



**Greater Raleigh
Convention and Visitors Bureau**
434 Fayetteville St., Ste. 2600
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 2023–2024

- In 2023, Wake County had **18.5 million visitors** who generated **\$3.2 billion** in direct spending.¹
- In 2023, tourism to Wake County generated **\$307 million** in state and local tax revenues (**\$150 million in state tax revenue** and **\$157 million in local tax revenue**).¹
- By generating **\$307 million** in 2023 tax revenues, visitation saved each Wake County household **\$712**.¹
- In 2023–2024, hotel occupancy tax collections totaled **\$39.6 million** and food and beverage tax collections totaled **\$45.3 million**.⁴
- Tourism-related businesses in Wake County paid **\$79 million** in local property taxes in 2023. This local tax revenue, though not paid directly by visitors, was made possible by tourism.¹
- Tourism directly sustains the employment of **25,796** people in Wake County who earn a payroll of **\$890 million**.¹
- The Greater Raleigh Convention and Visitors Bureau, with a budget of **\$11.3 million**, was directly responsible for a direct economic impact of **\$217.4 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 **\$84.9 million** in 2023–2024. 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**).⁴

SOURCES

1. Tourism Economics for the Greater Raleigh CVB.
2. Greater Raleigh CVB.
3. Greater Raleigh CVB (\$217.4 million to \$11.292 million).
4. Wake County Budget & Management Services Department.



WAKE COUNTY VISITORS ■ 2023
18.5 million visitors
\$3.2 billion spending



TOURISM SPENDING SUSTAINS
25,796 jobs
\$890 million payroll



WAKE COUNTY LODGING AND PREPARED FOOD TAX GENERATED
\$84.9 million (2023–2024)