



Greater Raleigh  
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## Impact of Tourism and Visitor Expenditures in Wake County For Fiscal Year 2022-2023

- In 2022, Wake County had **17.8 million visitors** who generated **\$3 billion** in direct spending.<sup>1</sup>
- In 2022, tourism to Wake County generated **\$287 million** in state and local tax revenues (**\$140 million in state tax revenue** and **\$146 million in local tax revenue**).<sup>1</sup>
- By generating **\$287 million** in 2022 tax revenues, visitation saved each Wake County household **\$601**.<sup>1</sup>
- In 2022-2023, hotel occupancy tax collections totaled **\$36.5 million** and food and beverage tax collections totaled **\$43.4 million**.<sup>4</sup>
- Tourism-related businesses in Wake County paid **\$76 million** in local property taxes in 2022. This local tax revenue, though not paid directly by visitors, was made possible by tourism.<sup>1</sup>
- Tourism directly sustains the employment of **24,591** people in Wake County who earn a payroll of **\$830 million**.<sup>1</sup>
- The Greater Raleigh Convention and Visitors Bureau, with a budget of **\$9.6 million**, was directly responsible for a direct economic impact of **\$166 million** for Wake County (as visitors spent money attending conventions, meetings and sporting events here).<sup>2</sup>
- Wake County enjoys a more than **17-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.<sup>3</sup>
- Wake County lodging taxes and prepared food and beverage taxes raised **\$80 million** in 2022-2023. This money has helped to pay for amenities enjoyed by county residents (including the **Martin Marietta 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**).<sup>4</sup>

### SOURCES

1. Tourism Economics for the Greater Raleigh CVB.
2. Greater Raleigh CVB.
3. Greater Raleigh CVB (\$166 million to \$9.6 million).
4. Wake County Budget & Management Services Department.



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WAKE COUNTY VISITORS ■ 2022  
**17.8 million** visitors  
**\$3 billion** spending



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TOURISM SPENDING SUSTAINS  
**24,591** jobs  
**\$830 million** payroll



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WAKE COUNTY LODGING AND  
 PREPARED FOOD TAX GENERATED  
**\$80 million** (2022-2023)