

Wake County Visitation Dashboard

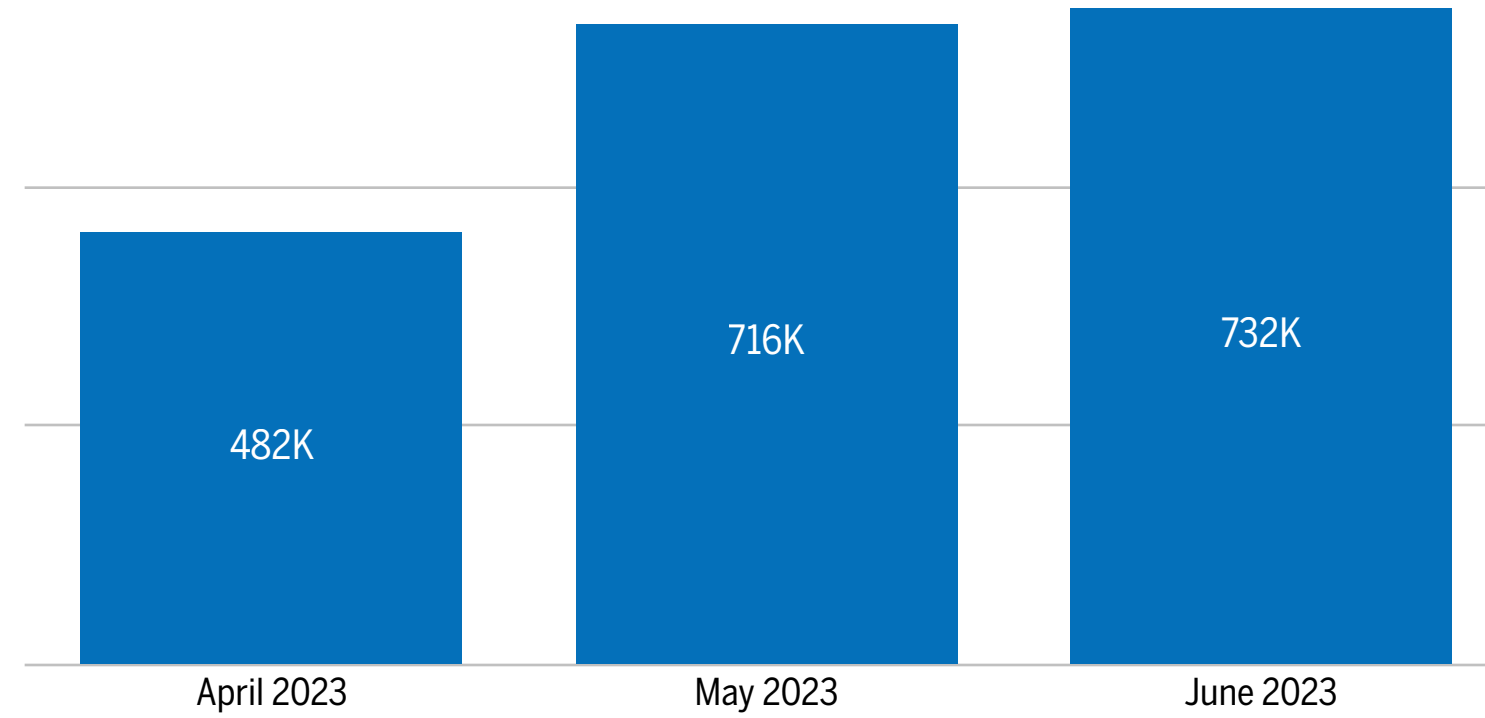
Q2 2023

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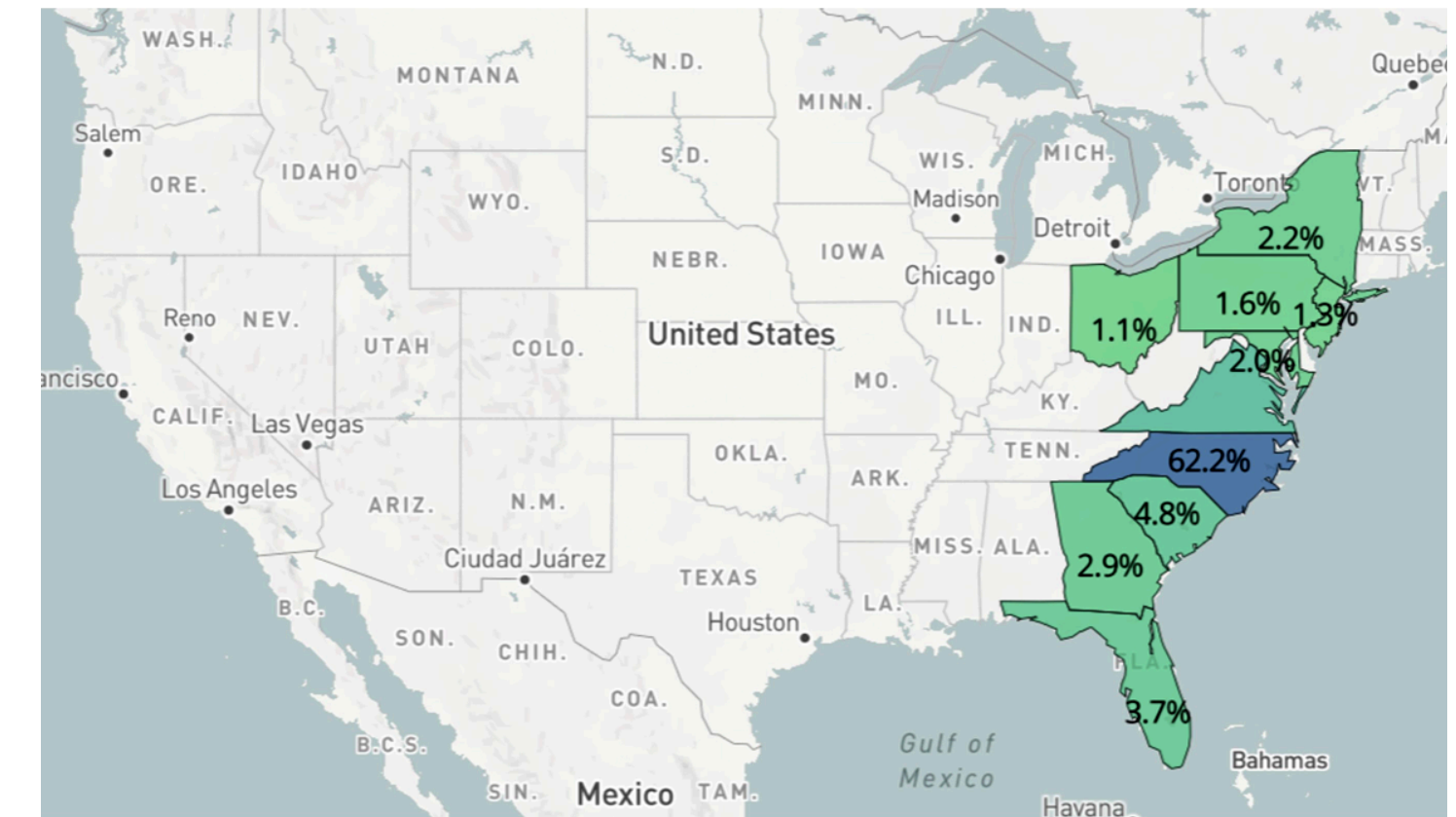
Top Origin Markets (DMAs)

DMA	Trips	Share of Trips	Avg. Unique Nights
Raleigh/Durham	280,638	14.5%	0.5
Greensboro/High Point/Winton-Salem	264,429	13.6%	0.7
Greenville/New Bern/Washington	250,733	12.9%	0.9
Charlotte	246,742	12.7%	1.1
Wilmington	109,299	5.6%	1.3
Washington, D.C.	64,362	3.3%	1.5
Norfolk/Portsmouth/Newport News	55,112	2.8%	1.2
New York	52,176	2.7%	2
Florence/Myrtle Beach	48,284	2.5%	0.9
Greenville/Spartanburg/Asheville/Anderson	47,001	2.4%	1.4
Atlanta	42,449	2.2%	1.5
Roanoke/Lynchburg	38,771	2%	1.1
Richmond/Petersburg	35,241	1.8%	1.1
Philadelphia	23,775	1.2%	1.8

