Wake County Visitation Data Supplement

Calendar Year 2022

BROUGHT TO YOU BY:

Arrivalist®

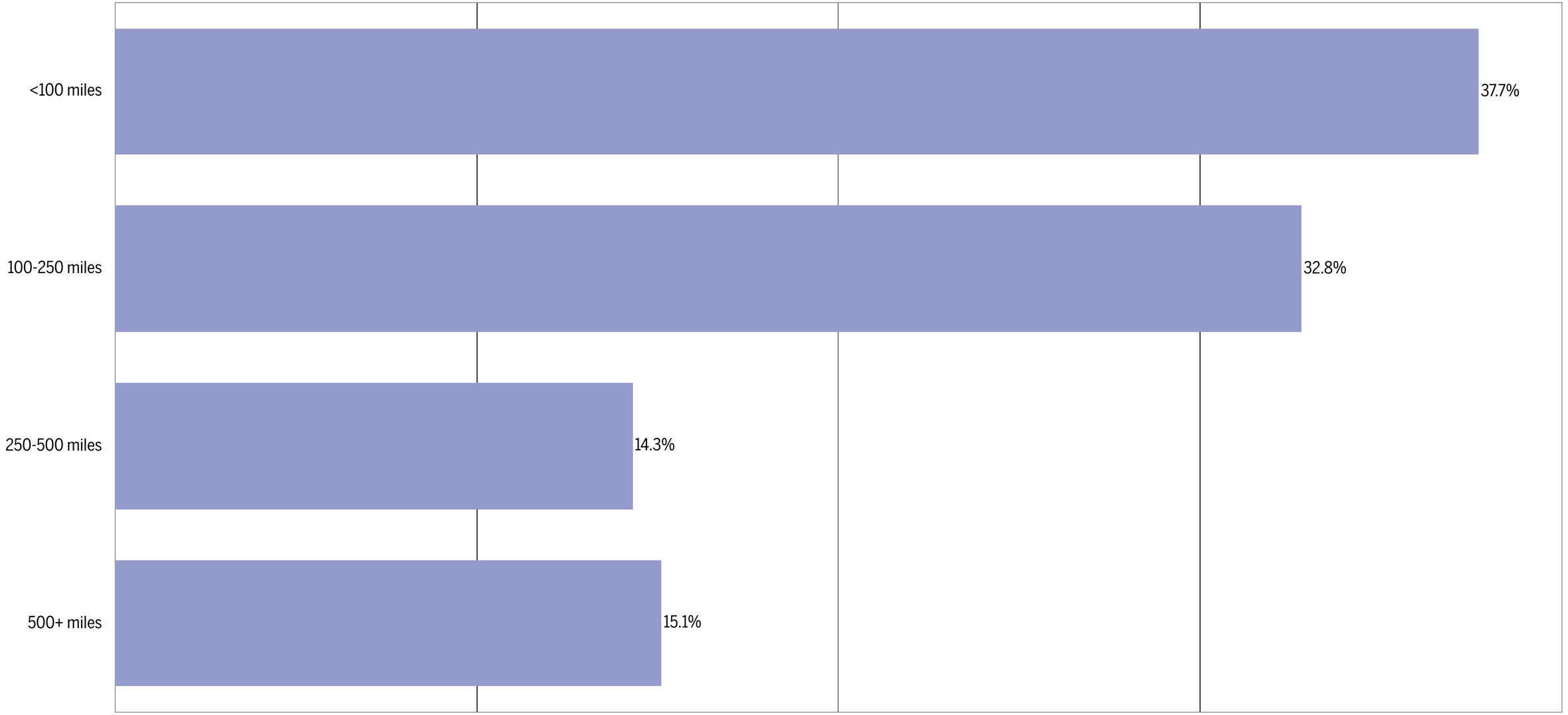
visitRaleigh®

U.S. Designated Market Areas (DMAs) of Primary Visitor Arrivals | 2022

Top Origin Markets

DMA	Trips	Share of Trips	Average Unique Nights
Raleigh/Durham	1,555,227	21.66%	1.3
Greensboro/High Point/Winston-Salem	769,527	10.72%	0.6
Greenville/New Bern/Washington	709,709	9.88%	0.8
Charlotte	686,844	9.56%	1.2
Wilmington	322,988	4.5%	1.1
New York	259,563	3.61%	1.9
Washington, D.C.	256,028	3.57%	1.6
Norfolk/Portsmouth/Newport News	193,361	2.69%	1.2
Atlanta	145,057	2.02%	1.6
Greenville/Spartanburg/Asheville/Anderson	143,647	2%	1.5
Roanoke/Lynchburg	128,973	1.8%	1
Richmond/Petersburg	127,396	1.77%	1.1
Florence/Myrtle Beach	122,552	1.71%	0.9
Philadelphia	104,117	1.45%	1.8
Baltimore	75,382	1.05%	1.6

