

Wake County Visitation Data Supplement

Calendar Year 2021

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ARRIVALIST



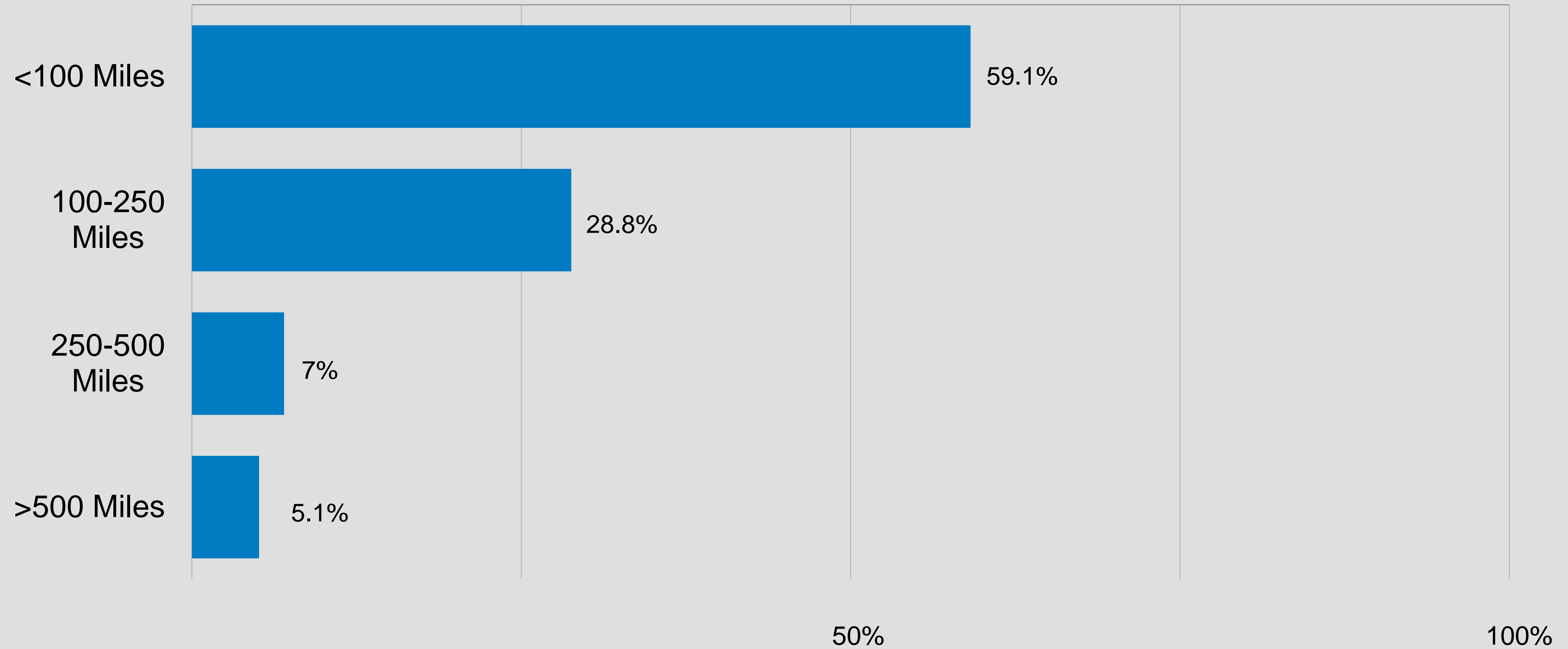
U.S. Designated Market Areas (DMAs) of Primary Visitor Arrivals | 2021

Top Origin Markets

DMA	Trips	Share of Trips	Average Unique Nights
Raleigh/Durham	2,217,837	23.5%	0.2
Greensboro/High Point/Winston-Salem	1,647,035	17.5%	0.4
Greenville/New Bern/Washington	1,421,355	15.1%	0.5
Charlotte	928,637	9.8%	1.1
Wilmington	449,688	4.8%	0.9
Florence/Myrtle Beach	268,595	2.8%	0.5
Washington, D.C.	241,535	2.6%	1.9
Norfolk/Portsmouth/Newport News	234,755	2.5%	1.2
Roanoke/Lynchburg	227,595	2.4%	0.7
New York	224,140	2.4%	2.4
Richmond/Petersburg	178,809	1.9%	1.0
Greenville/Spartanburg/Asheville/Anderson	132,389	1.4%	1.9
Atlanta	120,279	1.3%	2.1



Primary U.S. Trips by Average Distance Traveled | 2021



Top Visited Areas in Wake County by Share of Arrivals from U.S. Adult Visitors | 2021 by Quarter

Note on interpretation: 18 areas make up Wake County's tourism map—seven within the City of Raleigh, plus our 11 area town environs. (See map near the bottom of visitRaleigh.com for reference.)

