ETA Wake County

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Wake County Visitation Dashboard

2023

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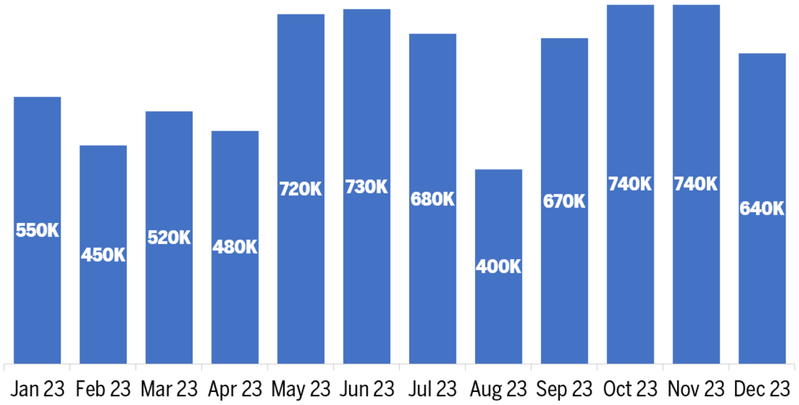
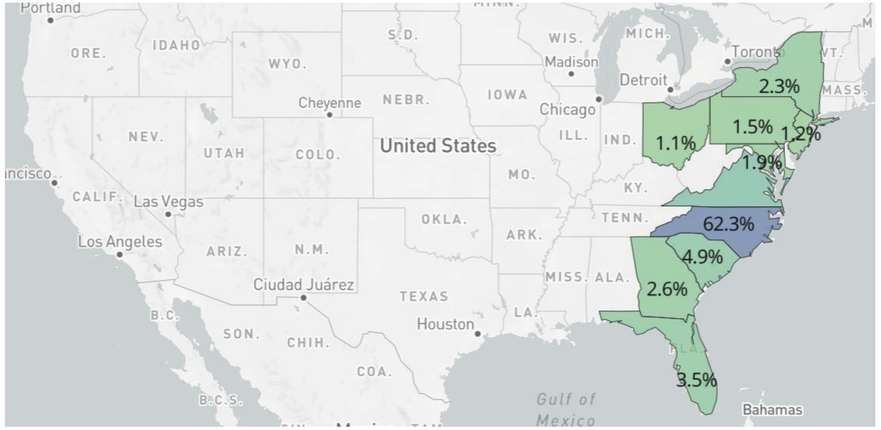
Top Origin Markets (DMAs)

DMA	Trips	Avg. Unique Nights
Raleigh/Durham	1,057,722	0.5
Greensboro/High Point/Winston-Salem	990,455	0.7
Greenville/New Bern/Washington	983,230	0.8
Charlotte	916,402	1.1
Wilmington	402,164	1.2
Washington, D.C.	253,861	1.6
Norfolk/Portsmouth/Newport News	221,162	1.2
New York	200,599	2.1
Florence/Myrtle Beach	197,644	0.9
Greenville/Spartanburg	181,750	1.5
Roanoke/Lynchburg	157,335	1.1
Atlanta	154,860	1.5
Richmond/Petersburg	128,962	1.0
Philadelphia	84,048	1.9
Columbia, S.C.	73,102	1.2