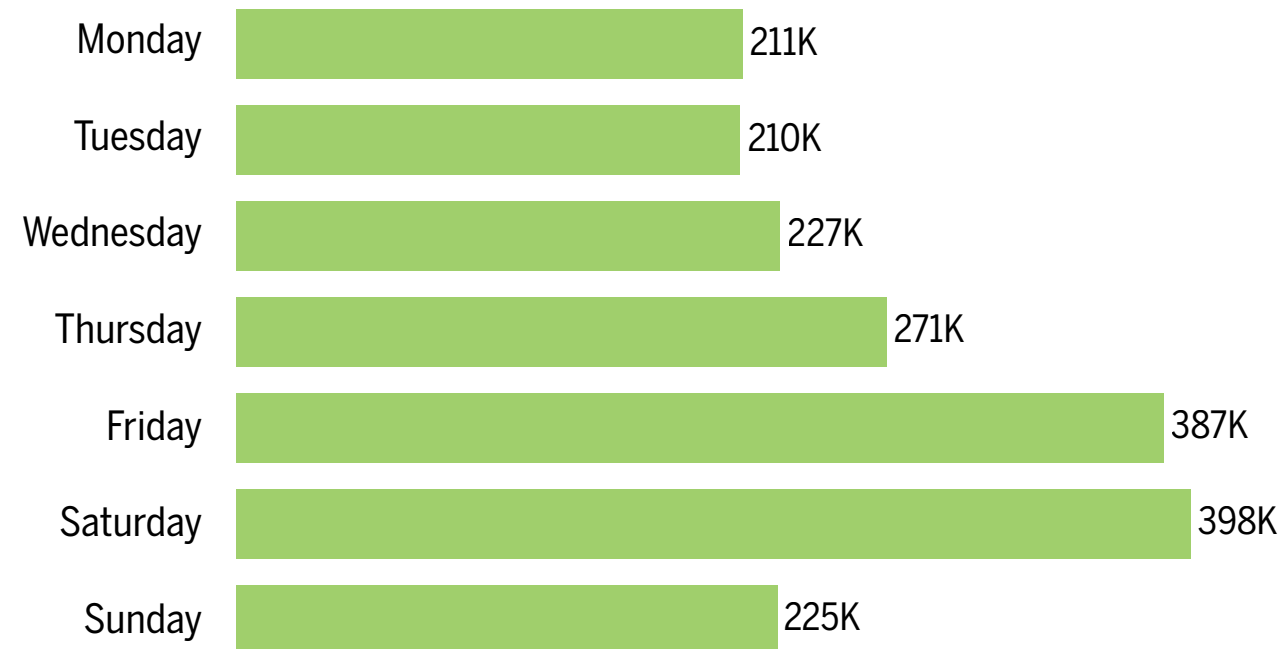
Trip Volume by Month



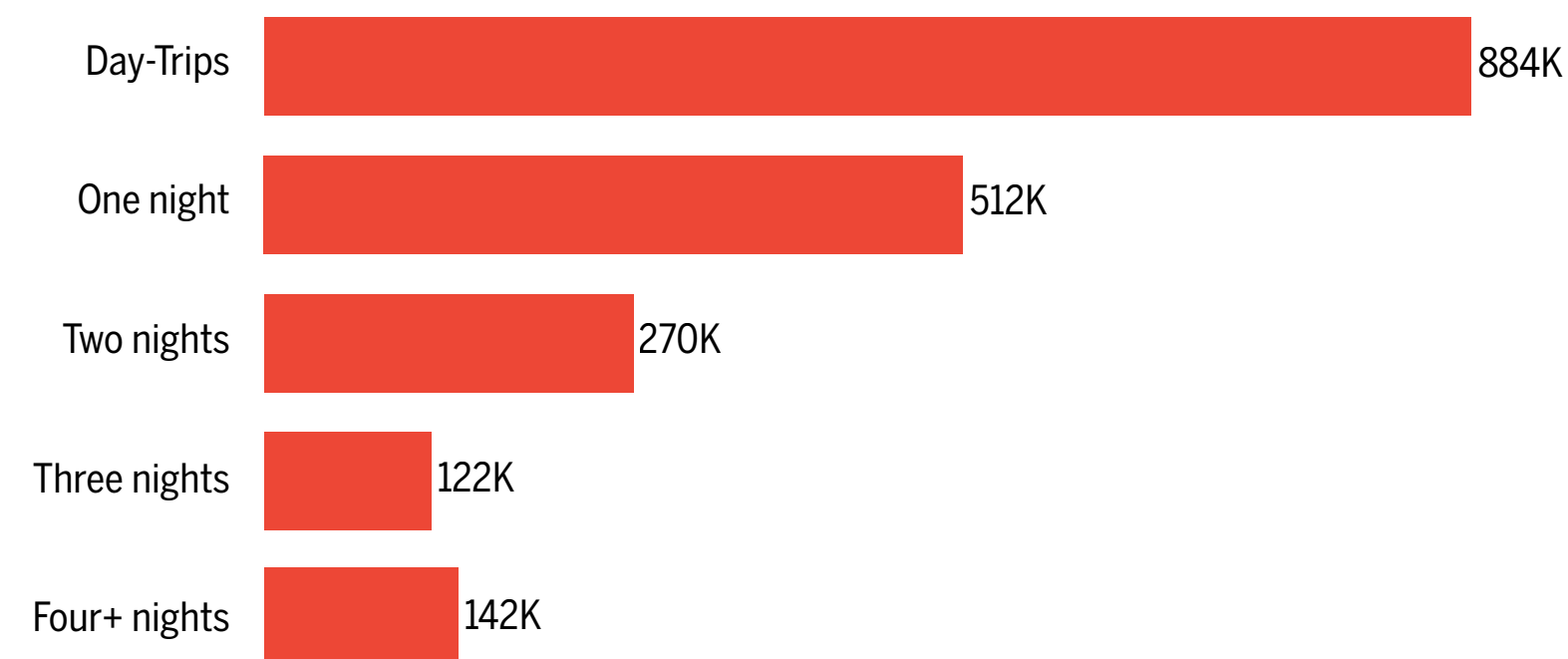
Domestic Trips by Origin State