2021 in Total	Yearly Share
Midtown Raleigh	12.2%
North Raleigh	12.1%
Cary	12%
West Raleigh	11.9%
RDU/Brier Creek	7.2%
Downtown Raleigh	5.3%
Garner	5.3%
South Raleigh	5.2%
East Raleigh	5%
Wake Forest	4.9%
Morrisville/RTP	3.9%
Apex	3.6%
Holly Springs	3.1%
Fuquay-Varina	2.6%
Knightdale	2.3%
Zebulon	1.3%
Rolesville	1%
Wendell	1%

Area	Q1	Q2	Q3	Q4
West Raleigh	10.1%	10.3%	12.5%	14%
Midtown Raleigh	12.9%	11.7%	11.6%	12.7%
North Raleigh	13.2%	12.4%	11.7%	11.5%
Cary	11.7%	12%	12%	12.3%
Downtown Raleigh	4.5%	5.1%	5.7%	5.6%
RDU/Brier Creek	7.6%	7.8%	6.8%	6.9%
Garner	5.8%	5.5%	5.2%	4.8%
East Raleigh	5.3%	5.3%	5.2%	4.5%
South Raleigh	4.8%	5.2%	6%	4.6%
Wake Forest	4.8%	4.8%	4.3%	5.6%
Morrisville/RTP	3.7%	4.1%	4.1%	3.6%
Apex	3.7%	3.9%	3.6%	3.2%
Holly Springs	3.1%	3.2%	3.4%	2.7%
Fuquay-Varina	2.8%	2.7%	2.6%	2.2%
Knightdale	2.3%	2.2%	2%	2.8%
Zebulon	1.3%	1.5%	1.5%	1.1%
Wendell	1.2%	1.1%	0.9%	0.9%
Rolesville	1.1%	1.1%	1.1%	0.9%



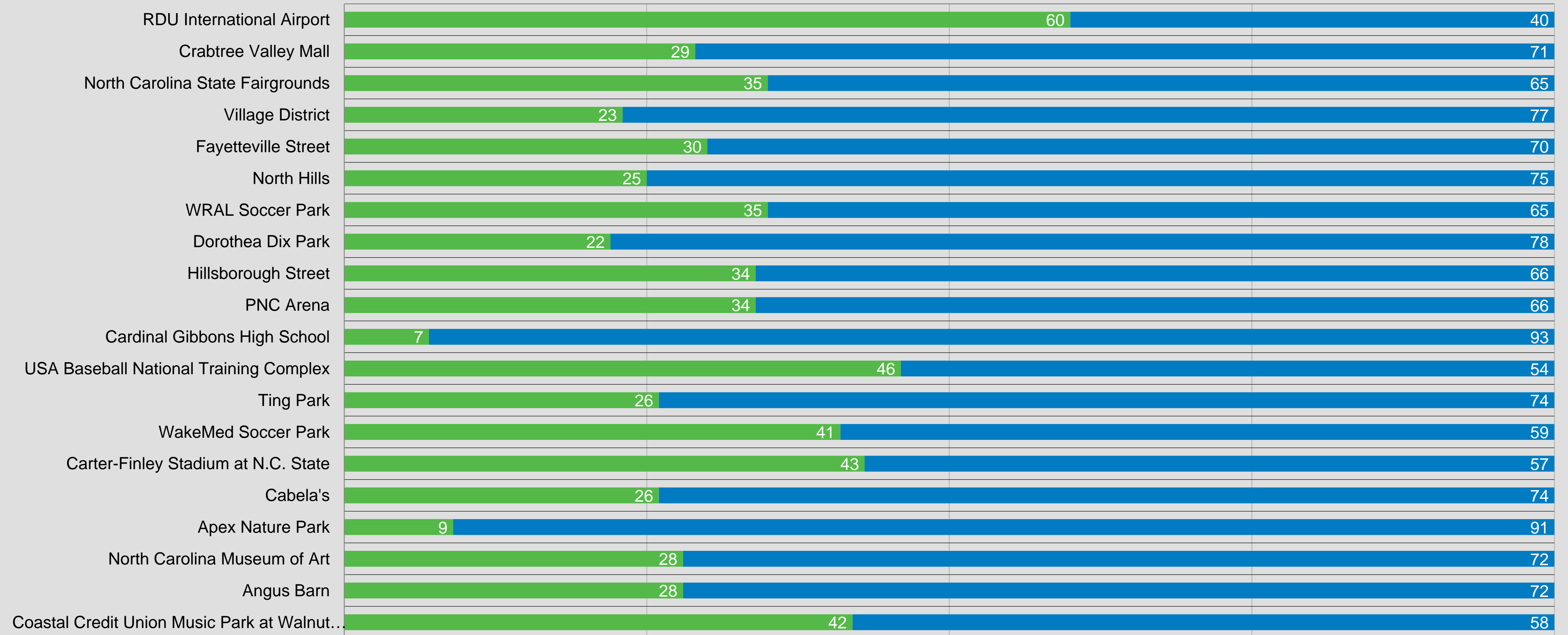
Share of Visitor Arrival Volume at Points of Interest (POIs) | 2021 by Quarter