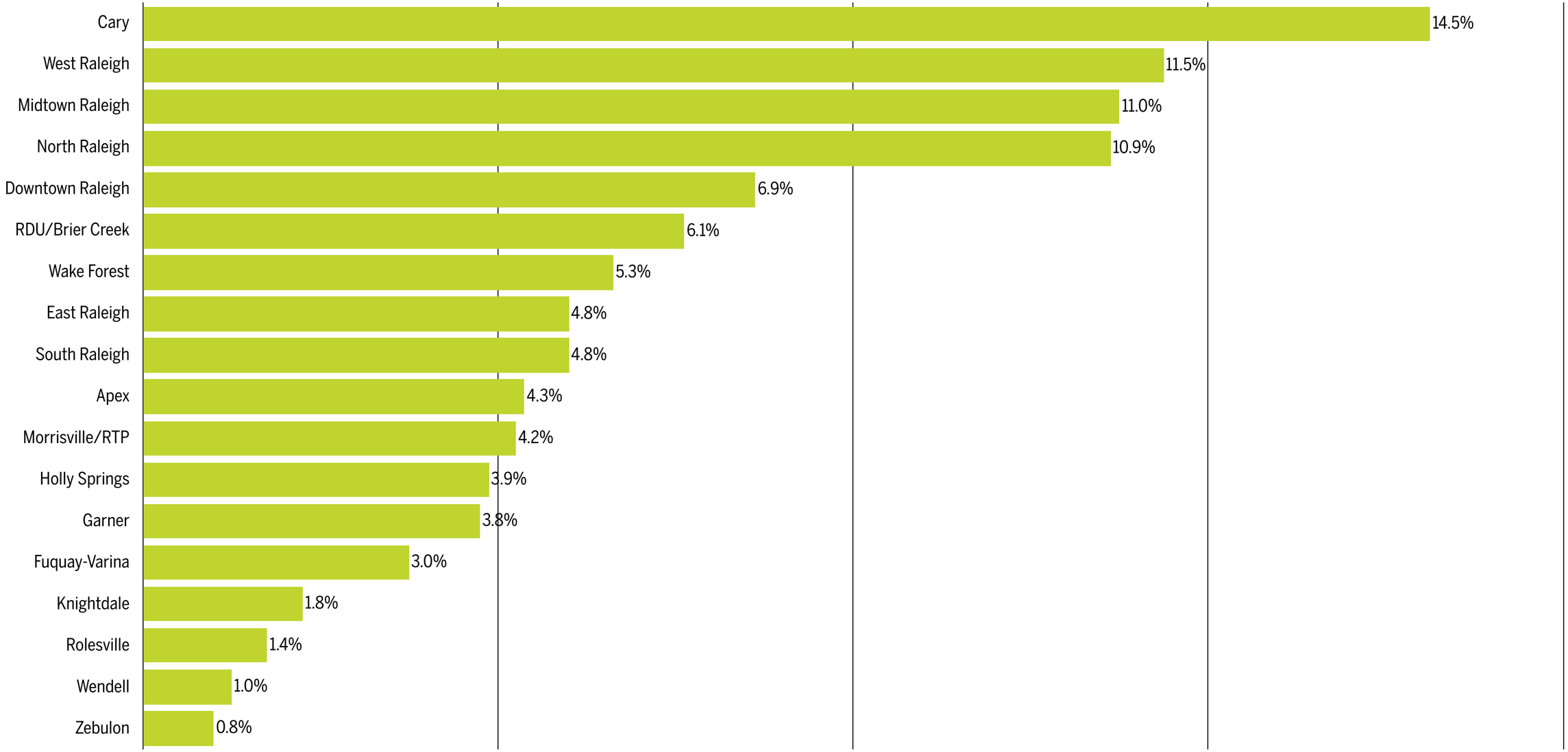
Primary U.S. Trips by Average Distance Traveled | 2022



