



## Tourism Economic Development Report

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

INDUSTRY REPORT		NOVEMBER 2025					
<b>Hotel Occupancy Production</b>							
<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 Sept. 2024	Wake County	North Carolina	United States			
Sept. 2025 Occupancy %	-0.8%	69.5%	61%	63.4%			
Sept. 2025 ADR	-0.3%	\$138.10	\$131.71	\$162.69			
Sept. 2025 RevPAR	-1.1%	\$96.00	\$80.36	\$103.19			
2025 YTD Occupancy %	-3.5%	67.8%	62.3%	63.4%			
2025 YTD ADR	2.3%	\$137.41	\$128.94	\$160.48			
2025 YTD RevPAR	-1.3%	\$93.10	\$80.37	\$101.79			
	Sept. 2025	Sept. 2024	2025 YTD	2024 YTD			
				YTD % Ch.			
Hotel Room-Night Supply	559,770	548,190	5,114,413	5,014,679	2%		
Room-Nights Sold	389,131	384,080	3,465,265	3,521,399	-1.6%		
<b>Tourism Tax Collections</b>							
	Sept. 2025	Sept. 2024	2025 YTD	2024 YTD	YTD % Ch.		
Occupancy	\$3,553,429	\$3,429,566	\$31,131,674	\$30,656,316	1.6%		
Prepared Food & Beverage	\$4,096,906	\$3,954,083	\$36,370,902	\$34,444,663	5.6%		

Social Media					
	Oct. 2025	Oct. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	5,340,704	7,394,160	10,709,873	16,939,693	-37%
Meetings/Sports Marketing Arriving in Current Month					
	Oct. 2025	Oct. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	41	38	137	147	-7%
Room-Nights	15,051	13,261	73,042	96,705	-24%
Attendance	34,610	26,152	138,131	138,410	-0%
Meetings/Sports Marketing by Booked Date					
	Oct. 2025	Oct. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	29	38	140	175	-20%
Room-Nights	8,372	16,001	102,553	127,758	-20%
Attendance	17,971	33,047	205,162	265,787	-23%
Leads and Tentatives for Group Sales/Sports Marketing					
	Oct. 2025	Oct. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	110	100	361	392	-8%
Room-Nights	89,884	98,949	295,816	406,361	-27%
Attendance	98,503	114,829	357,783	497,030	-28%
Tradeshows and Events					
Events					
WISE Greater Raleigh Board Meeting, virtual (Oct. 1)					
GRSA/NCFC Youth Planning Retreat, Raleigh, N.C. (Oct. 2)					
Centennial Authority Board Meeting, Raleigh, N.C. (Oct. 2)					
Minor League Cricket (MiLC) Finals, Morrisville, N.C. (Oct. 2-5)					
Great American XC Festival and HBCU Challenge, Cary, N.C. (Oct. 3-4)					

IMEX America, Las Vegas, Nev. (Oct. 6-9)
SAS Championship, Cary, N.C. (Oct. 6-12)
Cycle NC Mountains to Coast Ride Overnight Stop, Fuquay-Varina, N.C. (Oct. 8)
TST Planning Meeting, virtual (Oct. 8, 15, 22 and 29)
MPI Anti-Human Trafficking Committee Meeting, virtual (Oct. 9)
AENC Fall Conference, Cary, N.C. (Oct. 9-10)
SAS Championship HBCU Invitational, Cary, N.C. (Oct. 10-12)
Capital City Classic, Raleigh, N.C. (Oct. 11-12)
MPI Carolinas Chapter Board Meeting, virtual (Oct. 13)
TEAMS Conference & Expo, Columbus, Ohio (Oct. 13-16)
NCAA Men's College Cup Host Meeting, virtual (Oct. 14, 28)
PCMA Greater Midwest Chapter DEI Committee Meeting, virtual (Oct. 15)
USA Baseball Women's National Team Development Program, Cary, N.C. (Oct. 15-19)
Six in the City, Alexandria, Va. (Oct. 16)
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (Oct. 17)
Southeast Regional Bocce Tournament, Raleigh, N.C. (Oct. 17-19)
PCMA Greater Midwest Chapter Education Event, Chicago, Ill. (Oct. 21)
MPI Chicago Area Chapter Membership Committee Meeting and Leadership Day, Chicago, Ill. (Oct. 21)
MPI Potomac Cocktails and Conversations, Broadlands, Va. (Oct. 22)
Raleigh Chamber Women's Leadership Conference Task Force Meeting, Raleigh, N.C. (Oct. 22)
ECU Sports Management Class, Guest Speaker, virtual (Oct. 22)
PCMA Southeast Meet Up, Cary, N.C. (Oct. 24)
MPI Greater New York Board of Directors Meeting, virtual (Oct. 24)
NCHSAA Women's Individual Tennis Championships, Cary, Holly Springs and Raleigh, N.C. (Oct. 24-25)
N.C. Sports Association Membership Meeting, Greenville, N.C. (Oct. 24)
USA Climbing Board Meeting, Raleigh, N.C. (Oct. 24-26)
Northeast CVBReps Client Retreat, Montauk, N.Y. (Oct. 27-28)
SGMP Joint Leadership Meeting, virtual (Oct. 28)

