

# Top 10 Fascinating Facts

about Tourism in Wake County and the Greater Raleigh Convention and Visitors Bureau



<b>1</b>	The <b>Greater Raleigh Convention and Visitors Bureau</b> is the official destination marketing organization for Wake County, North Carolina. The Bureau promotes tourism from meetings and conventions, sporting events and leisure visitors.
<b>2</b>	Wake County had over <b>16.45</b> million visitors in 2017. That equates to roughly 45,000 visitors in the area each day.
<b>3</b>	Those 16.45M visitors spent over <b>\$2.53B</b> (that's billion with a B) in 2017.
<b>4</b>	Raleigh, N.C.'s brand is reflected in this destination brand positioning statement: "Raleigh is a thriving Southern capital city shaped by the passionate minds of its residents."
<b>5</b>	Tourism directly supports the employment of <b>26,170</b> people (FTEs) in Wake County who earn a payroll of <b>\$739.5</b> million.
<b>6</b>	<b>Four of the top 10</b> visitor attractions in North Carolina are in Raleigh, N.C. (N.C. Museum of Natural Sciences, N.C. Museum of History, N.C. Museum of Art and Marbles Kids Museum).
<b>7</b>	The Greater Raleigh Convention and Visitors Bureau has 29 employees.
<b>8</b>	The staff is the force behind <b>visitRaleigh.com</b> , which had over 2.7 million unique visitor sessions in 2018, as well as all visitRaleigh-brand social media channels, which collectively have more than 156,000 followers.
<b>9</b>	GRCVB has a department that focuses on international tourism, specifically visitors from three key international markets with direct daily flights to RDU—Canada, U.K. and France.
<b>10</b>	<b>GRCVB's Services team</b> services and hosts 620+ groups each year—ranging from groups of less than 200 to the International Bluegrass Music Association's <b>World of Bluegrass</b> , which brings over 223,000 attendees to downtown Raleigh.