





Wake County Visitation Dashboard

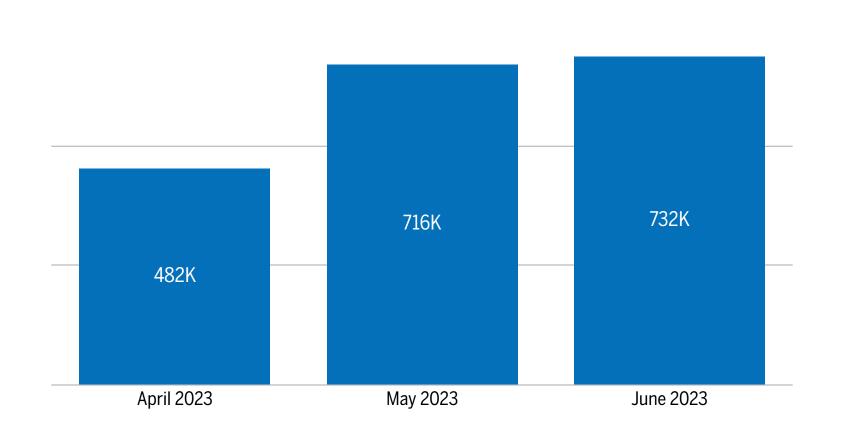
Q2 2023

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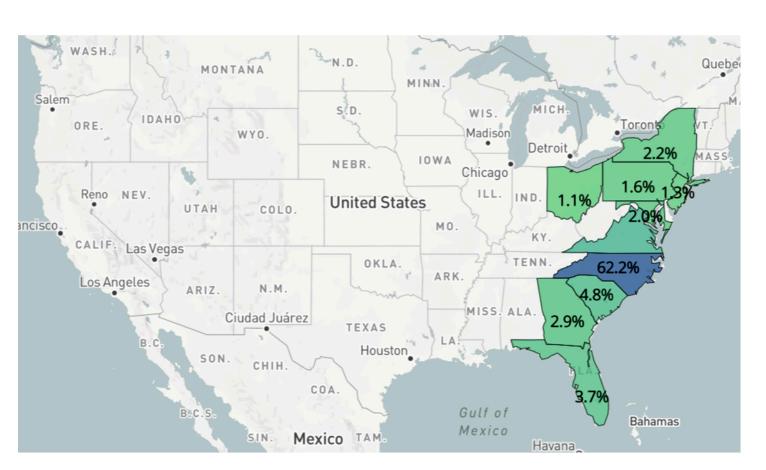
Top Origin Markets (DMAs)