Top 20 POIs by Volume	Q1	Q2	Q3	Q4
RDU International Airport	22.1%	23.6%	19.5%	17.2%
Crabtree Valley Mall	16.5%	10.8%	9.7%	11.4%
North Carolina State Fairgrounds	2.5%	1.4%	1.4%	5.9%
Village District	3.8%	3%	3%	2.4%
PNC Arena	0.3%	1.3%	3.7%	3.5%
Fayetteville Street	2.6%	2.3%	2.9%	2.3%
North Hills	3%	2.2%	2.2%	2%
WRAL Soccer Park	0.9%	1%	0.8%	4.5%
Carter-Finley Stadium at N.C. State	0%	1.3%	2.9%	2.9%
Dorothea Dix Park	1.5%	2.2%	1.8%	1.2%
Hillsborough Street	1.5%	1.2%	2.1%	1.4%
WakeMed Soccer Park	0.6%	1.2%	0.6%	2.2%
Coastal Credit Union Music Park at Walnut Creek	0%	0%	3%	1%
Morgan Street Food Hall	1.1%	1.1%	1.1%	1%
USA Baseball National Training Complex at Thomas Brooks Park	0.4%	1.3%	1.4%	0.6%
Ting Park	0.8%	0.8%	1.1%	0.6%
Wake Competition Center	1.4%	0.4%	0.4%	1.1%
Angus Barn	1.3%	0.9%	0.6%	0.5%
North Carolina Museum of Natural Sciences	0.7%	0.7%	0.8%	0.5%
Raleigh Convention Center	0.4%	0.5%	0.9%	0.7%



Resident vs. Visitor Share of Arrival Volume at Points of Interest (POIs)