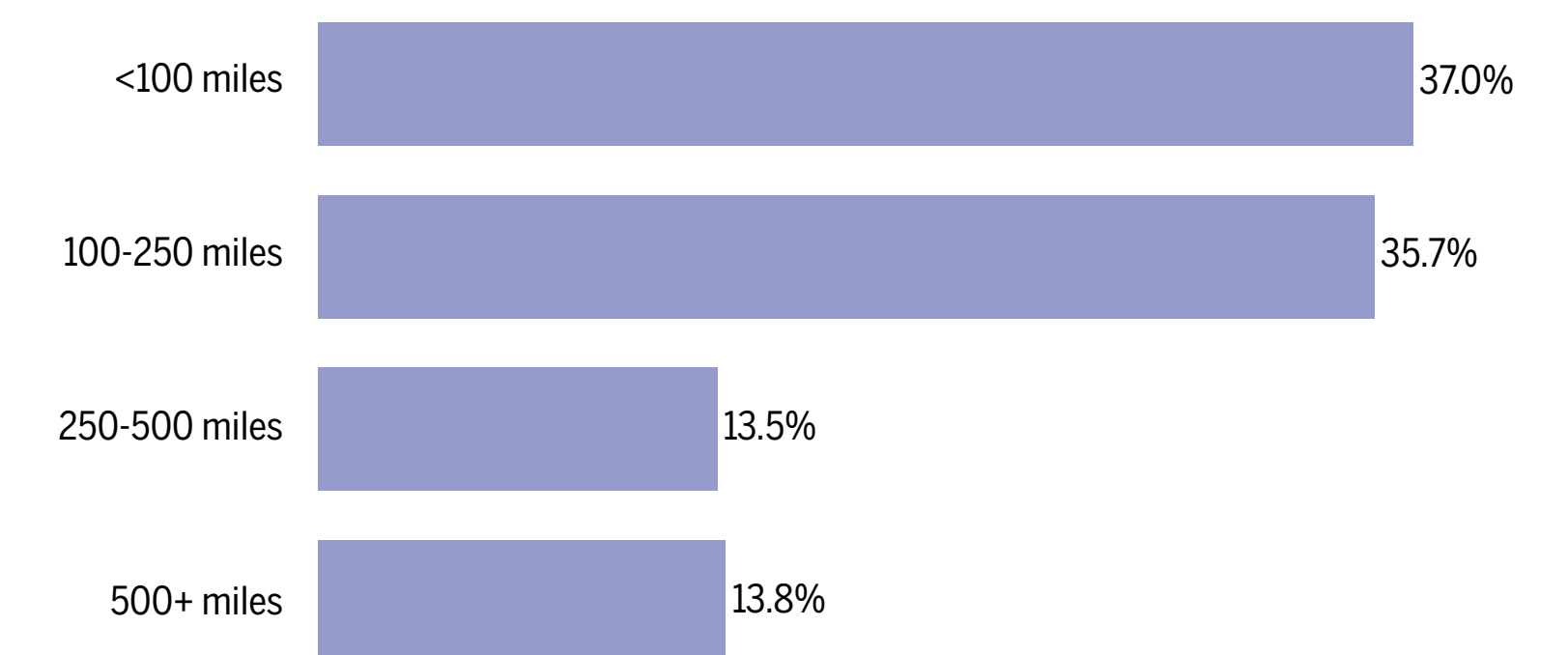
Trip Volume by Day of Week



Trip Volume by Nights in Market



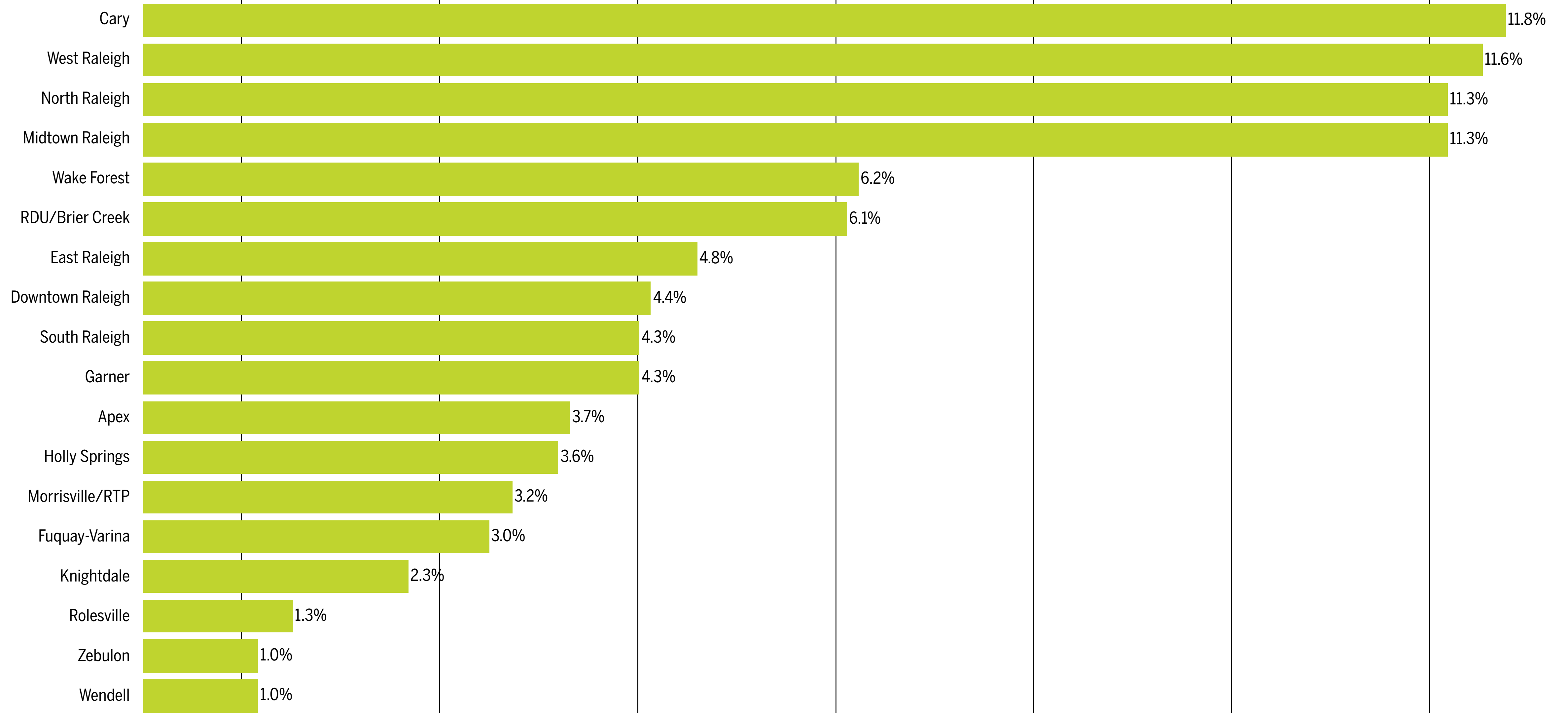
Trips by Average Distance Traveled



Top Visited Areas in Wake County

By Share of Arrivals from U.S. Adult Visitors | Q2 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.)