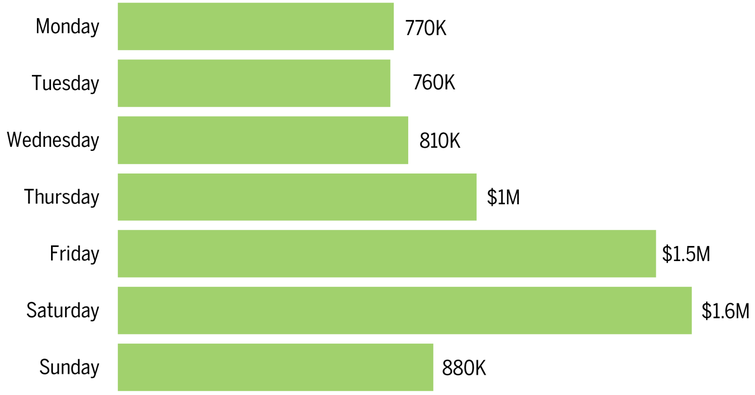
Trip Volume by Month



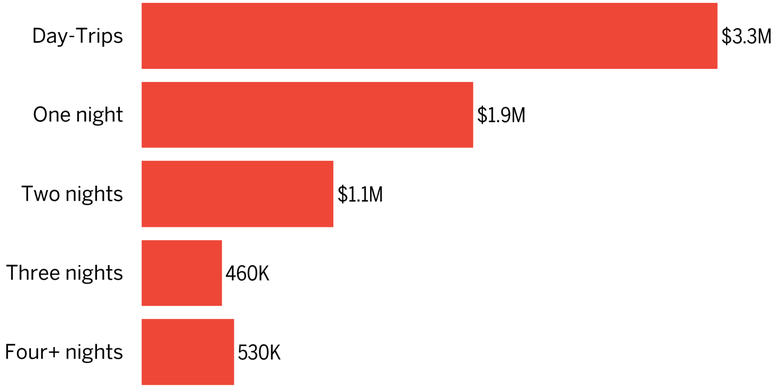
Domestic Trips by Origin State



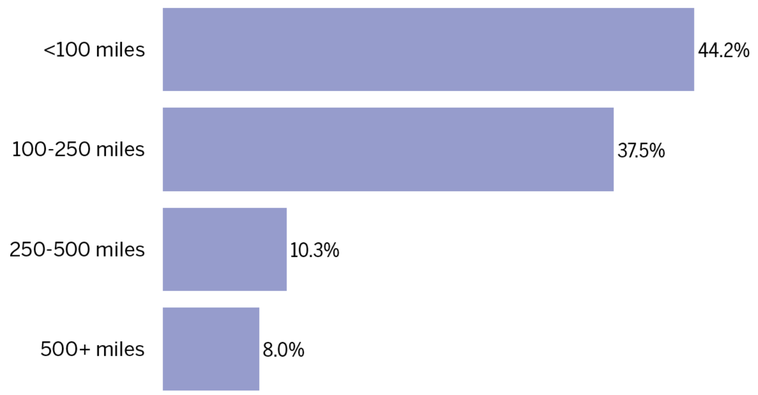
Trip Volume by Day of Week



Trip Volume by Nights in Market