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

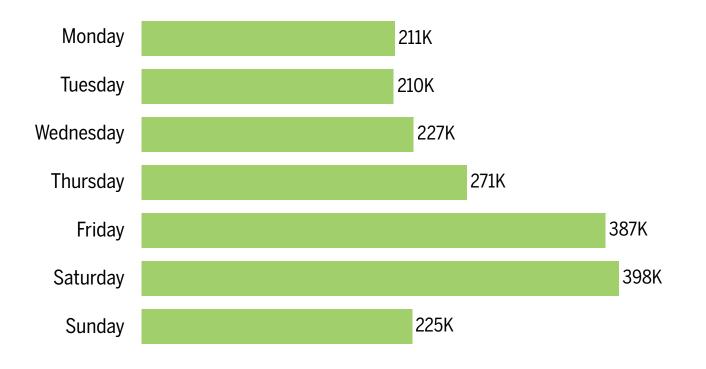
Trip Volume by Month



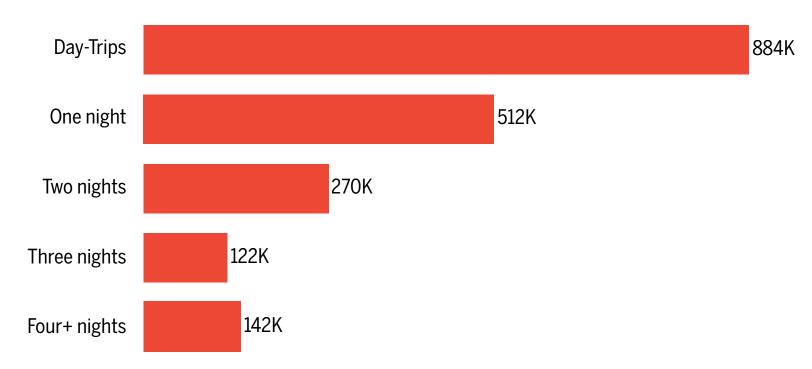
Domestic Trips by Origin State



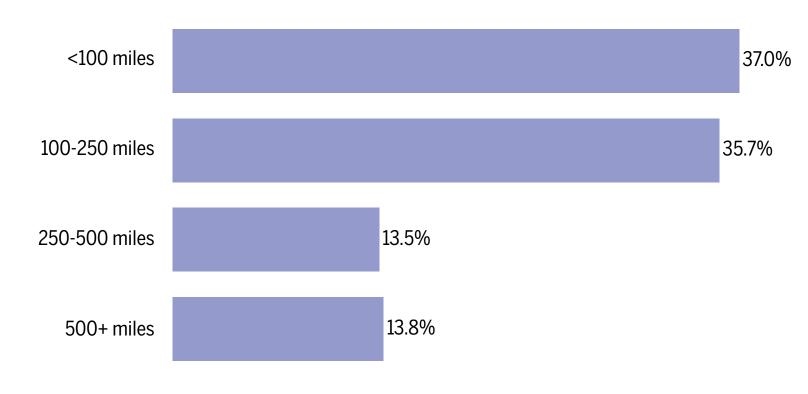
Trip Volume by Day of Week



Trip Volume by Nights in Market



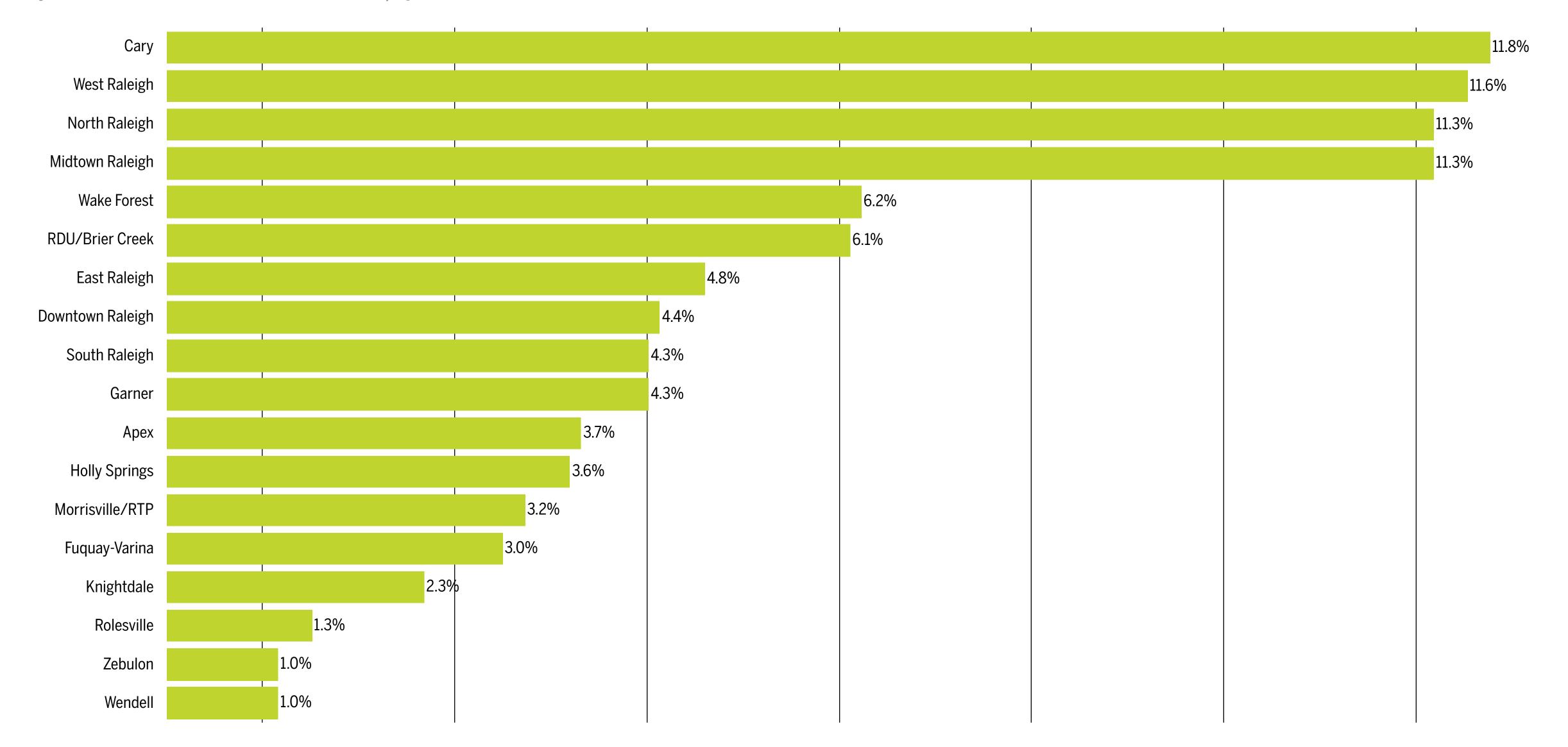
Trips by Average Distance Traveled



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)

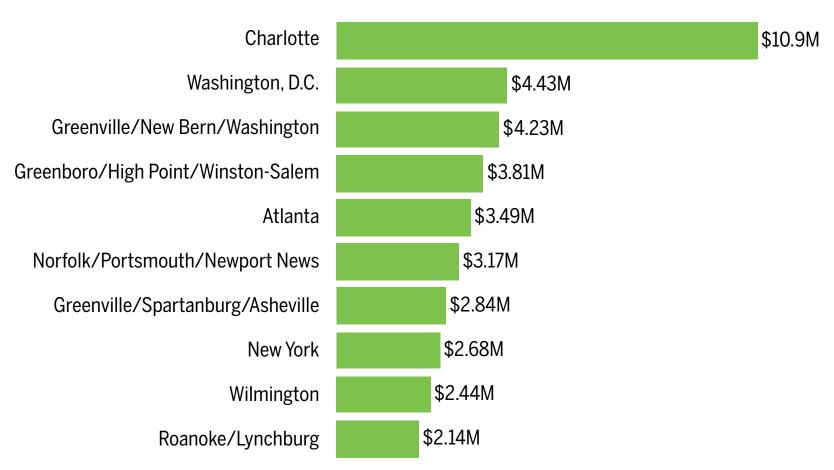
Top POIs by Volume for Q2 2023 0% 100% RDU International Airport 55.0% 45.0% Crabtree Valley Mall 25.1% 74.9% North Carolina State Fairgrounds 30.3% Village District 17.3% 82.7% PNC Arena 32.8% 67.2% WRAL Soccer Park 49.0% 51.0% Dorothea Dix Park 19.0% 81.0% North Hills 20.5% 79.5% Carter-Finley Stadium at N.C. State 34.6% 65.4% Wake Competition Center 23.0% 77.0% **Fenton** 87.7% 12.3% Middle Creek School Park 81.3% 18.7% Coastal Credit Union Music Park at Walnut Creek 32.2% 67.8% Ting Park 29.6% 70.4% USA National Baseball National Training Complex at Thomas Brooks Park 69.4% 30.6% WakeMed Soccer Park 43.1% James V. Valvano Arena at William Neal Reynolds Coliseum (N.C. State University) 26.1% 73.9% Triangle Aquatic Center 26.3% 73.7% Morgan Street Food Hall 30.3% 69.7% Carmichael Gym at N.C. State 87.7% 12.3% Raleigh Convention Center 42.7% 57.3% Falls Lake Recreation Area 14.2% 85.8% Walnut Creek Athletic Complex 52.8% 47.2% Red Hat Amphitheater 68.2% 31.8% North Carolina Museum of Natural Sciences 40.9% 59.1% Visitor Share Resident Share

