

Wake County Visitation Dashboard

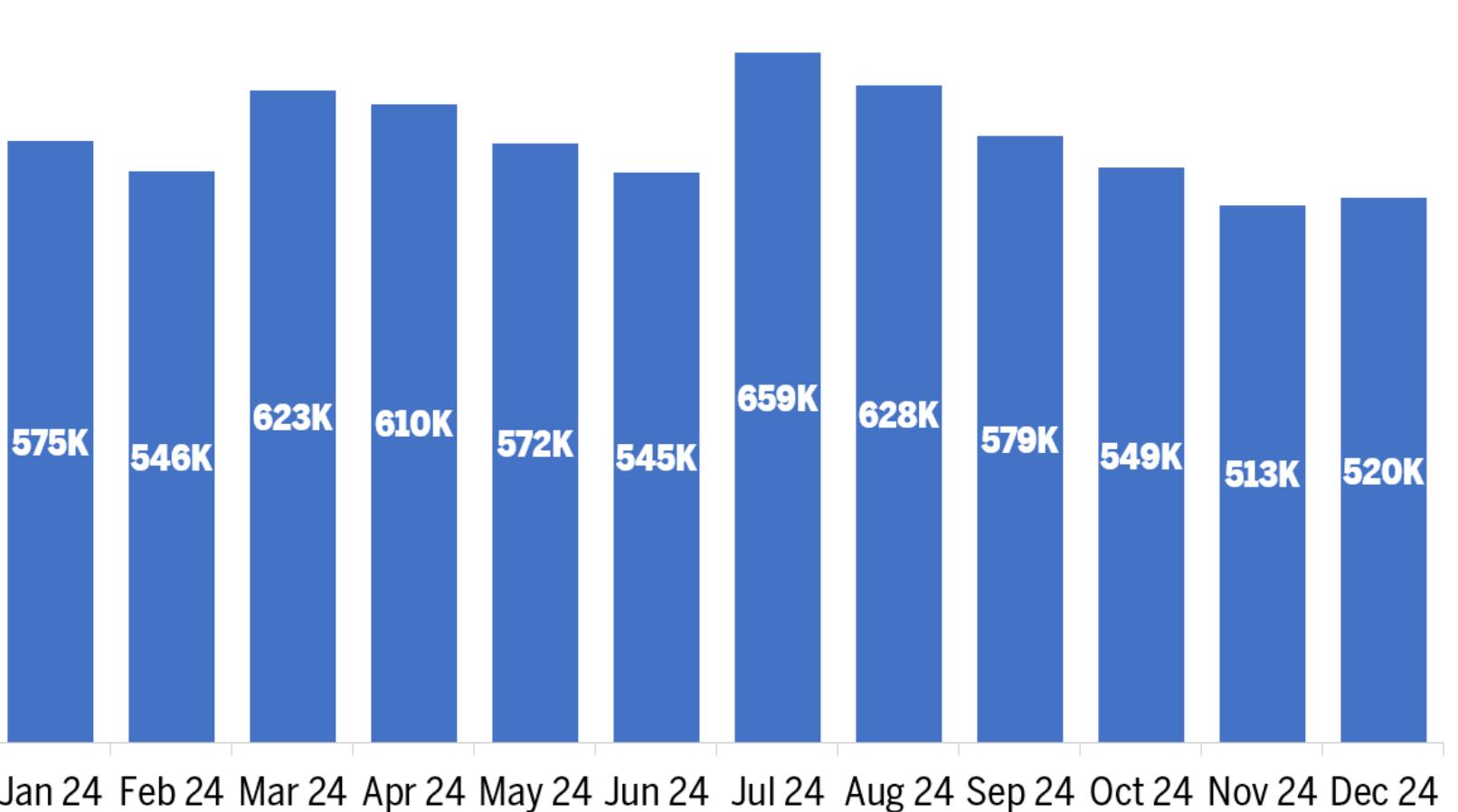
2024

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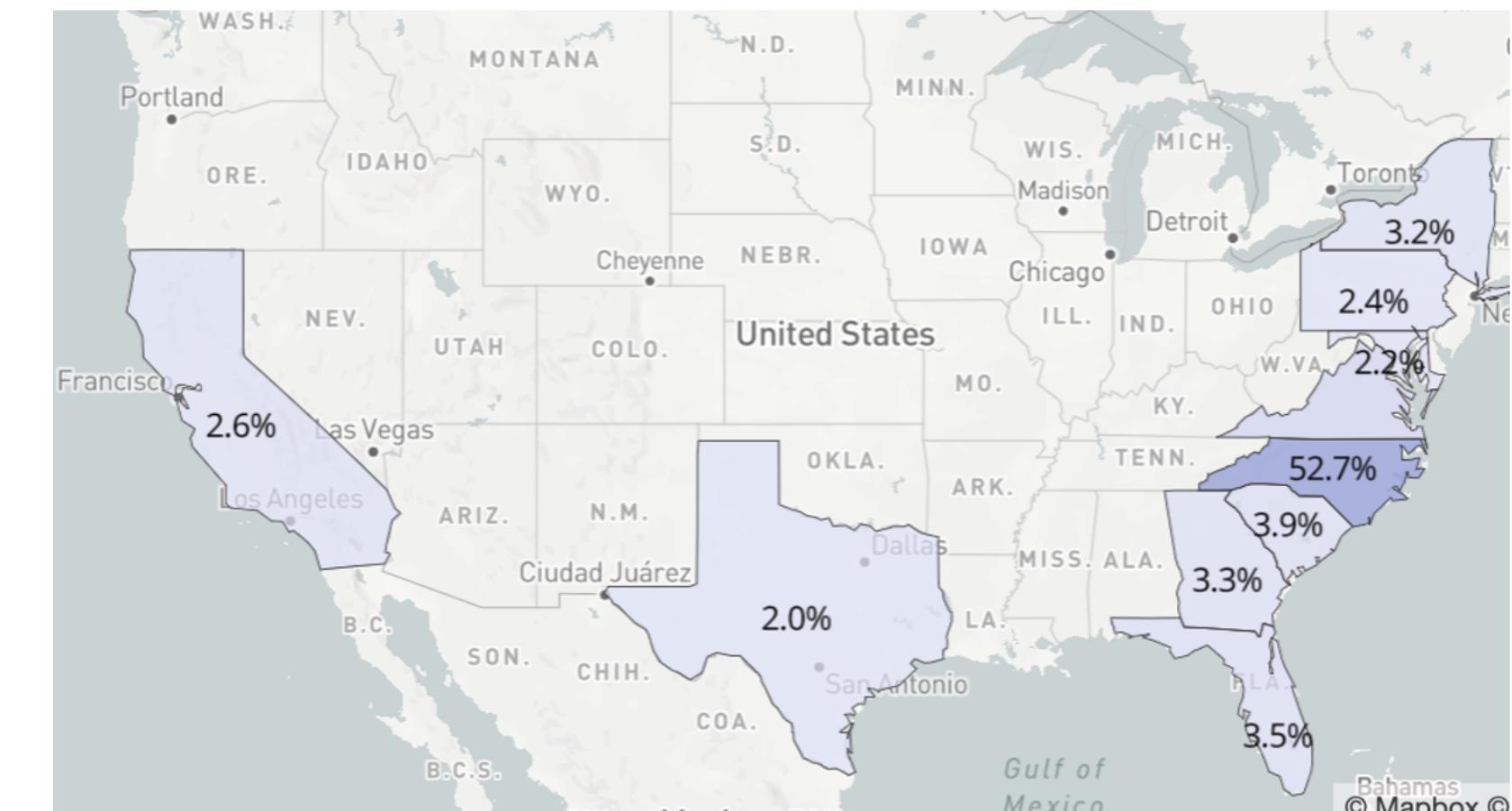
Top Origin Markets (DMAs)

DMA	Trips	Share %	Avg. Unique Nights
Raleigh/Durham	1,509,297	21.8%	1.4
Greensboro/High Point/Winston-Salem	631,779	9.1%	0.7
Charlotte	584,036	8.4%	1.2
Greenville/New Bern/Washington	525,202	7.6%	0.8
New York	272,910	3.9%	1.5
Wilmington	260,957	3.8%	1.2
Washington, D.C.	239,706	3.5%	1.4
Atlanta	188,891	2.7%	1.4
Norfolk/Portsmouth/Newport News	151,586	2.2%	1.2
Greenville/Spartanburg/Asheville/Anderson	137,924	2.0%	1.6
Roanoke/Lynchburg	122,734	1.8%	1.1
Philadelphia	107,867	1.6%	1.4
Florence/Myrtle Beach	101,298	1.5%	0.9
Richmond/Petersburg	99,081	1.4%	1.3
Boston	98,594	1.4%	1.9