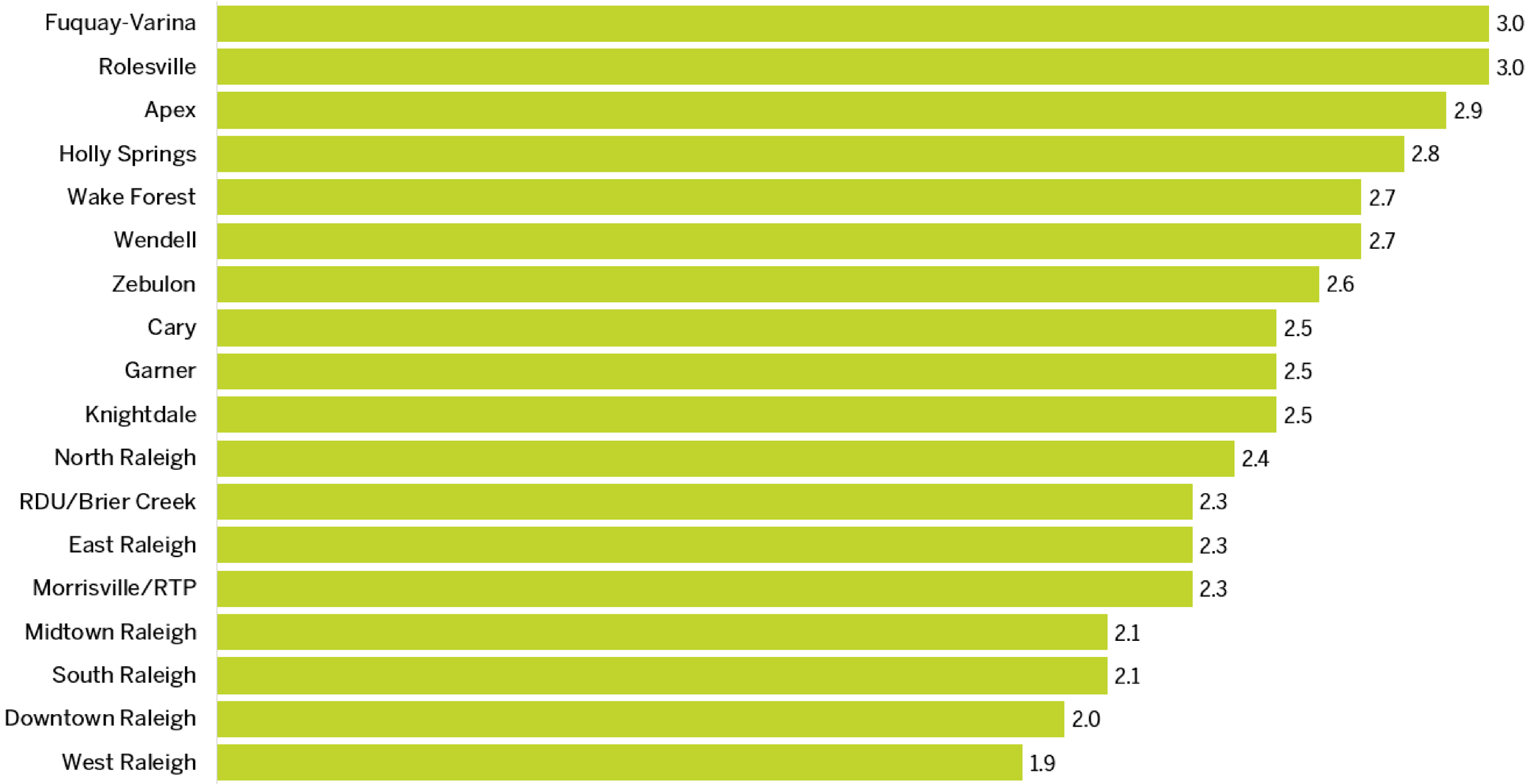
Trips by Average Distance Traveled



Top Visited Areas in Wake County

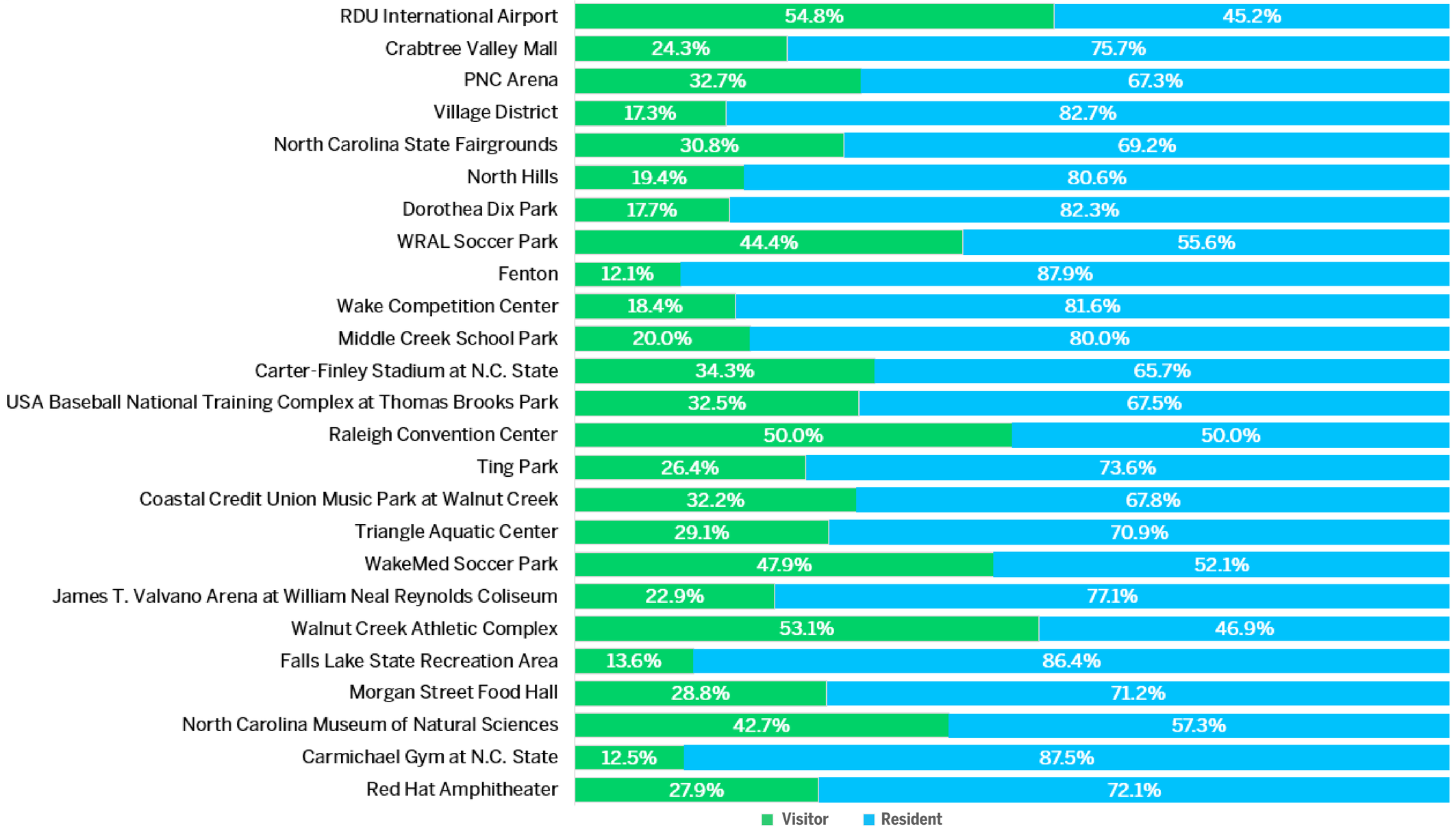
By Length of Stay (Hours) of Arrivals from U.S. Adult Visitors | 2023

