



Greater Raleigh
 Convention and Visitors Bureau
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Impact of Tourism and Visitor Expenditures in Wake County For Fiscal Year 2021-2022

- In 2021, Wake County had **15.8 million visitors** who generated **\$2.3 billion** in direct spending.¹
- In 2021, tourism to Wake County generated **\$243 million** in state and local tax revenues (**\$118 million in state tax revenue** and **\$125 million in local tax revenue**).¹
- By generating **\$243 million** in 2021 tax revenues, visitation saved each Wake County household **\$592**.¹
- In 2021, hotel occupancy tax collections totaled **\$22.67 million** and food and beverage tax collections totaled **\$34.15 million**.⁴
- Tourism-related businesses in Wake County paid **\$71 million** in local property taxes in 2021. This local tax revenue, though not paid directly by visitors, was made possible by tourism.¹
- Tourism directly supports the employment of **21,357** people in Wake County who earn a payroll of **\$689 million**.¹
- The Greater Raleigh Convention and Visitors Bureau, with a budget of **\$8.57 million**, was directly responsible for a direct economic impact of **\$144 million** for Wake County (as visitors spent money attending conventions, meetings and sporting events here).²
- Wake County enjoys a more than **16-to-1** return on investment of the interlocal tax dollars invested into the Greater Raleigh Convention and Visitors Bureau, which in turn are generating direct economic impact through conventions and sporting events held here.³
- Wake County lodging taxes and prepared food and beverage taxes raised more than **\$56.8 million** in 2021. This money has helped to pay for amenities enjoyed by county residents (including the **Duke Energy Center for the Performing Arts, Five County Stadium, Fleming Loop Park, Halle Cultural Arts Center, Marbles Kids Museum, N.C. Museum of Art, PNC Arena, Raleigh Convention Center, Ting Park, USA Baseball National Training Complex, Wake Forest Renaissance Centre for the Arts and WakeMed Soccer Park**).⁴

SOURCES

1. Tourism Economics for the Greater Raleigh CVB.
2. Greater Raleigh CVB.
3. Greater Raleigh CVB (\$144 million to \$8.57 million).
4. Wake County Budget & Management Services Department.



David Kuhn

WAKE COUNTY VISITORS ■ 2021
15.8 million visitors
\$2.3 billion spending



David Kuhn

TOURISM SPENDING SUPPORTS
21,357 people
\$689 million payroll



Brian Strickland

WAKE COUNTY LODGING AND
 PREPARED FOOD TAX GENERATED
\$56.8 million (2021)