



Tourism Economic Development Report

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

INDUSTRY REPORT				JUNE 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 April 2025	Wake County	North Carolina	United States	
April 2026 Occupancy %	0.1%	71.3%	66.3%	64.9%	
April 2026 ADR	-7.5%	\$140.44	\$136.60	\$165.90	
April 2026 RevPAR	-7.4%	\$100.08	\$90.58	\$107.73	
2026 YTD Occupancy %	2.7%	67.4%	59.4%	60.6%	
2026 YTD ADR	-1.6%	\$137.42	\$125.31	\$162.81	
2026 YTD RevPAR	1.1%	\$92.69	\$74.38	\$98.72	
	April 2026	April 2025	2026 YTD	2025 YTD	YTD % Ch.
Hotel Room-Night Supply	559,950	564,150	2,239,800	2,256,600	-0.7%
Room-Nights Sold	339,025	401,568	1,510,634	1,481,452	2%
Tourism Tax Collections					
	April 2026	April 2025	2026 YTD	2025 YTD	YTD % Ch.
Occupancy	\$3,726,987	\$3,863,313	\$13,755,848	\$13,545,624	1.6%
Prepared Food & Beverage	\$4,215,462	\$4,108,661	\$16,111,298	\$15,773,781	2.1%

Social Media					
	May 2026	May 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Meta Data	2,075,868	3,649,460	31,079,427	40,616,720	-23%
Meetings/Sports Marketing Arriving in Current Month					
	May 2026	May 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	39	28	368	385	-4%
Room-Nights	40,422	34,967	225,552	307,528	-27%
Attendance	124,861	92,062	530,926	583,709	-9%
Meetings/Sports Marketing by Booked Date					
	May 2026	May 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	32	20	385	408	-6%
Room-Nights	8,289	15,266	221,042	311,437	-29%
Attendance	28,198	23,462	485,109	702,853	-31%
Leads and Tentatives for Group Sales/Sports Marketing					
	May 2026	May 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	74	71	1,038	980	6%
Room-Nights	47,925	93,662	822,406	952,452	-14%
Attendance	38,844	58,750	893,124	970,844	-8%
Tradeshows and Events					
Events					
NCAA Division I Women's Tennis First/Second Rounds, Raleigh, N.C. (May 1-2)					
Stonewall Sports North Carolina State Tournament, Wake County, N.C. (May 1-3)					
CVBReps of the West Coast (CReW) Meeting, virtual (May 4)					
Simpleview Summit, Atlanta, Ga. (May 4-7)					
Global Meetings Industry Day MPI New England, Boston, Mass. (May 5)					

TST/The Cary Cup Planning Meetings, virtual (May 5, 6, 8, 13 and 20)
MPI Carolinas Chapter Global Meetings Industry Day, Concord, N.C. (May 6)
MPI CMAC Chapter and Policies Subgroup Committee Meeting, virtual (May 7)
WISE Greater Raleigh Board Meeting, virtual (May 7)
NCAA Division I Women's Tennis Super Regionals, Raleigh, N.C. (May 8)
World Rugby Nations Cup Planning Meeting, virtual (May 8 and 22)
City of Oaks Classic presented by GRSA, Wake County, N.C. (May 9-10)
Senior Softball-USA Atlantic Championships, Raleigh, N.C. (May 12-17)
N.C. Sports Association Meetings and Legislative Reception, Cary and Raleigh, N.C. (May 12-13)
Global Business Travel Association S.C. Golf Tournament, Myrtle Beach, S.C. (May 13)
Society of Government Meeting Professionals Carolinas Chapter Education Day, Myrtle Beach, S.C. (May 15)
ACC Women's Rowing Championship, Raleigh, N.C. (May 15-16)
Phenom G3 Live, Raleigh, N.C. (May 15-17)
Meeting Professionals International (MPI) New Jersey May Education Program, Jersey City, N.J. (May 18)
GRSA Advisory Board Meeting, Raleigh, N.C. (May 19)
MPI Potomac Cocktails and Conversations, Baltimore, Md. (May 20)
MPI CMAC committee meeting, virtual (May 21)
Meetings Professionals International (MPI) CMAC committee meeting, virtual (May 26)
Georgia Society of Association Executives Annual Meeting, Athens, Ga. (May 27-29)
NCHSAA Baseball State Championships, Holly Springs, N.C. (May 27-30)
The Soccer Tournament (TST), Cary, N.C. (May 27-June 1)
UNC Health Championship (PGA Korn Ferry Tour), Raleigh, N.C. (May 28-31)
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (May 29)
Special Olympics North Carolina Summer Games, Wake County, N.C. (May 29-31)
The Cary Cup (youth soccer), Cary, Apex and Holly Springs, N.C. (May 29-31)
NCAA Division II Baseball Championship, Cary, N.C. (May 29-June 6)