Note on interpretation: 18 areas make up Wake County's tourism map—seven within the City of Raleigh, plus our 11 area town environs. (See map near the bottom of visitRaleigh.com for reference.)



Visitor vs. Resident Share of Arrival Volumes at Points of Interest (POIs)

Top POIs by Volume for 2023



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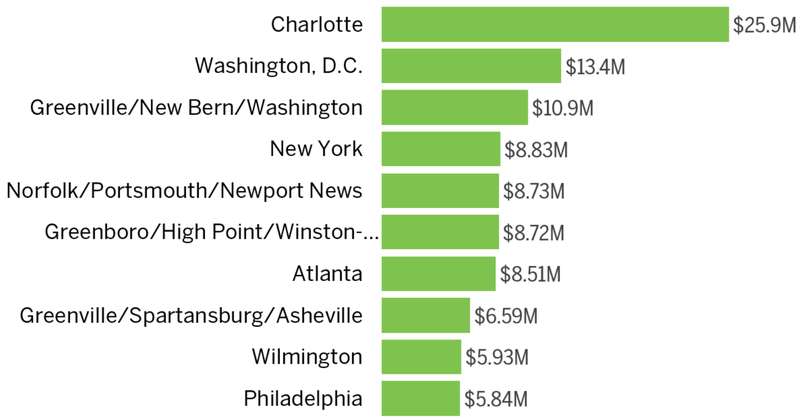
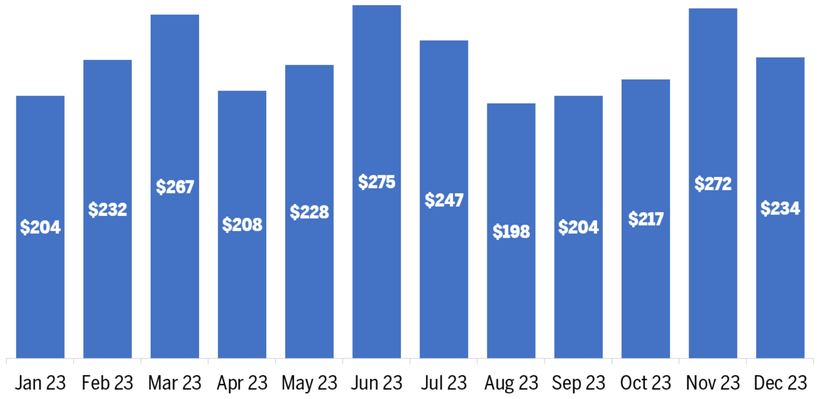
Hotels | 2023

