



**Greater Raleigh
Convention and Visitors Bureau**
421 Fayetteville St., Ste. 1505
Raleigh, N.C. 27601-2995
919.834.5900 | 800.849.8499
919.831.2887 FAX
www.visitRaleigh.com

Impact of Tourism and Visitor Expenditures in Wake County

For Fiscal Year 2020-2021

- In 2020, Wake County had **12.9 million visitors** who generated **\$1.7 billion** in direct spending.¹
- In 2020, tourism to Wake County generated **\$186 million** in state and local tax revenues (**\$89 million in state tax revenue** and **\$97 million in local tax revenue**).¹
- By generating **\$186 million** in 2020 tax revenues, visitation saved each Wake County household **\$470**.¹
- In 2020, hotel occupancy tax collections totaled **\$14.29 million** and food and beverage tax collections totaled **\$25 million**.⁴
- Tourism-related businesses in Wake County paid **\$60 million** in local property taxes in 2020. This local tax revenue, though not paid directly by visitors, was made possible by tourism.¹
- Tourism directly supports the employment of **17,433** people in Wake County who earn a payroll of **\$538 million**.¹
- The Greater Raleigh Convention and Visitors Bureau, with a budget of **\$5.9 million**, was directly responsible for a direct economic impact of **\$114 million** for Wake County (as visitors spent money attending conventions, meetings and sporting events here).²
- Wake County enjoys a more than **19-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 **\$39.3 million** in 2020. 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 (\$114 million to \$5.9 million).
4. Wake County Revenue Department.



WAKE COUNTY VISITORS ■ 2020
12.9 million visitors
\$1.7 billion spending



TOURISM SPENDING SUPPORTS
17,433 people
\$538 million payroll



WAKE COUNTY LODGING AND PREPARED FOOD TAX GENERATED
\$39.3 million (2020)