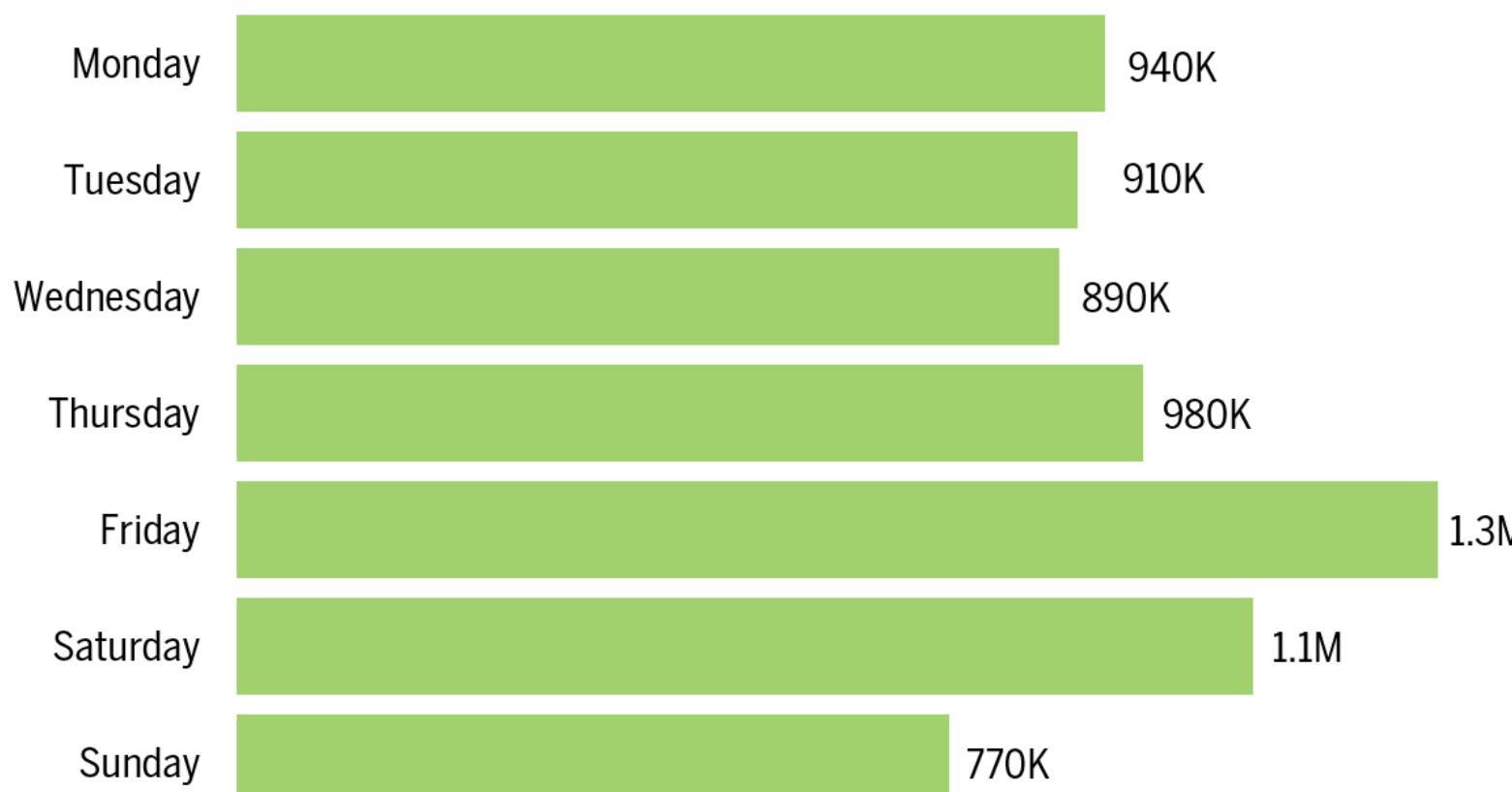
Trip Volume by Month



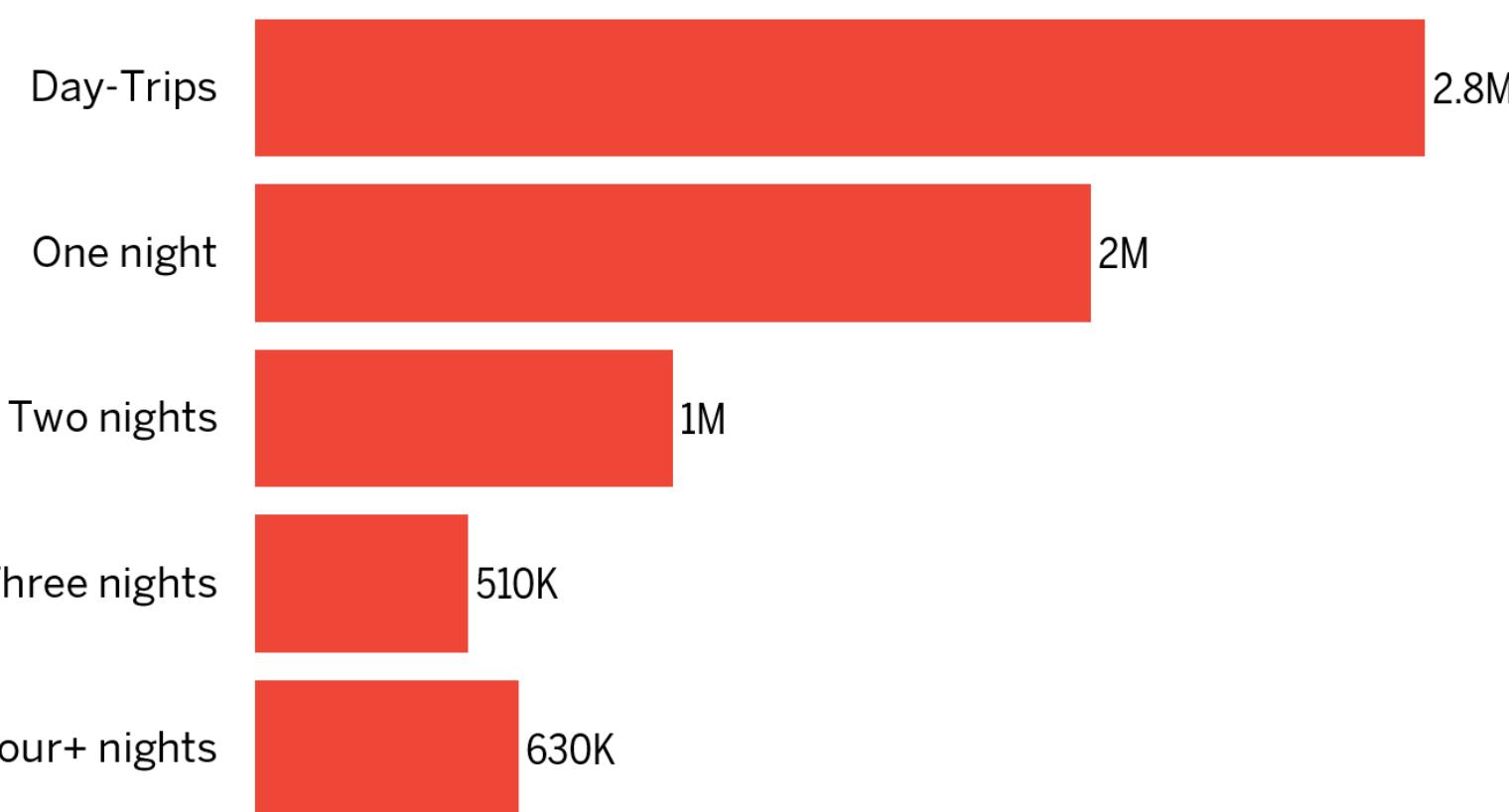
Domestic Trips by Origin State