Site Visits			
Site Name		Total Room-Nights	Show Attendees
Delta Waterfowl Foundation – The 2028 Duck Hunters Expo		1315	1000
American Legion – 2027 Mid-Winter Conference		252	300
American Legion – Legion College		195	200
American Legion – 2027 Annual Convention		411	300
American Legion – 2027 Fall Conference		252	300
Solid Waste Assoc. of America – RCon 2028		2525	1600
International Concrete Repair Institute, Inc. (ICRI) 2027 Spring Convention		557	350
American Chemical Society - Global Polymer Summit 2030		4157	1500
American Chemical Society - Rubber Division – Spring Technical Meeting 2028		200	150
American College of Veterinary Sports Medicine and Rehabilitation - 2028 Symposium		650	400
National Alliance on Mental Illness (NAMI) N. C. Chapter Conference		160	225
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	242,863		243,835	409	
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					
	May 2026	May 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Partners Serviced	14	7	422	461	-8%
Visitors Guides Delivered	1,150	3,575	39,437	36,500	8%
Convention and Visitor Services					
	May 2026	May 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	756	845	7,349	7,820	-6%
# of Visitor Inquiries	865	414	5,533	3,554	56%
Meetings Serviced, Non-Bureau Booked	8	7	71	72	-1%
Meetings Serviced, Bureau Booked	39	28	368	385	-4%
Site Visits/Planning Meetings	1	1	9	12	-25%
Pre/Post Convention Meetings	6	2	37	40	-7%
Attendance Promotions	0	0	3	6	-50%

Public Relations Production

	May 2026	May 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Significant Placements	8	9	106	113	-6.2%
Total Net Reach/ Impressions	129.97 M	285.2 M	2.92 B	2.85 B	2.5%

Media Placements

- *Forbes* highlighted [Hopscotch Music Festival](#) in "[Put These Underrated Music Festivals on Your Radar](#)"
- *Travel + Leisure* highlighted Raleigh as a standout destination to visit in "[I've Traveled the South for 30 Years But This Is the City I Keep Coming Back to—With Historic Hotels and Classic Charm](#)"
- *Sports Business Journal* recognized Raleigh as a premier sports destination in "[Best Sports Business Cities: No. 23 Research Triangle, N.C.](#)"
- U.K. travel magazine *Wanderlust* included Raleigh in its 4th annual "[Travel Green List 2026](#)," celebrating sustainability-forward travel destinations
- *Luxe Beat Magazine* featured [Heights House Hotel](#) in "[Check Into History: Why Heights House Is Raleigh's Most Sophisticated Stay](#)"
- French travel site *InfoTravel* featured things to do in Raleigh in "[Travel South USA: Between a Love of Sport and Good Food](#)"
- *Pride Journeys* featured some of Raleigh's queer-owned restaurants in "[LGBTQ+ Chefs and Restaurateurs Are Transforming Raleigh Into a Southern Culinary Hotspot](#)"
- *FOUND Global* highlighted some of Raleigh's best restaurants in "[Restaurants, Raleigh, N.C.](#)"

Media Hosted

Media Hosted:
 - Nicole Letts, Freelance

Media Missions/Events:
 U.S. Travel Association's IPW; Fort Lauderdale, Fla. • May 18-22

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

	April 2026	2026 YTD	YTD % Ch.
Passenger Enplanements	651,528	2,299,374	1.66%
Passenger Deplanements	669,123	2,346,122	-16.84%