| 2021



■ % Visitors
 ■ % Residents





LODGING ECONOMICS DASHBOARD

RALEIGH, NC | LAST UPDATED: 6/18/2022



Visitor Type
Hotel

Year
2021

Metric Type
Revenue

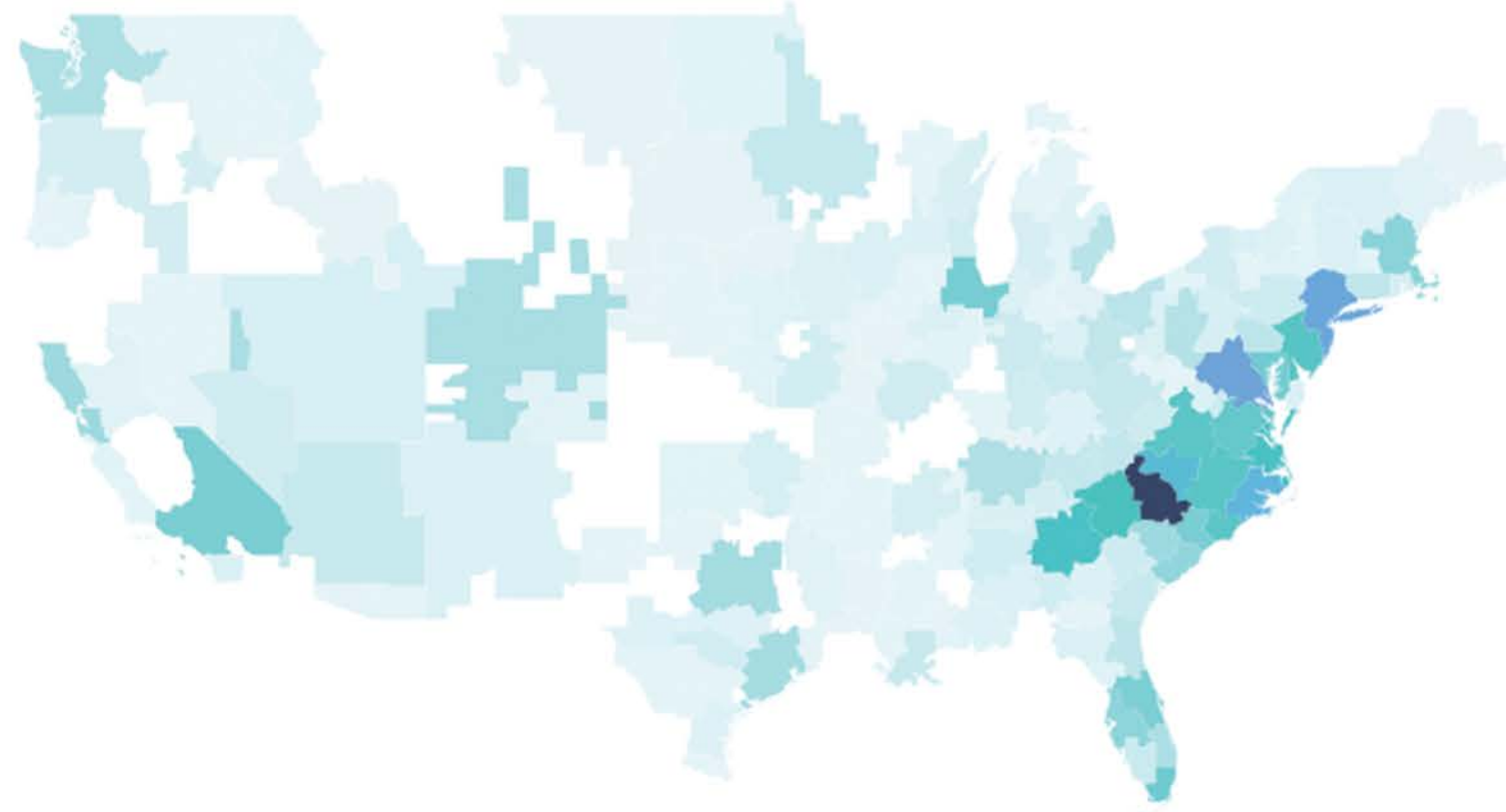
Origin State
All

Origin Markets
DMA

PATENT PENDING

Revenue by DMA

Map



Revenue

\$165,941,811

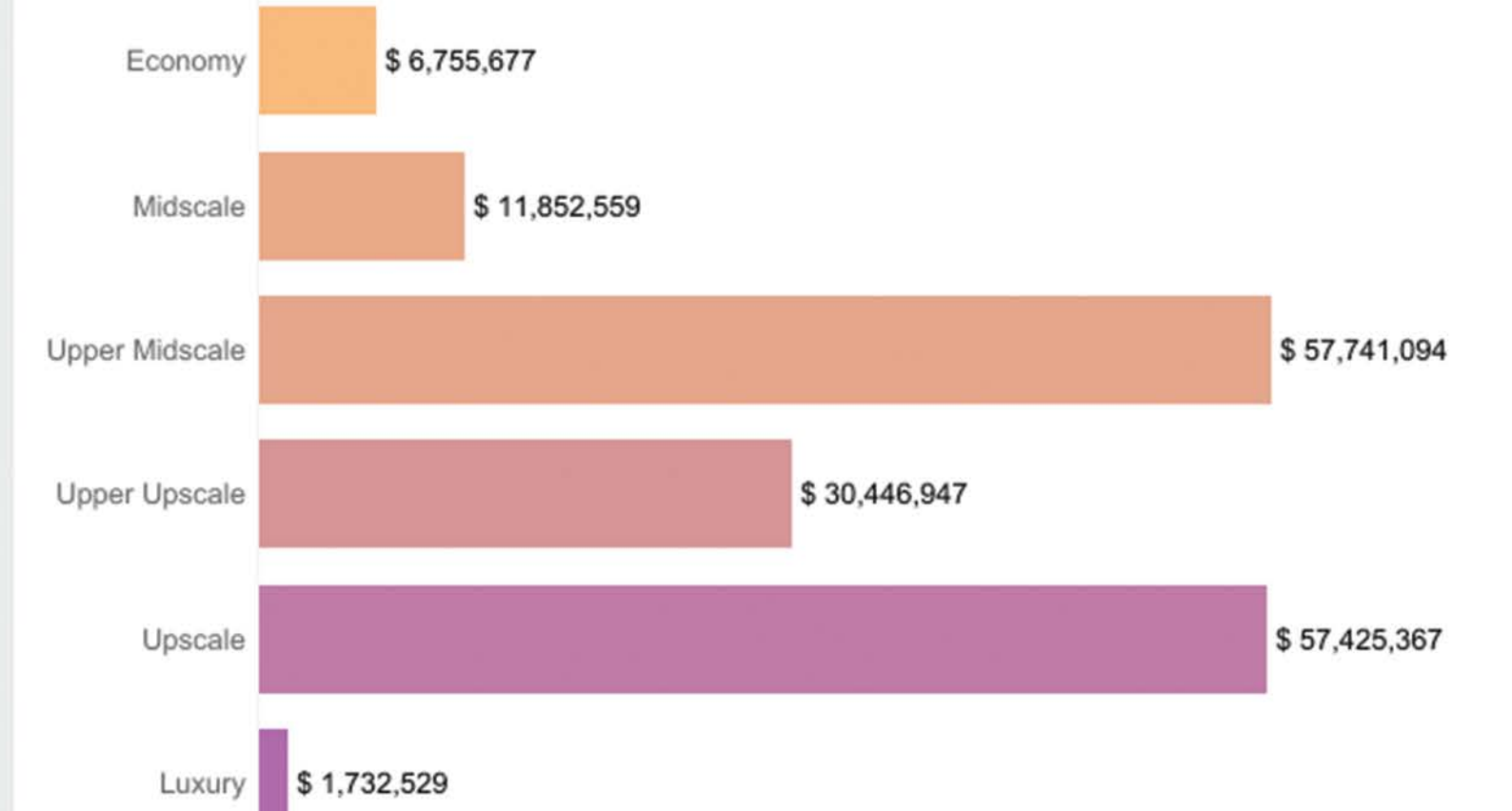
Avg. Nights