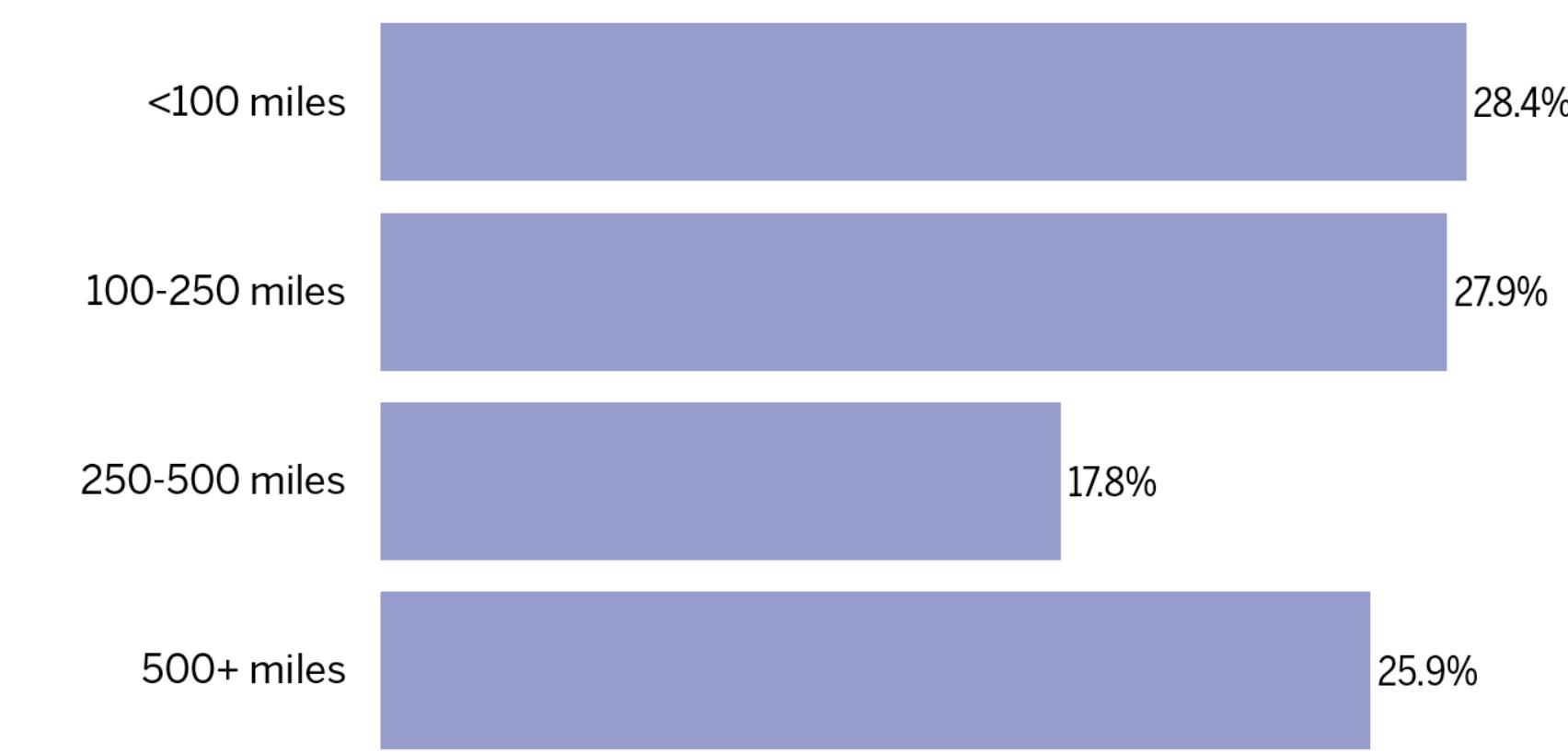
Trip Volume by Day of Week



Trip Volume by Nights in Market