Top Visited Areas in Wake County

By Share of Arrivals from U.S. Adult Visitors | 2022

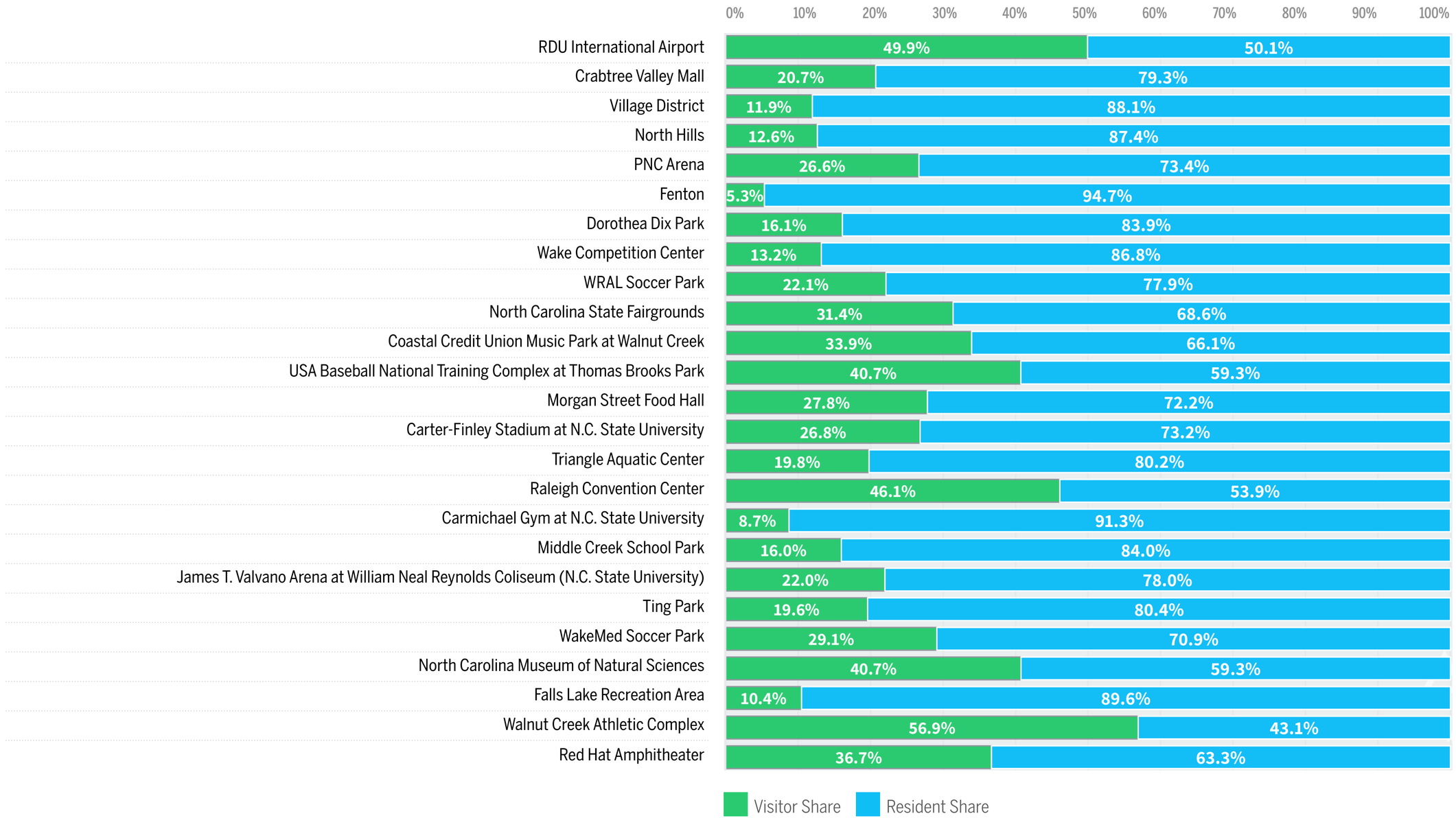
Note on interpretation: 18 areas make up Wake County's tourism map—seven within the City of Raleigh, plus our 11 area town environs. (See map near the bottom of visitRaleigh.com for reference.)



