



Greater Raleigh  
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## Impact of Tourism and Visitor Expenditures in Wake County

For Fiscal Year 2015-2016

- In 2015, Wake County had **15.1 million visitors** who generated **\$2.3 billion** in direct spending.<sup>1,2</sup>
- In 2015, tourism to Wake County generated more than **\$219 million** in state and local tax revenues (more than **\$109 million in state tax revenue** and more than **\$110 million in local tax revenue**).<sup>2</sup>
- By generating more than **\$219 million** in 2015 tax revenues, visitation saved each Wake County household more than **\$627**.<sup>2</sup>
- In 2015-2016, hotel occupancy tax collections totaled **\$23.3 million** and food and beverage tax collections totaled **\$26.08 million**.<sup>5</sup>
- Tourism-related businesses in Wake County paid more than **\$61 million** in local property taxes in 2015. This local tax revenue, though not paid directly by visitors, was made possible by tourism.<sup>2</sup>
- Tourism directly supports the employment of more than **24,461** people (FTEs) in Wake County who earn a payroll of more than **\$656 million**.<sup>2</sup>
- The Greater Raleigh Convention and Visitors Bureau, with a budget of **\$6.8 million**, was directly responsible for a direct economic impact of **\$131.7 million** for Wake County (as visitors spent money attending conventions, meetings and sporting events here).<sup>3</sup>
- Wake County enjoys a **19-to-1** return on investment of the inter-local 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>4</sup>
- Wake County lodging taxes and prepared food and beverage taxes raised more than **\$49 million** in 2015-2016. This money helps pay for amenities enjoyed by county residents (including the **PNC Arena, Duke Energy Center for the Performing Arts, N.C. Museum of Art, Raleigh Convention Center, Five County Stadium, USA Baseball National Training Complex** and **WakeMed Soccer Park**).<sup>5</sup>

### SOURCES

1. D.K. Shifflet & Associates for the Greater Raleigh CVB.
2. Tourism Economics for the Greater Raleigh CVB.
3. National Association of Sports Commissions; Greater Raleigh CVB.
4. Greater Raleigh CVB (\$131.7 million to \$6.8 million).
5. Wake County Revenue Department.



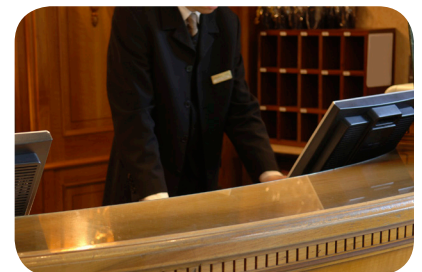
Chris Adamczyk

WAKE COUNTY VISITORS ■ 2015  
**15.1 million** visitors  
**\$2.3 billion** spending



Chris Adamczyk

TOURISM SPENDING SUPPORTS  
**24,461+** people (FTEs)  
**\$656+** million payroll



WAKE COUNTY LODGING AND PREPARED FOOD TAX GENERATED  
**\$49.38 million**