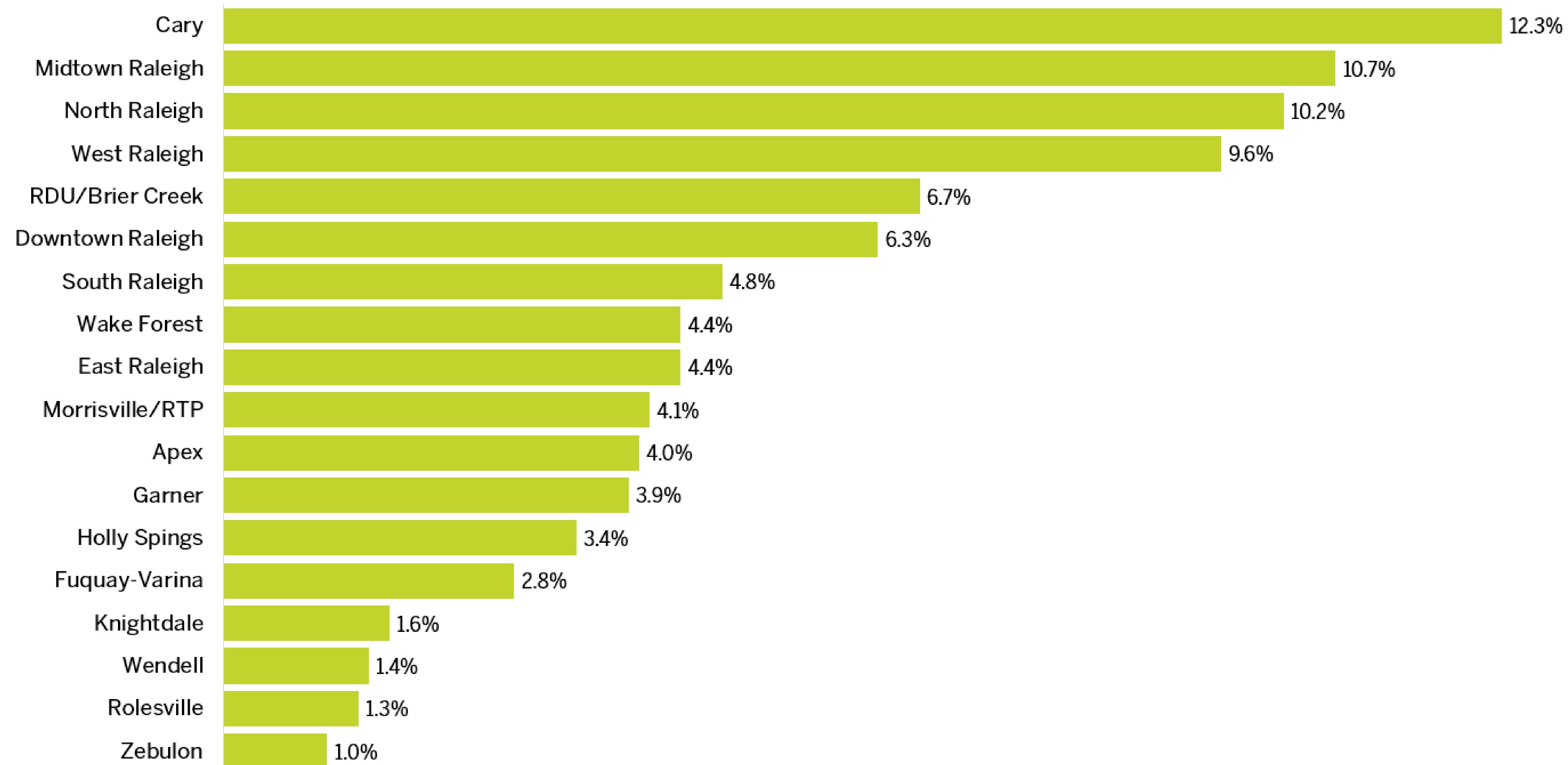
Trips by Average Distance Traveled



Top Visited Areas in Wake County

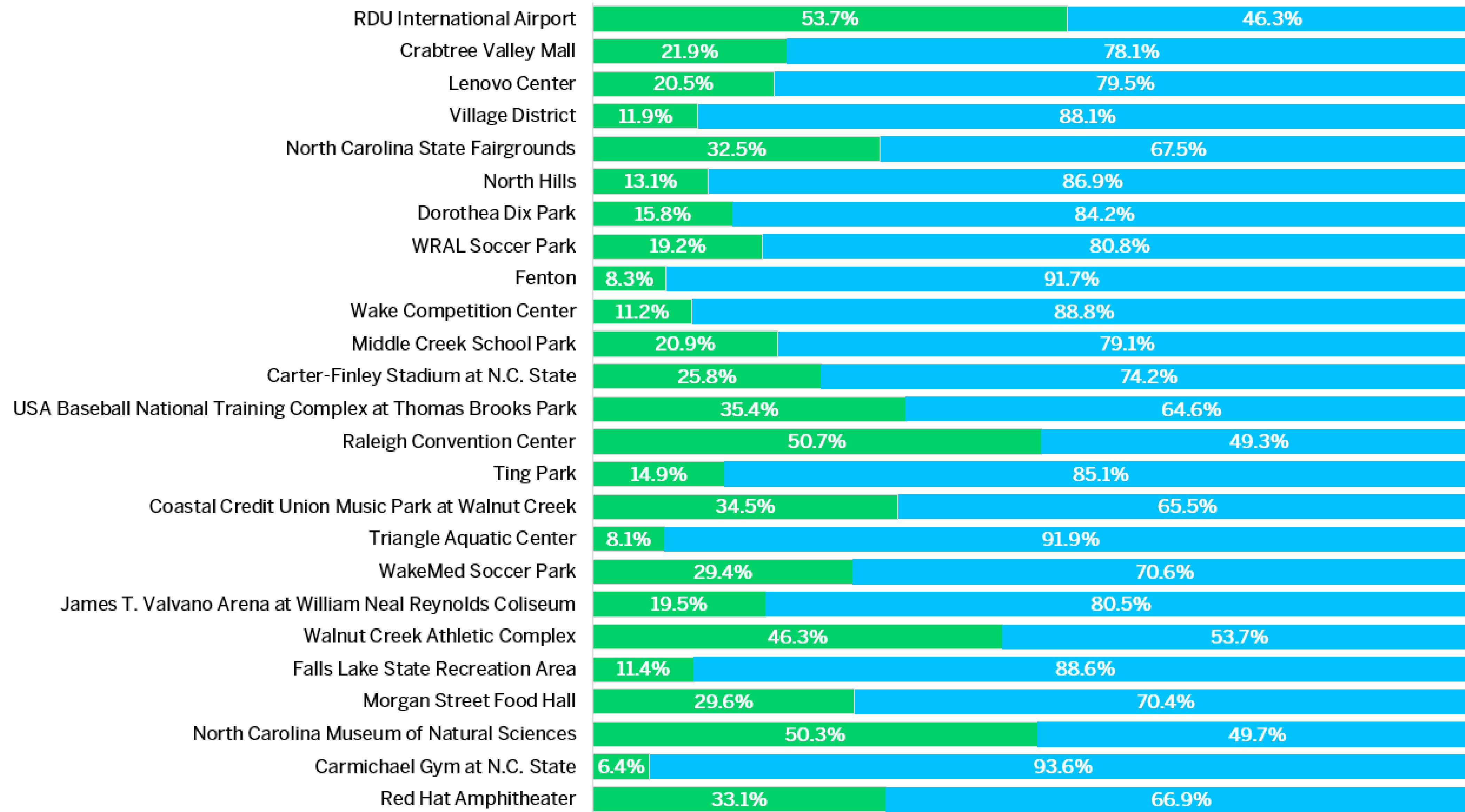
By Share of Arrivals from U.S. Adult Visitors | 2024

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.)



