



## Tourism Economic Development Report

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

INDUSTRY REPORT		OCTOBER 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 Aug. 2024	Wake County	North Carolina	United States	
Aug. 2025 Occupancy %	-1.7%	67.8%	62.5%	66.1%	
Aug. 2025 ADR	1.4%	\$129.63	\$128.99	\$158.93	
Aug. 2025 RevPAR	-0.4%	\$87.89	\$80.56	\$105.06	
2025 YTD Occupancy %	-3.8%	67.5%	62.5%	63.4%	
2025 YTD ADR	2.6%	\$137.32	\$128.57	\$160.16	
2025 YTD RevPAR	-1.3%	\$92.74	\$80.36	\$101.61	
	Aug. 2025	Aug. 2024	2025 YTD	2024 YTD	YTD % Ch.
Hotel Room-Night Supply	578,429	570,710	4,554,643	4,466,489	2%
Room-Nights Sold	392,169	393,820	3,076,135	3,137,319	-2%
<b>Tourism Tax Collections</b>					
	Aug. 2025	Aug. 2024	2025 YTD	2024 YTD	YTD % Ch.
Occupancy	\$3,331,880	\$3,240,158	\$27,578,245	\$27,226,750	1.3%
Prepared Food & Beverage	\$4,197,733	\$3,915,011	\$32,273,996	\$30,490,580	5.8%

Social Media					
	Sept. 2025	Sept. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Meta Data	1,418,773	4,272,433	5,369,169	9,545,933	-44%
Meetings/Sports Marketing Arriving in Current Month					
	Sept. 2025	Sept. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	39	39	96	109	-12%
Room-Nights	16,565	33,240	57,991	83,444	-31%
Attendance	17,735	25,984	103,521	112,258	-8%
Meetings/Sports Marketing by Booked Date					
	Sept. 2025	Sept. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	32	40	111	137	-19%
Room-Nights	10,799	13,014	94,181	111,757	-16%
Attendance	22,352	34,059	187,191	232,740	-20%
Leads and Tentatives for Group Sales/Sports Marketing					
	Sept. 2025	Sept. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Number of Meetings	77	89	252	292	-14%
Room-Nights	51,136	73,340	206,112	307,412	-33%
Attendance	80,887	91,120	259,356	382,201	-32%
Tradeshows and Events					
Events					
WISE Greater Raleigh Board Meeting, virtual (Sept. 3)					
Professional Fraternal Association, Hampton, Va. (Sept. 4-6)					
MPI Greater New York Chapter Board Meeting, virtual (Sept. 5)					
GRSA Advisory Board Meeting, Raleigh, N.C. (Sept. 9)					
NCAA Men's College Cup Host Meeting, virtual (Sept. 9 & 30)					
PCMA Greater Midwest Chapter DEI Education Event, Schaumburg, Ill. (Sept. 9)					

Northstar Destination East, Providence, R.I. (Sept. 9-10)
Triangle Ultimate Meeting, virtual (Sept. 10)
MPI Chicago Area Chapter Board Meeting, Chicago, Ill. (Sept. 10)
MPI Chicago Area Chapter Member Meetup, Chicago, Ill. (Sept. 10)
RDU Classic Kickball Tournament, Apex, N.C. (Sept. 13-14)
NCAA Host Symposium, Indianapolis, Ind. (Sept. 15)
MPI Carolinas Chapter Board Meeting, virtual (Sept. 15)
Destination Celebration Indy, Indianapolis, Ind. (Sept. 16)
MPI Greater New York and MPI New Jersey Chapter Sept. Education Event: "Mastering Large-Scale Events," East Rutherford, N.J. (Sept. 16)
Harmony: N.C. LGBT+ Allied Chamber of Commerce LGBTQ+ Business Networking Event, Raleigh, N.C. (Sept. 17)
Professional Convention Management Association Capital Chapter "Don't Be a Drag, Just Be a Queen (or King)!" Networking Event, Washington, D.C. (Sept. 17)
Raleigh Chamber Women's Leadership Conference Task Force Meeting, Raleigh, N.C. (Sept. 17)
Society of Government Meeting Professionals Carolinas Chapter Board Meeting, virtual (Sept. 17)
TST Meeting, virtual (Sept. 17)
ACC Soccer Planning Meeting, virtual (Sept. 18)
Destination Celebration St. Louis, St. Louis, Mo. (Sept. 18)
MPI Global Anti-Human Trafficking Committee Meeting, virtual (Sept. 18)
USTA Tri-Level State Championships, Raleigh, N.C. (Sept. 18-21)
MPI Carolinas Chapter MarComm Committee Meeting, virtual (Sept. 19)
MPI Carolinas Chapter Volunteer Engagement Committee Meeting, virtual (Sept. 19)
TST LOC Meeting, virtual (Sept. 19)
adidas Cross Country Challenge, Cary, N.C. (Sept. 19-20)
ITA Women's All-American Championships, Cary, N.C. (Sept. 20-28)
Sports ETA 4S Summit, Annapolis, Md. (Sept. 22-25)
USA Baseball Esports Meeting, virtual (Sept. 23)
N.C. Baseball Museum Annual Fundraiser, Wilson, N.C. (Sept. 24)
TST Youth Soccer Tournament Meeting, virtual (Sept. 25)
NCHSAA Regional Meeting, Apex, N.C. (Sept. 25)
SAS Championship Golf Media and Partner Breakfast, Cary, N.C. (Sept. 29)