Rev: Arrival $235

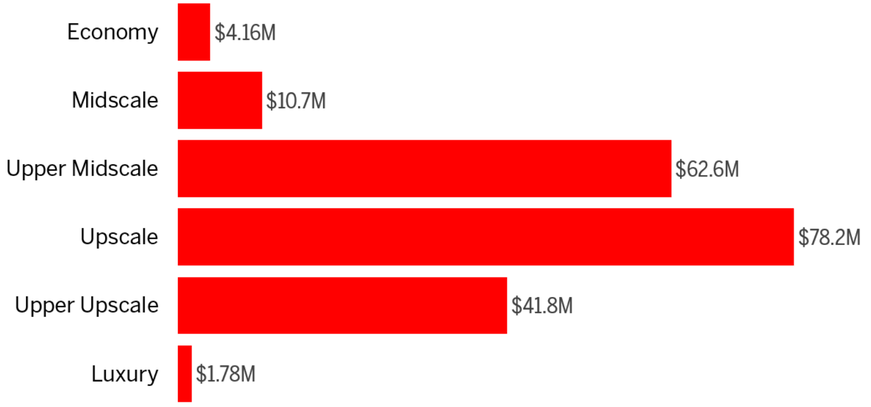
Revenue by DMA



Revenue Per Arrival by Month

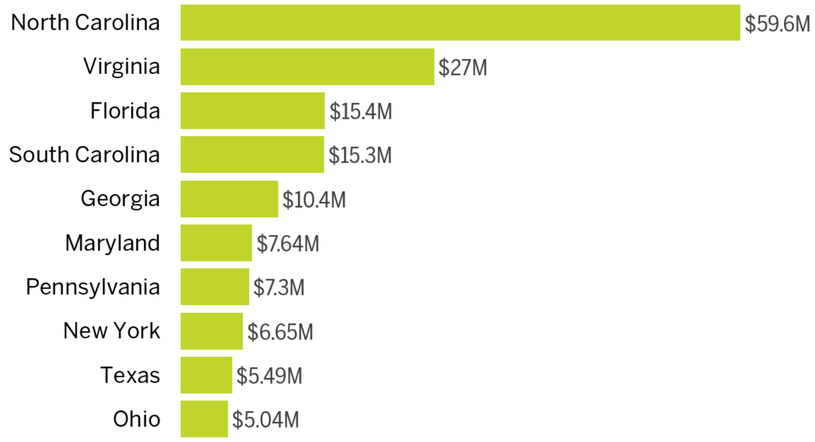


Revenue by Hotel Class*

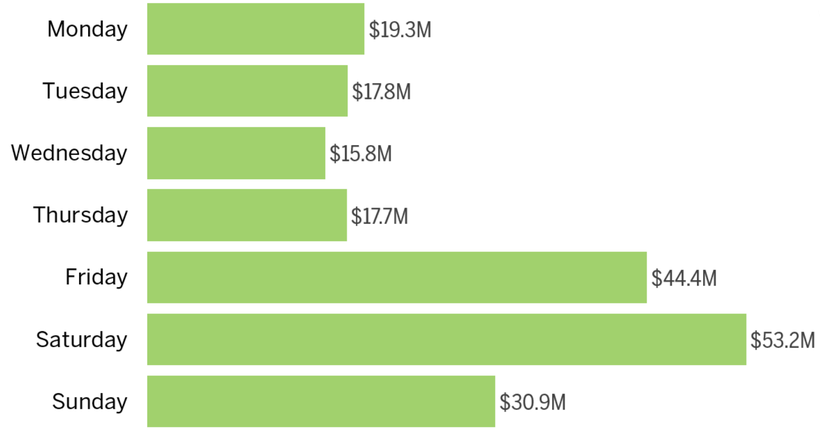


*Based on Arrivalist panel volume

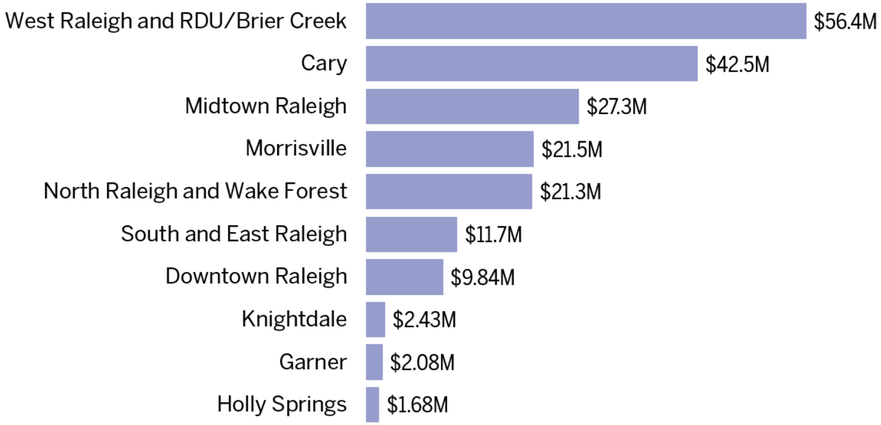
Revenue by Home State



Revenue by Day of Week



Revenue by Property Neighborhoods



For your data-related questions or even more insights, please contact GRCVB's Destination Data and Technology Department at data@visiRaleigh.com