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

Top POIs by Volume for 2024



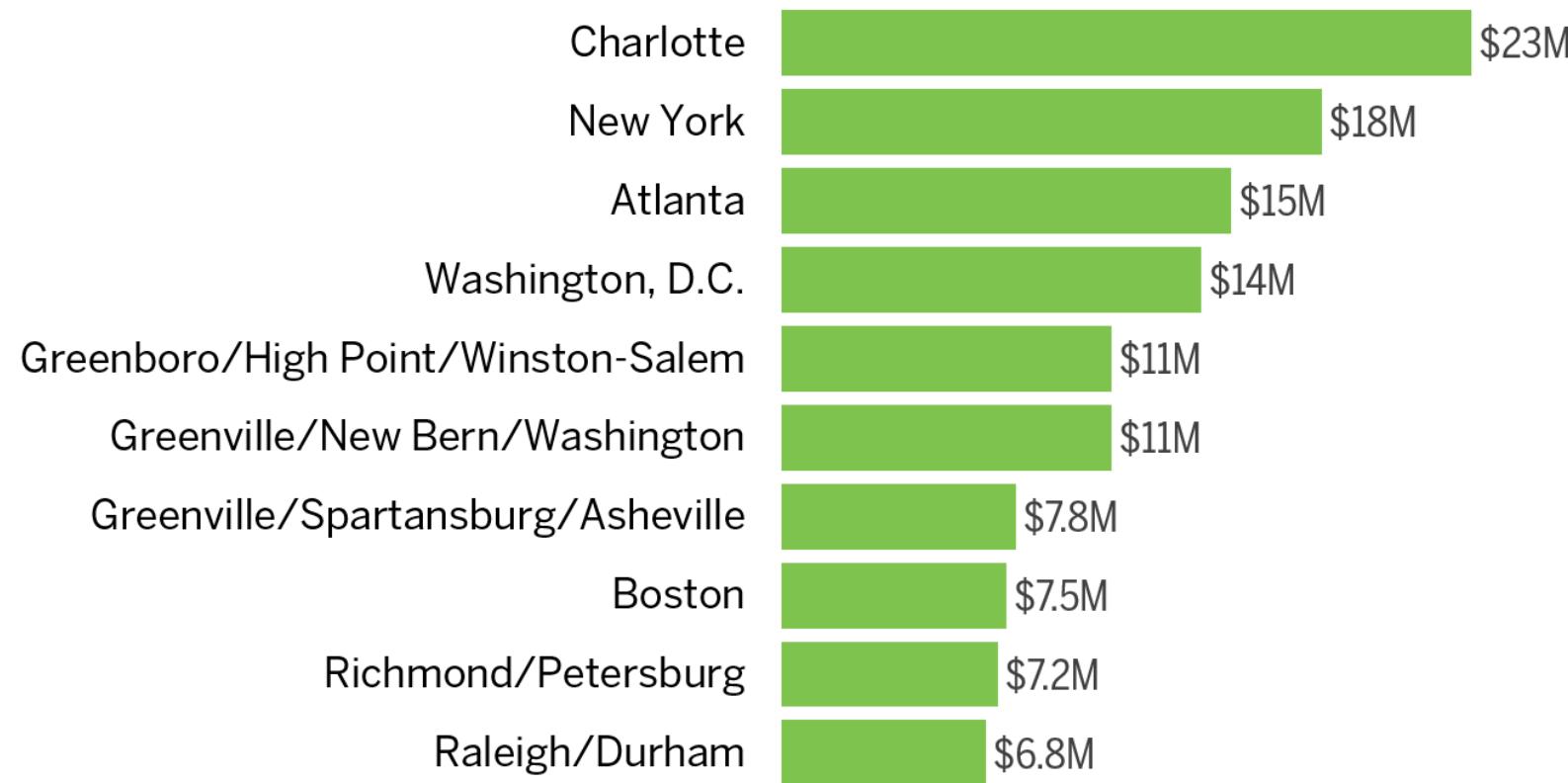
■ Visitor ■ Resident

LODGING ECONOMICS DASHBOARD