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

Top POIs by Volume for Q2 2023

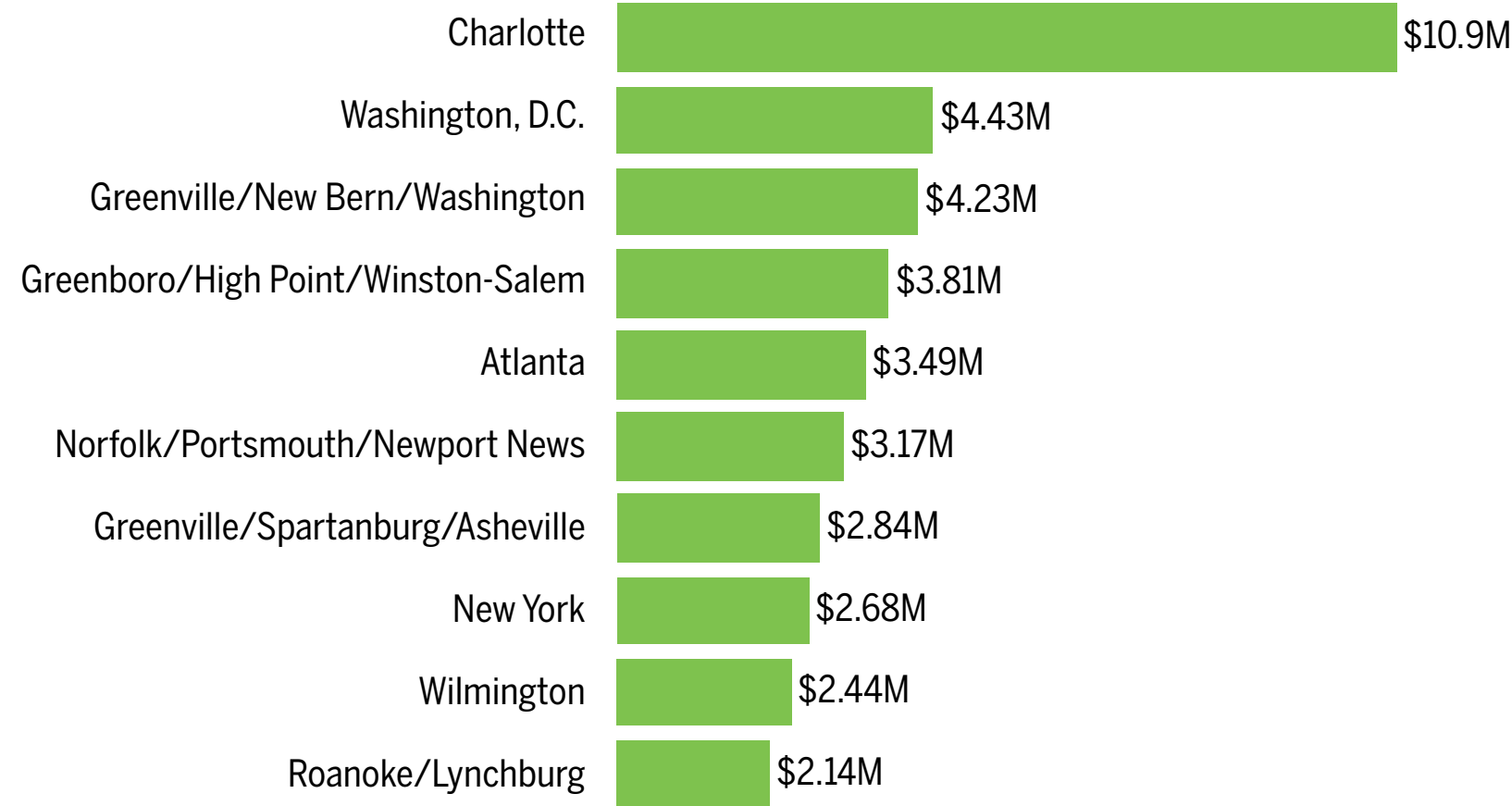


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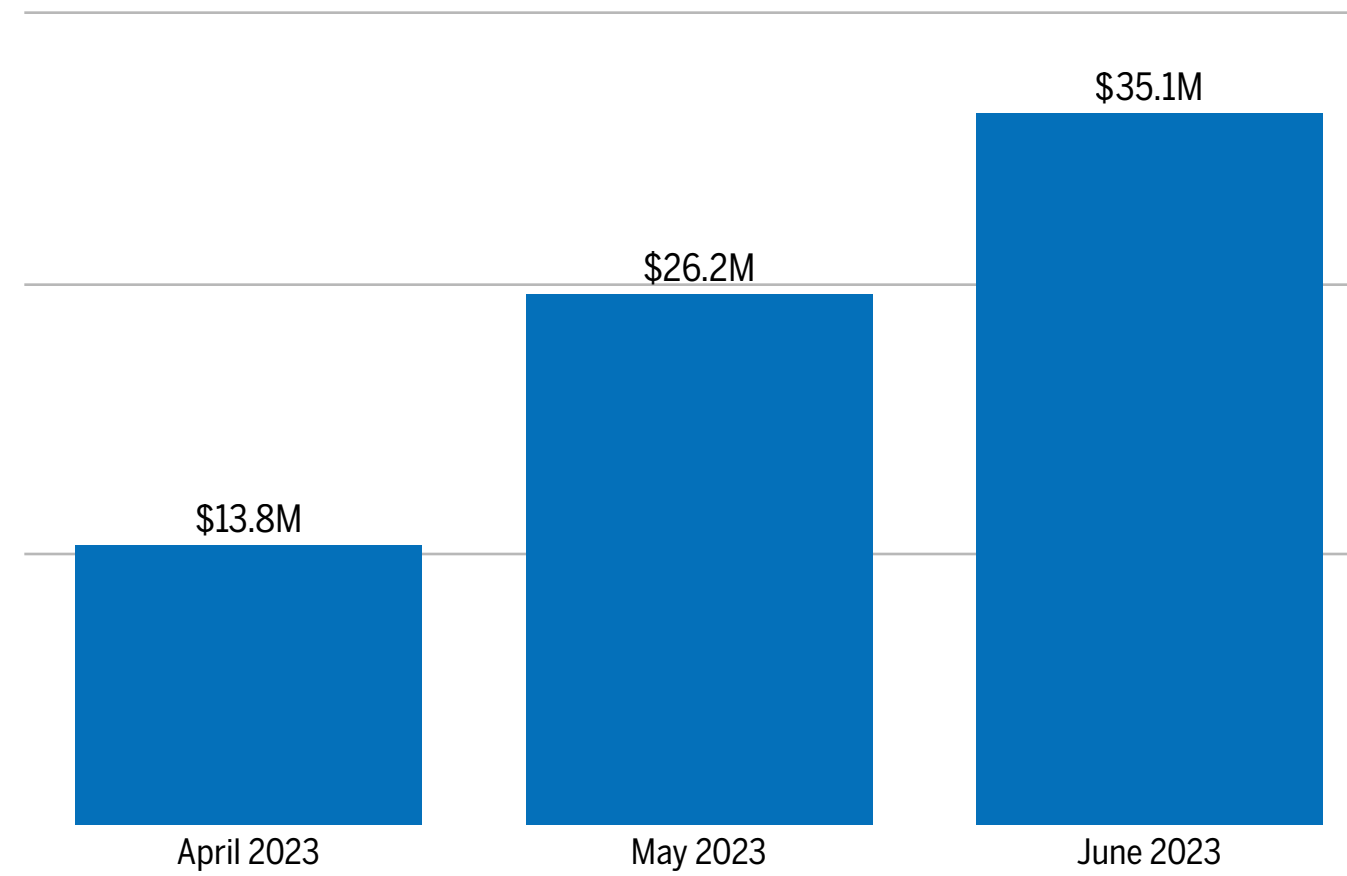
Hotels | Q2 2023