Site Visits		
Site Name	Total Room-Nights	Show Attendees
US Rowing	TBD	TBD
206 Cary Cup Youth Soccer Tournament	500	2,500
American Dairy Science Association Annual Meeting 2027	2,475	1,750
The Council of Administrators of Special Education Conference 2029	2,026	1,200
41 <sup>st</sup> World Service Conference of Debtors Anonymous 2027	521	120
North Carolina Nurses Association Nurse Practitioner Spring Symposium 2027	265	300
2028 North Carolina Nurses Association Annual Convention	325	500
Convention Center Bookings		
Fiscal Year	Definite Attendance	Definite Room-Nights
2025 - 2026	63,255	79,296
2024 - 2025	91,125	109,388
2023 - 2024	56,671	68,424
2022 - 2023	82,157	100,084
2021 - 2022	68,371	67,791
2020 - 2021	18,250	8,867
Wake County Bookings		
Fiscal Year	Definite Attendance	Definite Room-Nights
2025 - 2026	168,496	171,488
2024 - 2025	304,196	330,049
2023 - 2024	266,159	266,164
2022 - 2023	289,161	279,512
2021 - 2022	229,066	210,375

2020 - 2021	115,724	86,790	97		
<b>Visitors Guide Delivery Service to Partners</b>					
	Oct. 2025	Oct. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Partners Serviced	29	51	137	169	-19%
Visitors Guides Delivered	4,550	3,375	20,150	13,835	46%
<b>Convention and Visitor Services</b>					
	Oct. 2025	Oct. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	449	800	2,691	3,352	-20%
# of Visitor Inquiries	300	342	1,615	1,396	16%
Meetings Serviced, Non-Bureau Booked	4	6	36	32	13%
Meetings Serviced, Bureau Booked	41	38	137	147	-7%
Site Visits/Planning Meetings	2	1	5	3	67%
Pre/Post Convention Meetings	6	6	14	15	-7%
Attendance Promotions	0	2	0	4	-100%
<b>Public Relations Production</b>					
	Oct. 2025	Oct. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Significant Placements	11	17	30	48	-37.5%
Total Net Reach/Impressions	518.54 M	99.8 M	1.25 B	1.018 B	22.8%
<b>Media Placements</b>					
<p><i>The Washington Post</i> featured <a href="#">Dorothea Dix Park</a> in "8 City Parks in the U.S. Worthy of a Trip"</p> <p><i>Town &amp; Country</i> featured Raleigh in "<a href="#">A Snob's Guide to North Carolina</a>"</p> <p><i>Hoodline</i> highlighted the launch of the Wander App in "<a href="#">Explore Wake County's Natural Beauty at Your Fingertips With New Wander Map App</a>"</p> <p>The recent extension of The Soccer Tournament (TST) announcement was covered by multiple news outlets including <a href="#">Sports Business Journal</a> and <a href="#">SportsTravel Magazine</a></p>					

*Garden & Gun* highlighted a new addition to [Dorothea Dix Park](#) in "[It's Time to Go Troll Hunting in North Carolina](#)"

*SheBuysTravel* spotlighted Raleigh's culinary scene in "[Raleigh: The Ultimate Food Paradise You Need to Experience](#)"

*Meetings Today* highlighted [Urban Oak, RH Rooftop Restaurant](#) and [La Terrazza](#) as rooftop meeting venues in "[Successful Offsites](#)"

*ConventionSouth* spotlighted Visit Raleigh's Meeting Professionals Summit in "[Gather for Good: Tips for Incorporating Voluntourism Into Your Event](#)"

*ConventionSouth* featured the [Tempo by Hilton Raleigh Downtown](#) in "[New & Renovated: North Carolina](#)"

*Exhibit City News* highlighted future area developments in "[Raleigh Convention Center Shares Designs of Upcoming Expansion](#)"

#### Media Hosted

##### Media Hosted:

- Adam Robb – Freelance
- Michael Colbert - Freelance

##### Media Missions/Events:

- Visit NC In-State Media Mission, Raleigh, N.C. • Oct. 7
- Brand USA Travel Week, London, U.K. • Oct. 20-24
- MICHELIN Guide American South Ceremony, Greenville, S.C. • Nov. 3

#### Aviation Passengers

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

	Sept. 2025	2025 YTD	YTD % Ch.
Passenger Enplanements	636,831	5,781,725	0.98%
Passenger Deplanements	633,247	5,800,686	1.02%