2.2 Nights

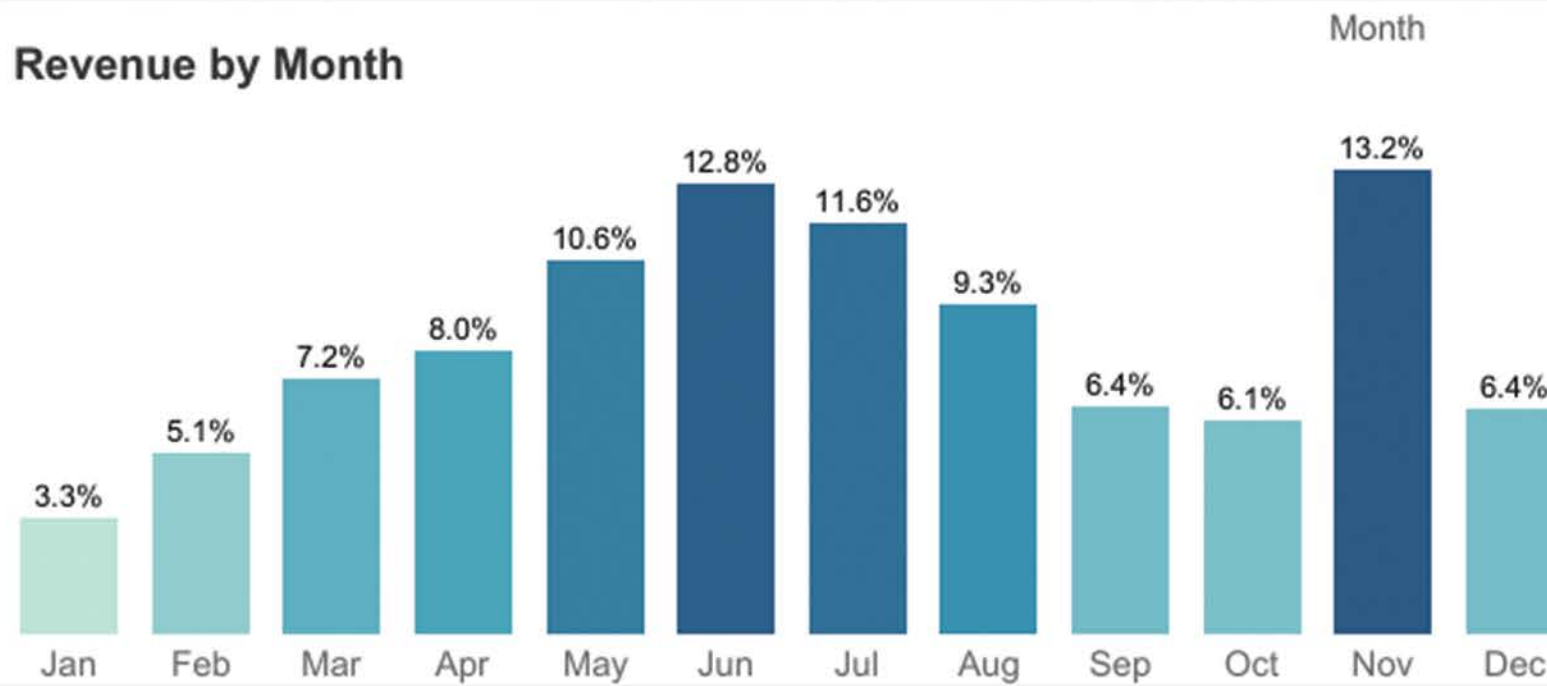
Rev:Arrival

\$213.6

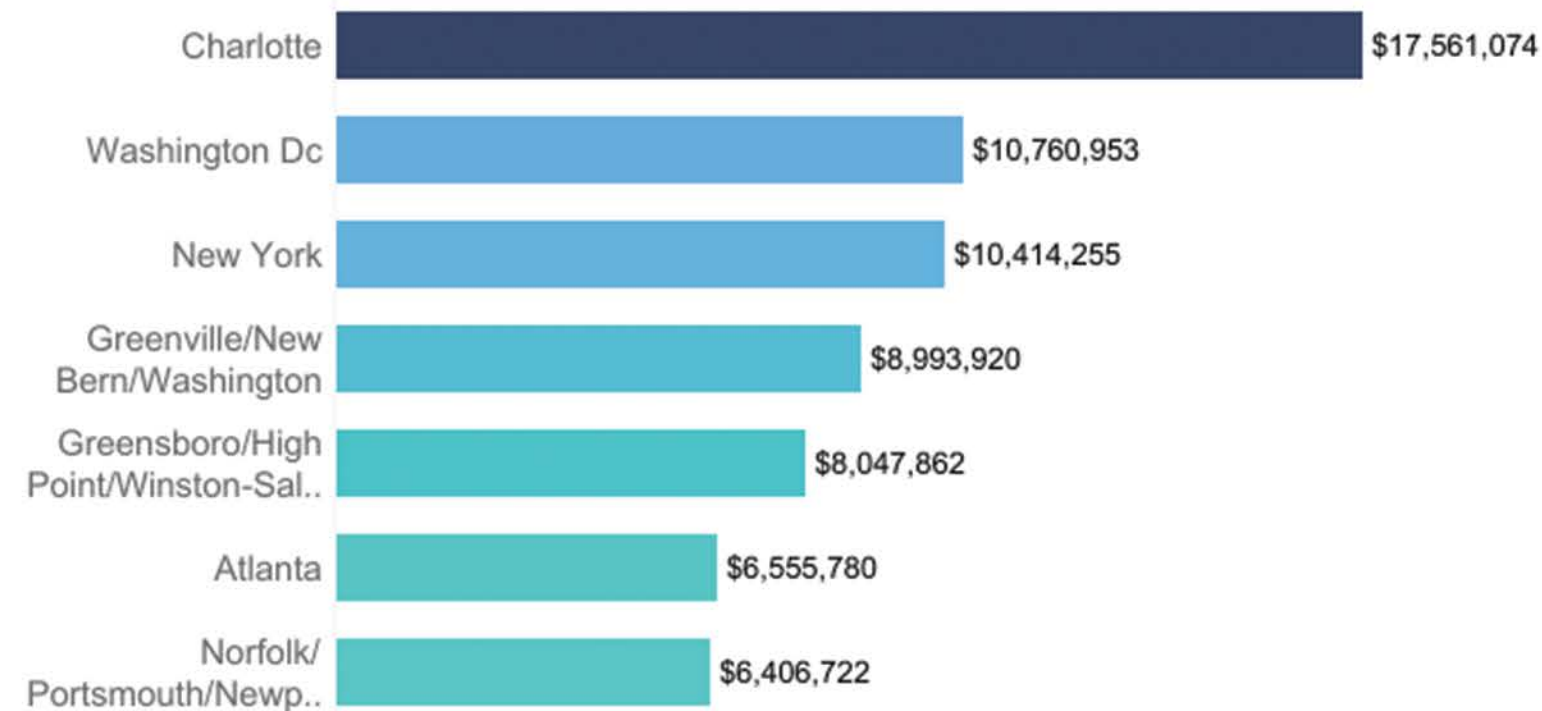
Revenue by Hotel Class



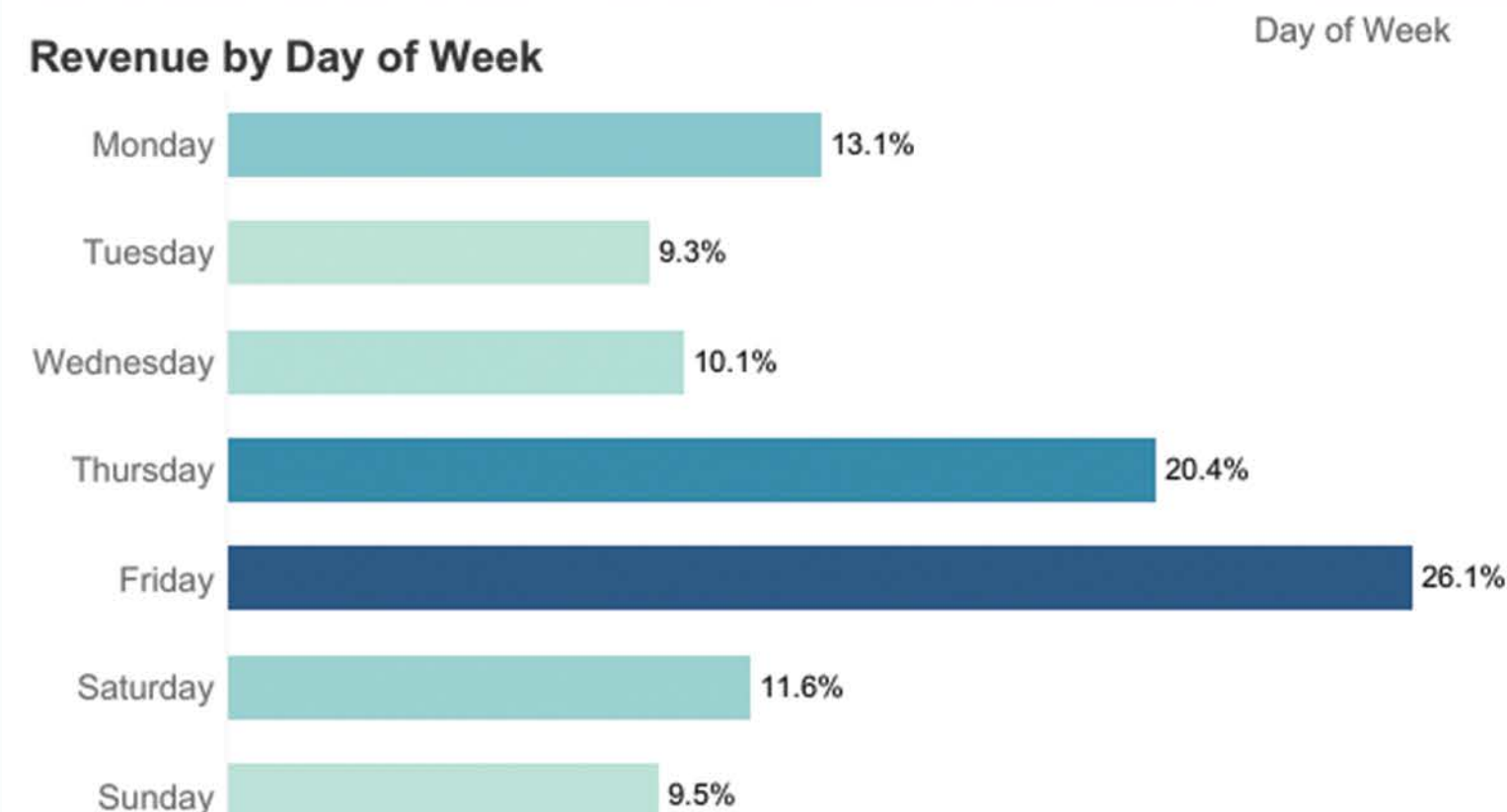
