Raleigh/Wake County Purpose of Stay Comparison
2016-2018 (excluding day-trippers and international visitors)

PURPOSE OF STAY BY PERCENT OF PERSON-STAYS (VISITORS)

- Leisure Non-Vacation (including GRSA®/Special Events) 55%
- Meetings and Conventions Business 17%
- Transient Business 11%
- Individual Leisure Vacation 17%

Sources: DK Shifflet (2019) and Tourism Economics (2020) for the Greater Raleigh CVB

PURPOSE OF STAY BY PERCENT OF TRIP-DOLLARS

- Leisure Non-Vacation (including GRSA®/Special Events) 42%
- Meetings and Conventions Business 25%
- Transient Business 22%
- Individual Leisure Vacation 11%

Roughly 5.47M in 2019
Roughly 1.69M in 2019
Roughly 1.1M in 2019