Share of Visitor Arrival Volume at Points of Interest (POIs) | 2022 vs. 2021

	2022	2021
RDU International Airport	10%	10.1%
Crabtree Valley Mall	3.4%	4.1%
Fayetteville Street	2.9%	2.4%
PNC Arena	2.7%	1.7%
Village District	2%	2.2%
USA Baseball National Training Center at Thomas Brooks Park	1.6%	1.6%
Raleigh Convention Center	1.5%	0.7%
North Hills	1.4%	1.5%
Hillsborough Street	1.3%	1.2%
Coastal Credit Union Music Park at Walnut Creek	1.3%	1%
WRAL Soccer Park	1%	1.7%
North Carolina State Fairgrounds	1%	1.3%
Morgan Street Food Hall	0.9%	0.9%
Walnut Creek Athletic Complex	0.8%	0.6%

Resident vs. Visitor Share of Arrival Volumes at Points of Interest (POIs) | 2022

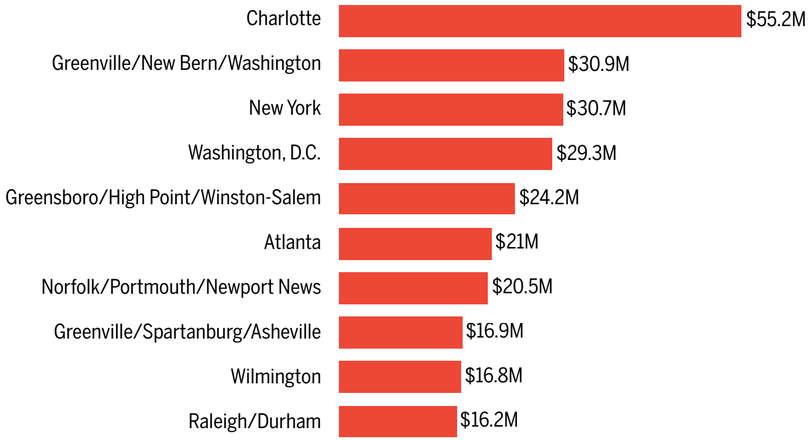


LODGING ECONOMICS DASHBOARD

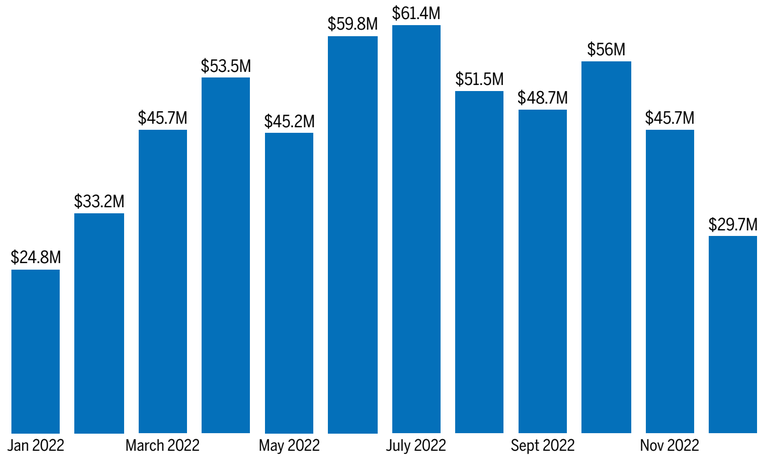
Hotels | 2022

Rev: Arrival
$227

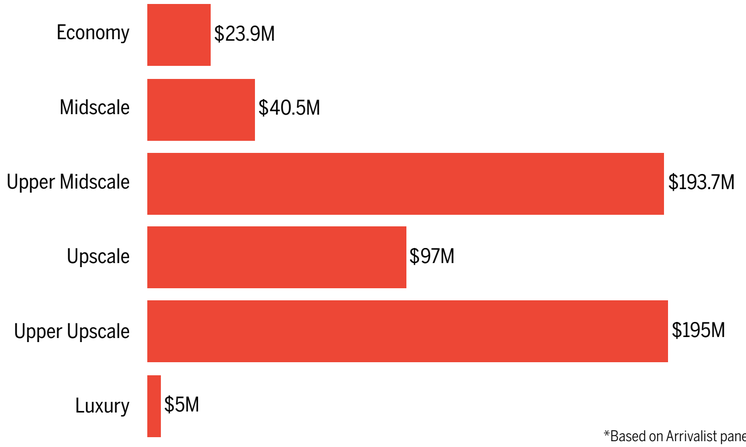
Revenue by Home DMA



Revenue by Month

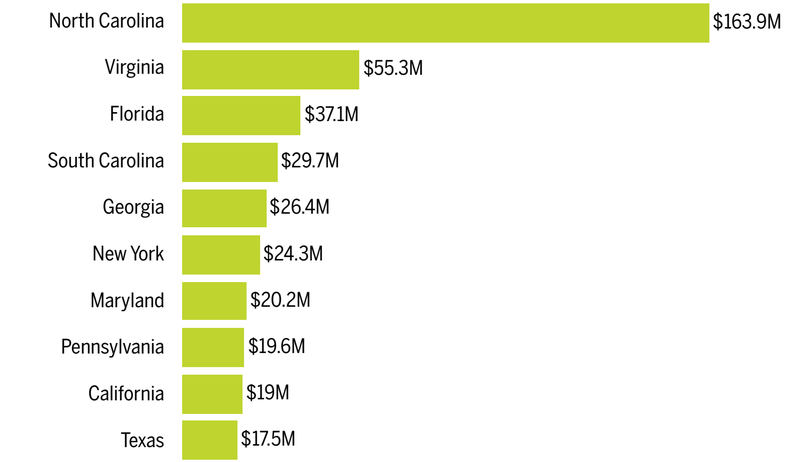


Revenue by Hotel Class*

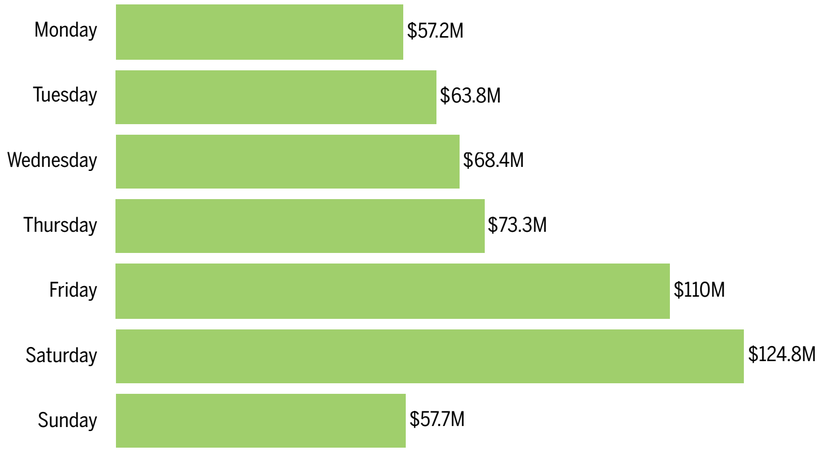


*Based on Arrivalist panel volume

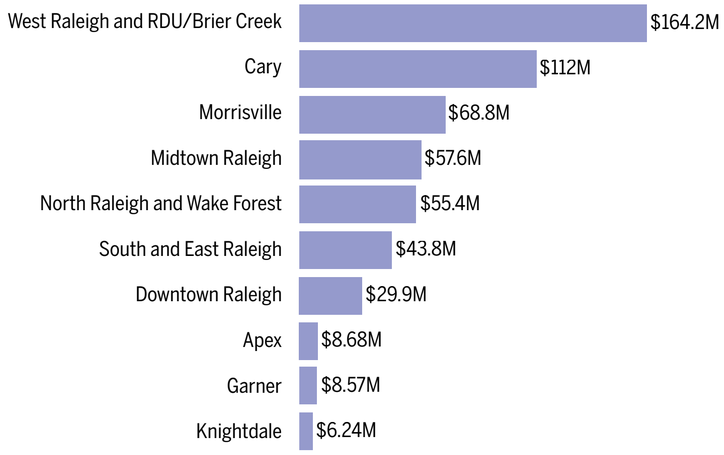
Revenue by State



Revenue by Day of Week



Revenue by Property Neighborhoods



For your data-related questions or even more insights, please contact GRCVB's destination data manager Hailey Post at hpost@visitRaleigh.com or 919.645.2662