



Tourism Economic Development Report

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

INDUSTRY REPORT				MARCH 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 Jan. 2025	Wake County	North Carolina	United States	
Jan. 2026 Occupancy %	-0.2%	56.9%	49%	52.4%	
Jan. 2026 ADR	0.6%	\$125.63	\$112.71	\$152.09	
Jan. 2026 RevPAR	0.4%	\$71.43	\$55.21	\$76.69	
2026 YTD Occupancy %	-9.2%	56.9%	49%	52.4%	
2026 YTD ADR	-3.5%	\$125.63	\$112.71	\$152.09	
2026 YTD RevPAR	-12.4%	\$71.43	\$55.21	\$76.69	
	Jan. 2026	Jan. 2025	2026 YTD	2025 YTD	YTD % Ch.
Hotel Room-Night Supply	578,615	582,955	578,615	582,955	-0.7%
Room-Nights Sold	328,983	331,111	328,983	331,111	-0.6%
Tourism Tax Collections					
	Jan. 2026	Jan. 2025	2026 YTD	2025 YTD	YTD % Ch.
Occupancy	\$2,668,765	\$2,806,998	\$2,668,765	\$2,806,998	-4.9%
Prepared Food & Beverage	\$3,649,089	\$3,780,930	\$3,649,089	\$3,780,930	-3.5%

Social Media					
	Feb. 2026	Feb. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Meta Data	2,351,171	3,587,329	22,913,415	31,826,349	-28%
Meetings/Sports Marketing Arriving in Current Month					
	Feb. 2026	Feb. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	42	40	249	266	-6%
Room-Nights	17,450	19,657	150,689	182,607	-17%
Attendance	33,029	36,739	317,403	349,290	-9%
Meetings/Sports Marketing by Booked Date					
	Feb. 2026	Feb. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	51	41	277	325	-15%
Room-Nights	24,357	40,455	187,876	253,871	-26%
Attendance	50,061	98,746	394,584	576,735	-32%
Leads and Tentatives for Group Sales/Sports Marketing					
	Feb. 2026	Feb. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Number of Meetings	113	92	736	749	-2%
Room-Nights	111,777	54,968	575,818	685,359	-16%
Attendance	82,126	48,160	660,089	781,680	-16%
Tradeshows and Events					
Events					
HSMIAI NC Chapter Meeting, Durham, N.C. (Feb. 3)					
WISE Greater Raleigh Board Meeting, virtual (Feb. 4)					
AENC FUEL Meeting, Durham, N.C. (Feb. 4)					
TST Planning Meeting, virtual (Feb. 4, 13, and 20)					
Krispy Kreme Challenge, Raleigh, N.C. (Feb. 7)					

SGMP Joint Leadership Meeting, virtual (Feb. 9)		
Raleigh Chamber Women's Leadership Conference Task Force Meeting, virtual (Feb. 9)		
AMC Institute, Spokane, Wash. (Feb. 10-12)		
NCHSAA Swimming & Diving Championships, Cary and Raleigh, N.C. (Feb. 11-14)		
Raleigh President's Day Tournament (hockey), Garner, Morrisville and Wake Forest, N.C. (Feb. 14-16)		
MPI Chicago Area Chapter Membership Committee Meeting, virtual (Feb. 16)		
MPI Chicago Area Chapter Winter Education Meeting, Chicago, Ill. (Feb. 17)		
SGMP Carolinas Chapter Board Meeting, virtual (Feb. 18)		
BODYARMOR State Games of N.C.: Winter Games (esports – Ibashowdown), Raleigh, N.C. (Feb. 20-22)		
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (Feb. 20)		
MPI Ohio Chapter Navigate Conference Meeting, Dublin, Ohio (Feb. 23-24)		
Zebulon Coastal Plain League Press Conference, Zebulon, N.C. (Feb. 24)		
GRSA Advisory Board Meeting, Cary, N.C. (Feb. 24)		
MPI Chapter and Membership Advisory Council Committee Meeting, virtual (Feb. 24)		
Raleigh Chamber Women's Leadership Conference Task Force Meeting, Raleigh, NC (Feb. 24)		
Cary Sports Alliance Meeting, Cary, N.C. (Feb. 26)		
MPI Carolinas Chapter Planner Partner Forum and Chapter Meeting, Cary, N.C. (Feb. 26-27)		
Rumble in Raleigh Gymnastics Invite, Morrisville, N.C. (Feb. 27-March 1)		
Triangle Collegiate Softball Classic: D2/JUCO Tournament, Raleigh, N.C. (Feb. 27-March 1)		
MPI New England MarCom Committee Meeting, virtual (Feb. 27)		
Carolina Crown (boys' volleyball), Raleigh, N.C. (Feb. 28-March 1)		
Site Visits		
Site Name	Total Room-Nights	Show Attendees
2027/2028 USA Cycling Cyclocross National Championships	4,000	5,000
Multiples of America	Prospect	Prospect

