9)
Oak City Swing Softball Tournament, Raleigh, N.C. (June 6-7)
Meeting Professionals International (MPI) Potomac Summer Sizzle 2026, Washington, D.C. (June 8)
USA Baseball 17U National Team Championships North Carolina, Cary, N.C. (June 10-13)
MPI Carolinas Chapter Membership Committee Meeting, virtual (June 11)
MPI Virginia Networking, Doswell, Va. (June 11)
USA Baseball 10U Futures Invitational, Cary, N.C. (June 11-14)
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (June 12)
North Carolina Air Hockey State Tournament, Raleigh, N.C. (June 12-14)
IWLCA Southeast Cup (lacrosse), Raleigh, N.C. (June 13-14)
Meeting Professionals International (MPI) Chicago Area Chapter Annual Golf Outing, Chicago, Ill. (June 15)
Six In The City Chicago, Chicago, Ill. (June 16)
USA Baseball 13U National Team Championships North Carolina, Cary, N.C. (June 16-20)
MPI Chicago Area Chapter Leadership Development/IDEA Committee Meeting, virtual (June 17)
USA Baseball 11U Futures Invitational, Cary, N.C. (June 18-21)
MPI New England MarCom Committee Meeting, virtual, (June 19)
Carolina Clash (lacrosse), Raleigh, N.C. (June 20-21)
Dynamic Baseball National Championship, Raleigh, N.C. (June 20-21)
Professional Convention Management Association Greater Midwest CARES Committee Meeting, virtual (June 22)
Meeting Professionals International (MPI) New Jersey Annual Golf Event, Whitehouse Station, N.J. (June 23)
USA Baseball 12U National Team Training Camp, Cary, N.C. (June 23-26)
Association Forum Honors Gala, Chicago, Ill. (June 25)
Cary Sports Alliance Quarterly Meeting, Cary, N.C. (June 25)

Global Business Travel Association Education Day, Charlotte, N.C. (June 25)			
MPI Carolinas Volunteer Engagement Committee Meeting, virtual (June 26)			
Cary Tennis Classic, Cary, N.C. (June 28-July 5)			
Meeting Professionals International (MPI) New England Chapter MarCom Committee, virtual (June 29)			
USA Baseball 15U National Team Championships North Carolina, Cary, N.C. (June 29-July 3)			
MPI CMAC Committee Meeting, virtual (June 30)			
World Rugby Nations Cup Planning Meeting, virtual (June 30)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
2027/2028 USA Cycling Cyclocross National Championships		4,000	5,000
Camden Coalition of Healthcare Providers Putting Care at the Center Conference		1,190	1,000
Free Will Baptist International Missions - Free Will Baptist National Convention 2030		5,108	2,500
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	70,884	87,071	61
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	246,306	245,050	415
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 2026	June 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Partners Served	25	54	447	515	-13%
Visitors Guides Delivered	5,600	5,275	45,037	41,775	8%
Convention and Visitor Services					
	June 2026	June 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	1,115	727	8,464	8,547	-1%
# of Visitor Inquiries	719	320	6,252	3,874	61%
Meetings Served, Non-Bureau Booked	4	5	75	77	-3%
Meetings Served, Bureau Booked	47	33	415	418	-1%
Site Visits/Planning Meetings	3	1	12	13	-8%
Pre/Post Convention Meetings	5	3	42	43	-2%
Attendance Promotions	0	0	3	6	-50%
Public Relations Production					
	June 2026	June 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Significant Placements	11	9	117	122	-4%
Total Net Reach/ Impressions	302.51 M	51.99 M	3.22 B	2.9 B	11%

Media Placements

- *H&N Magazine* featured Raleigh's summertime offerings in "[Celebrate Summer in Raleigh!](#)"
- *LuxeBeat Magazine* highlighted the city of Raleigh in "[Complete Trip Planner Raleigh, NC](#)"
- *Luxe Beat Magazine* recognized Raleigh's luxury hotel accommodations in "[The Best Luxury Hotels in Raleigh, NC](#)"
- *LuxeBeat Magazine* spotlighted Raleigh as a luxury destination in "[Best Restaurants & Fine Dining in Raleigh, NC](#)" and "[Best Things To Do in Raleigh, NC: A Luxury Experiences Guide 2026](#)"
- *SportsTravel* featured the Carolina Hurricanes in "[Inside Raleigh's Efforts to Prepare for Hockey Glory](#)"
- *Traveling for Business* recognized Raleigh as a summer destination in "[Celebrate Summer in Raleigh: The Southern City Made for Sunshine](#)"
- *Black Meetings and Tourism* included Raleigh's convention offerings in their "[African-American Guide to Meetings Incentives & Traveling in the South](#)"
- *Unity Magazine* featured [DICED](#) in "[An Exercise in Culinary Endeavors](#)"
- *Pride Journeys* spotlighted some of Raleigh's queer-owned restaurants in "[LGBTQ+ Chefs and Restaurateurs Are Transforming Raleigh Into a Southern Culinary Hotspot](#)"
- *Turismo Etc* featured the [Residence Inn by Marriott Raleigh Downtown](#) in "[Where to Stay in Raleigh](#)"

Media Hosted/Media Missions

Media Hosted:

- Jesse Scott – Lonely Planet

Media Missions/Events:

Visit NC Media Mission; Chicago, IL • June 3-5

PRSA Travel & Tourism Conference; Albuquerque, N.M. • June 7-10

Aviation Passengers

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

	May 2026	2026 YTD	YTD % Ch.
Passenger Enplanements	734,212	3,033,586	1.90%
Passenger Deplanements	721,927	3,068,048	-12.85%