NCFC Youth/visitRaleigh.com Showcase Series Meeting, virtual (Sept. 30)			
Association Executives of N.C. FUEL committee meeting, virtual (Sept. 30)			
Site Visits			
Site Name		Total Room-Nights	Show Attendees
2026 Cary Cup Youth Soccer Tournament		500	2,500
North Carolina Association of Public Charter Schools		1,101	850
Frankenmuth Insurance North Carolina Round Table		35	40
Proton Therapy Partners Infinity Oncology Solutions		175	85
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room-Nights	# of Definite Groups
2025 - 2026	60,205	78,616	50
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	161,436	165,181	215
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					
	Sept. 2025	Sept. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Partners Serviced	39	5	108	118	-8%
Visitors Guides Delivered	6,275	1,900	15,600	10,460	49%
Convention and Visitor Services					
	Sept. 2025	Sept. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
# of Visitor Information Center Visitors	473	881	2,198	2,552	-14%
# of Visitor Inquiries	337	400	1,258	1,054	19%
Meetings Serviced, Non-Bureau Booked	12	8	32	26	23%
Meetings Serviced, Bureau Booked	39	39	96	109	-12%
Site Visits/Planning Meetings	1	1	3	2	50%
Pre/Post Convention Meetings	2	4	8	9	-11%
Attendance Promotions	0	0	0	2	-100%
Public Relations Production					
	Sept. 2025	Sept. 2024	2025 FYTD	2024 FYTD	FYTD % Ch.
Significant Placements	4	8	19	31	-38.7%
Total Net Reach/Impressions	541.58 M	188.9 M	724.84 M	918.5 M	-21.1%
Media Placements					
<ul style="list-style-type: none"> <li><i>Southern Living</i> featured <a href="#">Prime Barbecue</a> and <a href="#">Sam Jones BBQ</a> as two of the "<a href="#">Top 50 BBQ Joints in the South</a>"</li> <li><i>Irish Independent</i> spotlighted <a href="#">RDU International Airport</a>'s newly announced direct flight to Dublin (launching April 2026) in "<a href="#">Aer Lingus Announces New Transatlantic Route from Dublin Airport in Biggest-Ever Schedule</a>"</li> <li><i>My Family Travels</i> highlighted local farmers markets in "<a href="#">8 Farmers Markets in North Carolina Best Experienced on Saturdays</a>"</li> </ul>					

- *Sports Destination Management* highlighted the "[2025 NCAA Men's Basketball Tournament 1st & 2nd Rounds in Raleigh Generates \\$16.4 Million in Direct Economic Impact](#)"

#### Media Hosted

##### Media Hosted:

- Dylan Rupert – Freelance
- Jen Rice – Freelance
- Ronny Maye – Freelance
- Jan Schroder – The Travel 100

#### Aviation Passengers

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

	Aug. 2025	2025 YTD	YTD % Ch.
Passenger Enplanements	689,236	5,143,884	1.01%
Passenger Deplanements	717,272	5,165,911	1.09%