 Rev: Arrival
\$386

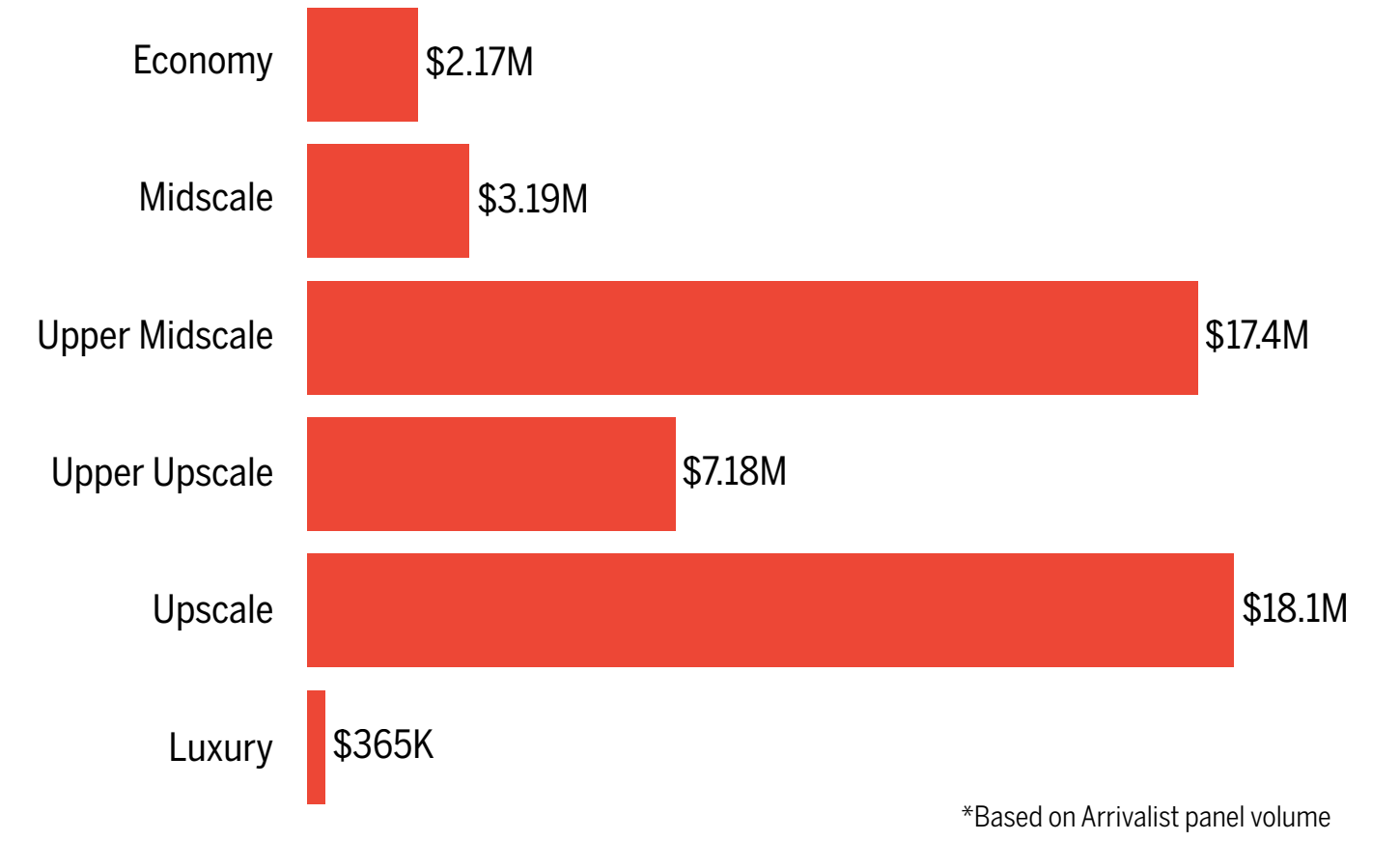
Revenue by DMA



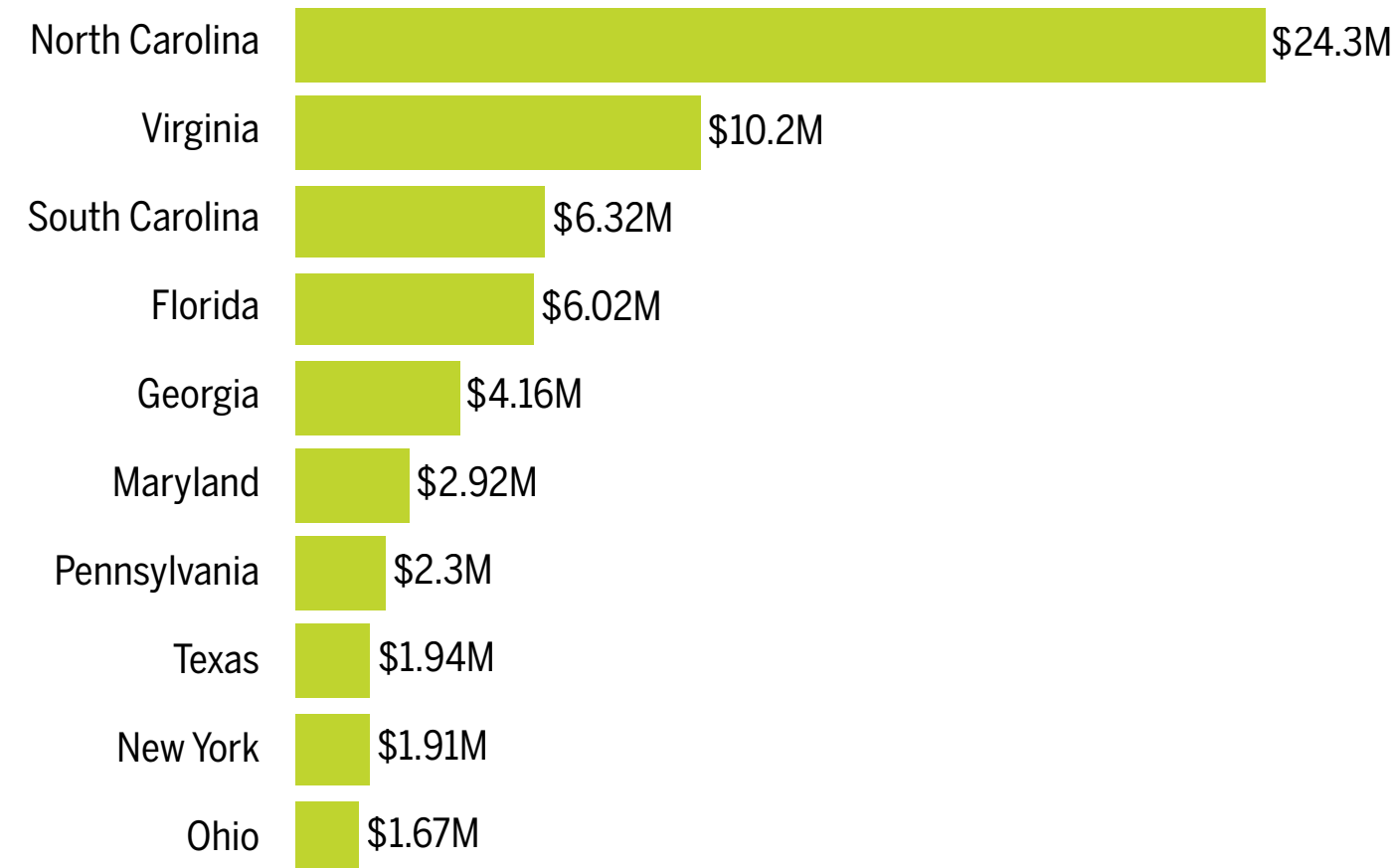
Revenue by Month