Revenue by Month



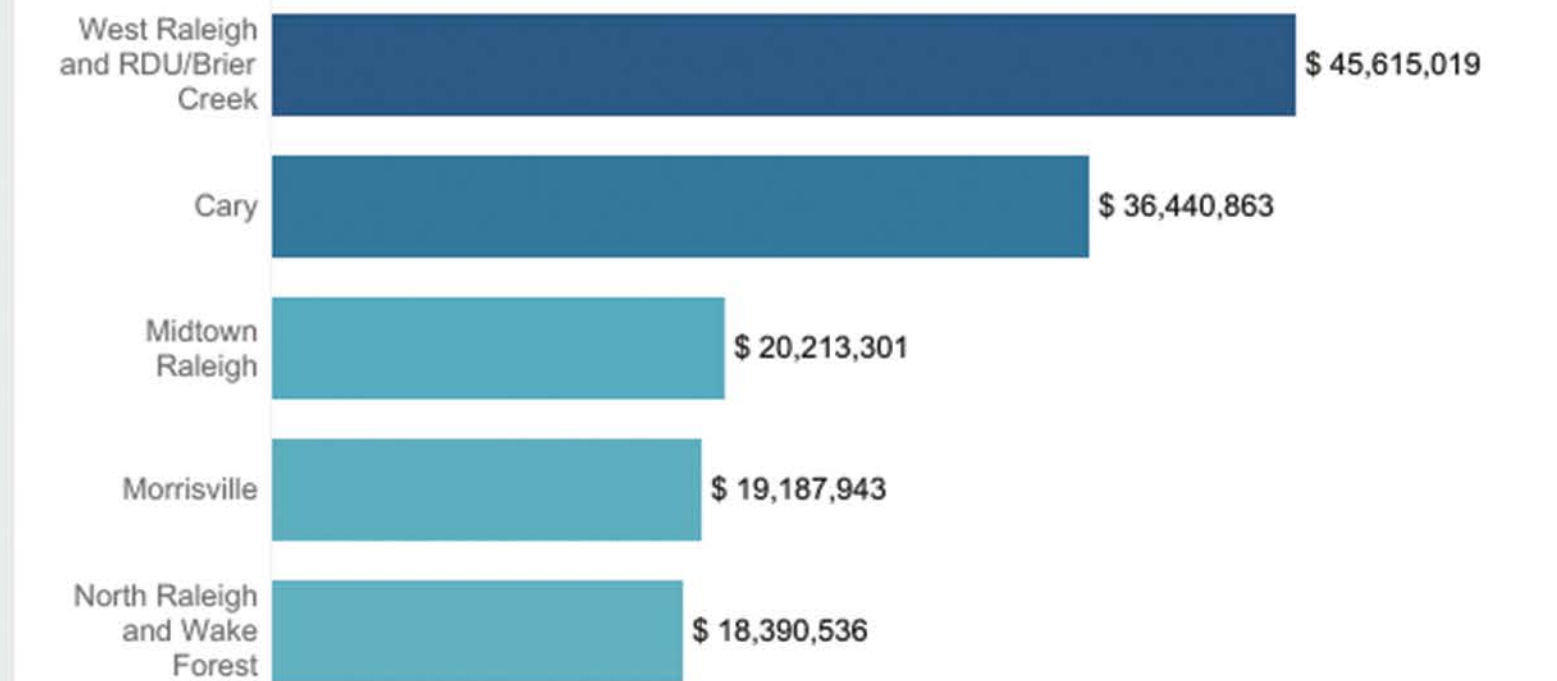
Revenue by Top 20 DMA



Revenue by Day of Week



Revenue by Property Neighborhoods



For your data-related questions or even more insights this quarter, please contact GRCVB's administration manager [Hailey Post](mailto:hpost@visitRaleigh.com) at hpost@visitRaleigh.com or 919.645.2662.