North Carolina Sea Grant Coastal Conference	120	350
EBSCO User Group 2028	1130	450
Greater Louisville GLIDE Trip 2026	280	140
NC Association for Marriage and Family Therapy	110	150
Association for Frontotemporal Degeneration 2027 Education Conference	705	450
Access Evolve Speaker Series	110	100

Convention Center Bookings

Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	70,184	85,947	58
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	232,572	230,242	344
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					
	Feb. 2026	Feb. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Partners Serviced	4	1	156	242	-36%
Visitors Guides Delivered	600	75	23,250	20,025	16%
Convention and Visitor Services					
	Feb. 2026	Feb. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	616	422	4,753	5,453	-13%
# of Visitor Inquiries	690	312	3,281	2,436	35%
Meetings Serviced, Non-Bureau Booked	3	5	45	55	-18%
Meetings Serviced, Bureau Booked	42	40	249	266	-6%
Site Visits/Planning Meetings	0	1	8	10	-20%
Pre/Post Convention Meetings	2	9	19	26	-27%
Attendance Promotions	1	0	2	4	-50%
Public Relations Production					
	Feb. 2026	Feb. 2025	2026 FYTD	2025 FYTD	FYTD % Ch.
Significant Placements	9	6	71	80	-11.3%
Total Net Reach/Impressions	48.64 M	63.2 M	2.19 B	2.06 B	6.3%
Media Placements					
<ul style="list-style-type: none"> • AARP highlighted the Ann and Jim Goodnight Museum Park at the North Carolina Museum of Art in "These Outdoor Sculpture Gardens Inspire Artsy Fun" • USA TODAY 10Best recognized Raleigh's top museums, including the North Carolina Museum of Natural Sciences among the "10 Best Museums in the US That You Can Visit For Free" and Marbles Kids Museum on its list of the "Explore, Play and Discover: 10 Best Children's Museums in the US" • Queen City Lifestyle highlighted St. Pierre Wine Shop + Bar and Oakwood Pizza Box in "Trending in Taste" • Cardinal & Pine recognized A Place At The Table in "Pay-What-You-Can Cafés: How They Uplift Underserved Communities in NC" 					

- *Modern South* highlighted [Melrose Knitting Mill](#) in "[Southern I Do's: The South's Standout Wedding Venues by State](#)"
- Brand USA featured [Gipson Play Plaza](#) in "[Brand USA Celebrates 250 Years of the United States With 50 Family-Friendly Travel Experiences](#)"
- Wake County Economic Development highlighted future area developments in "[Record-Breaking Momentum: A Banner Year for Wake County Tourism](#)"
- Visit Raleigh's Jessica Holt was interviewed for *What's Up Wake's* podcast: "[Visit Raleigh: An Insider's Guide](#)"

Media Hosted

Media Hosted:

- Nandita Godbole – Freelance
- Stephanie Burnette – Freelance
- Luciano Palumbo – TurismoEtc

Media Missions/Events:

- Aer Lingus Taste of America Roadshow, Ireland • Feb. 22-27

Aviation Passengers

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

	Jan. 2026	2026 YTD	YTD % Ch.
Passenger Enplanements	494,024	494,024	-2.50%
Passenger Deplanements	509,993	509,993	-52.09%