LODGING ECONOMICS DASHBOARD

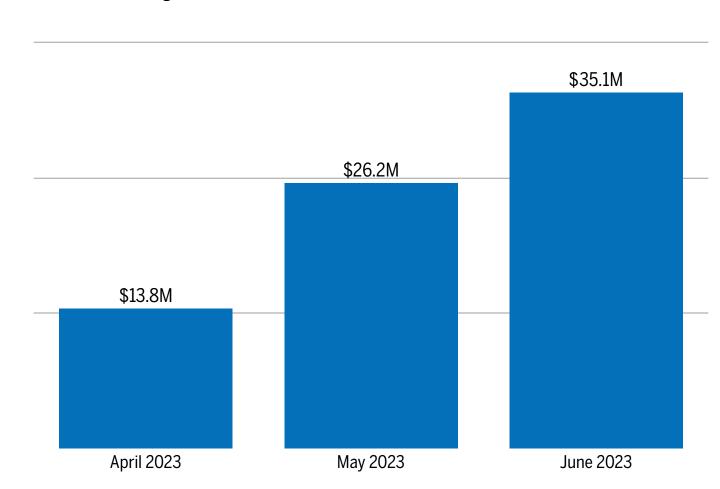
Hotels | Q2 2023



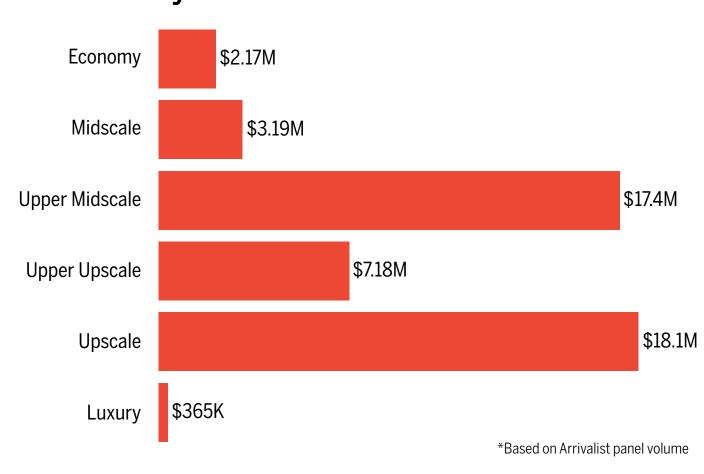




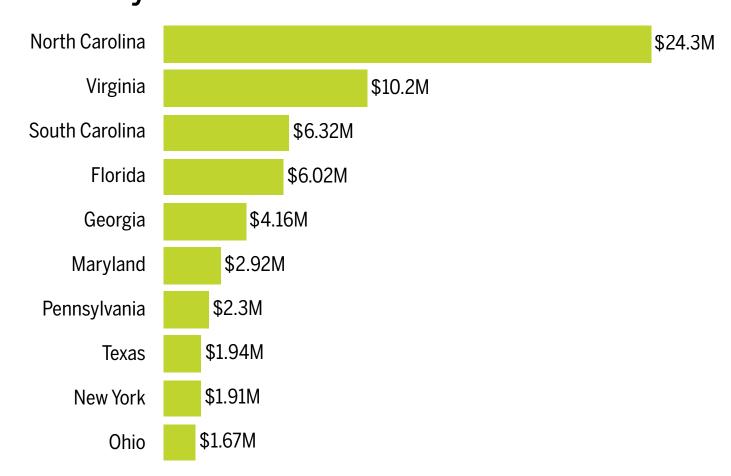
Revenue by Month



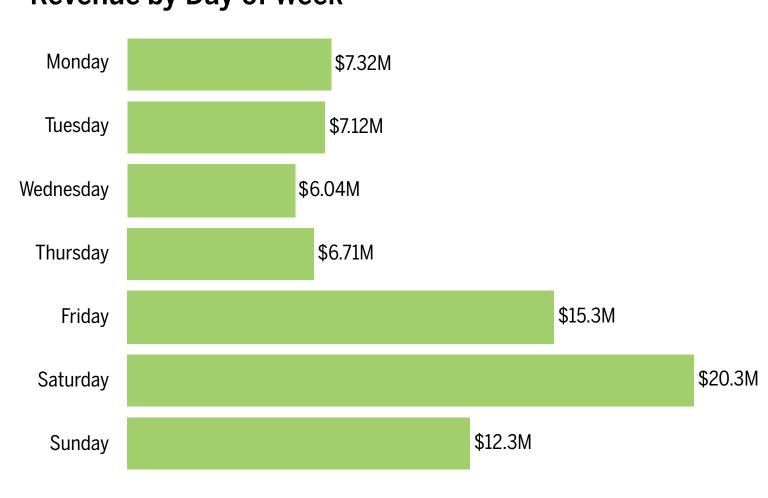
Revenue by Hotel Class*



Revenue by State



Revenue by Day of Week



Revenue by Property Neighborhoods