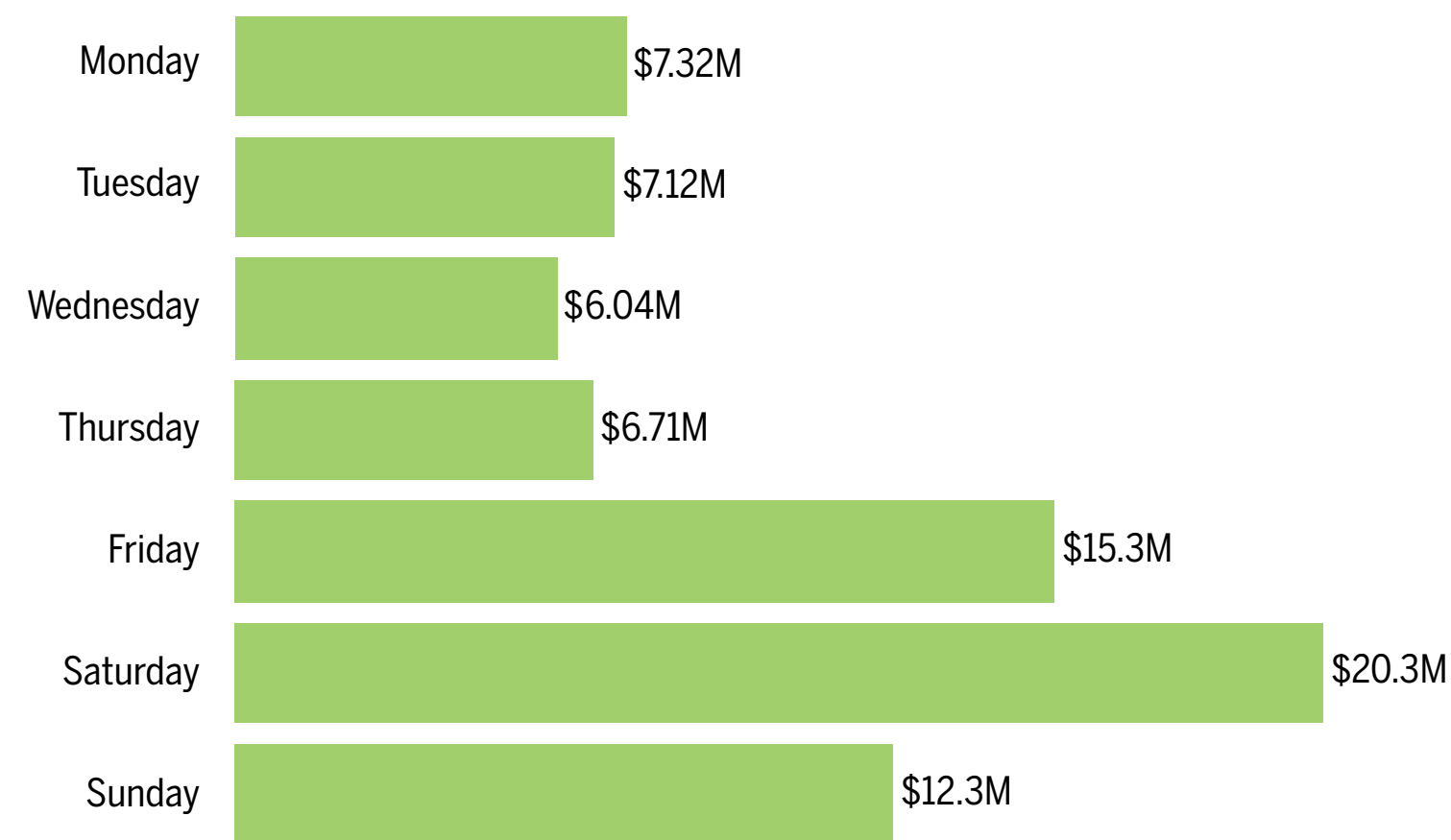
Revenue by Hotel Class*



Revenue by State



Revenue by Day of Week



Revenue by Property Neighborhoods