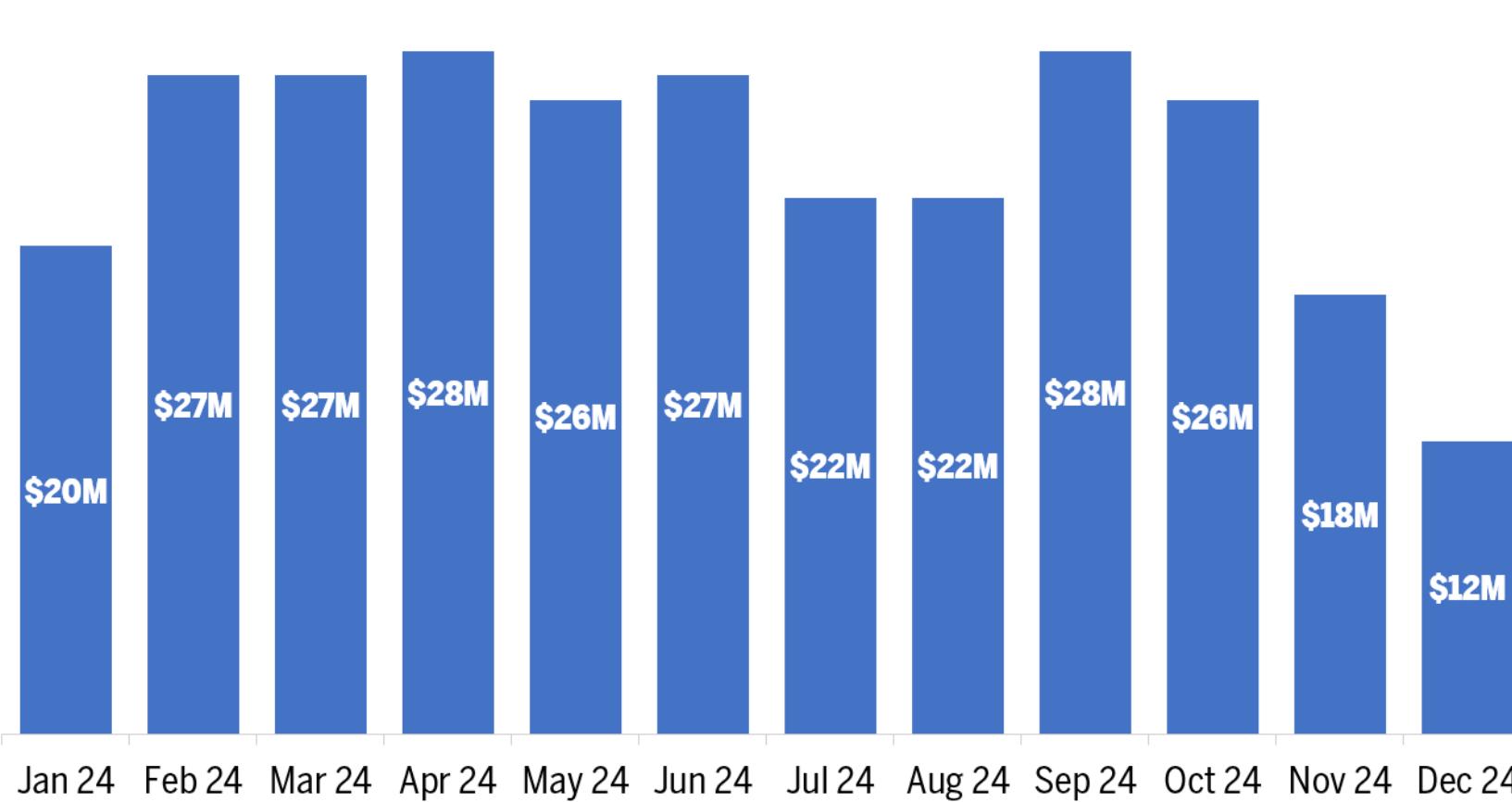
Hotels | 2024

Rev:
Arrival
\$256

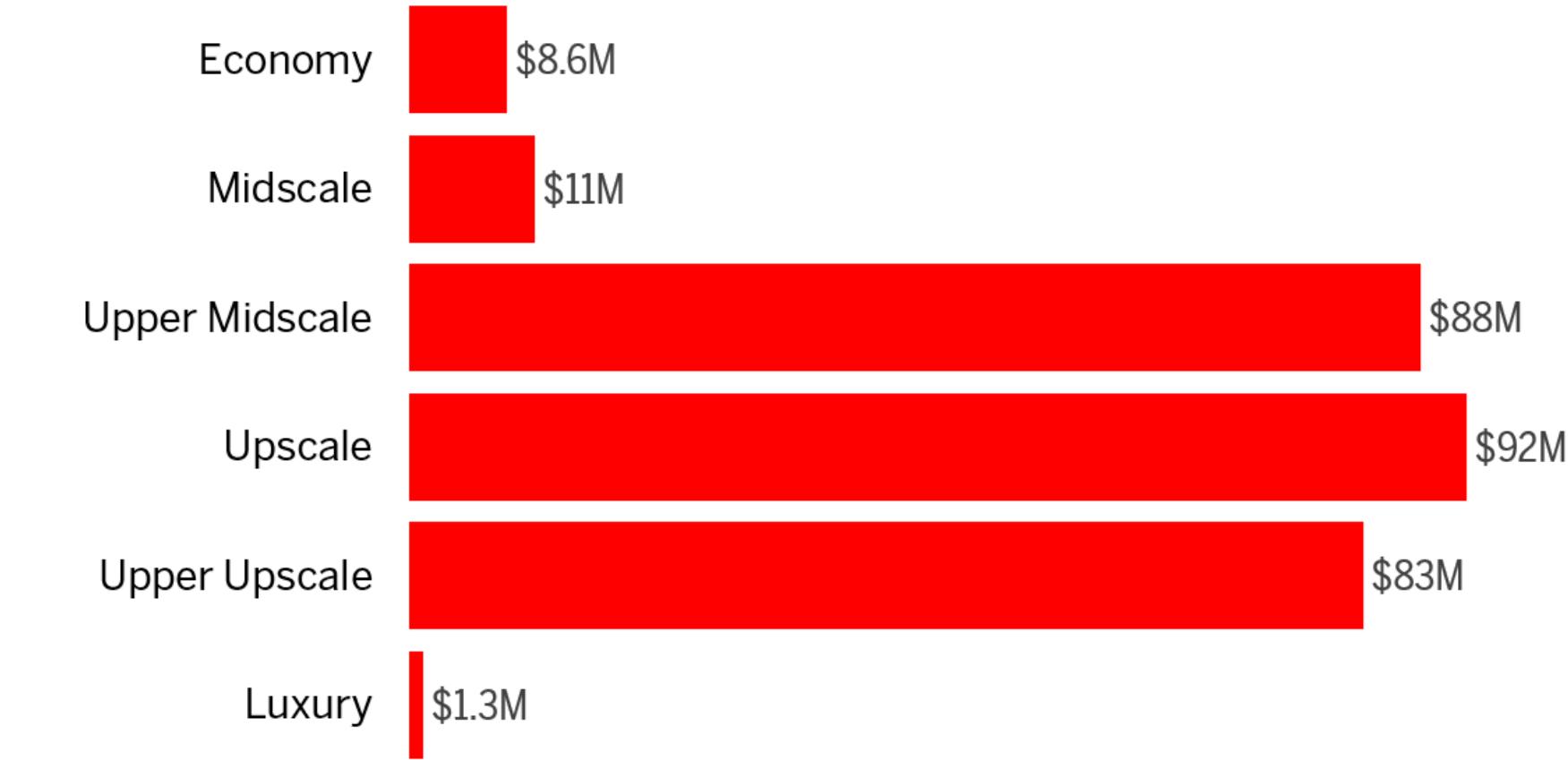
Revenue by DMA



Revenue by Month

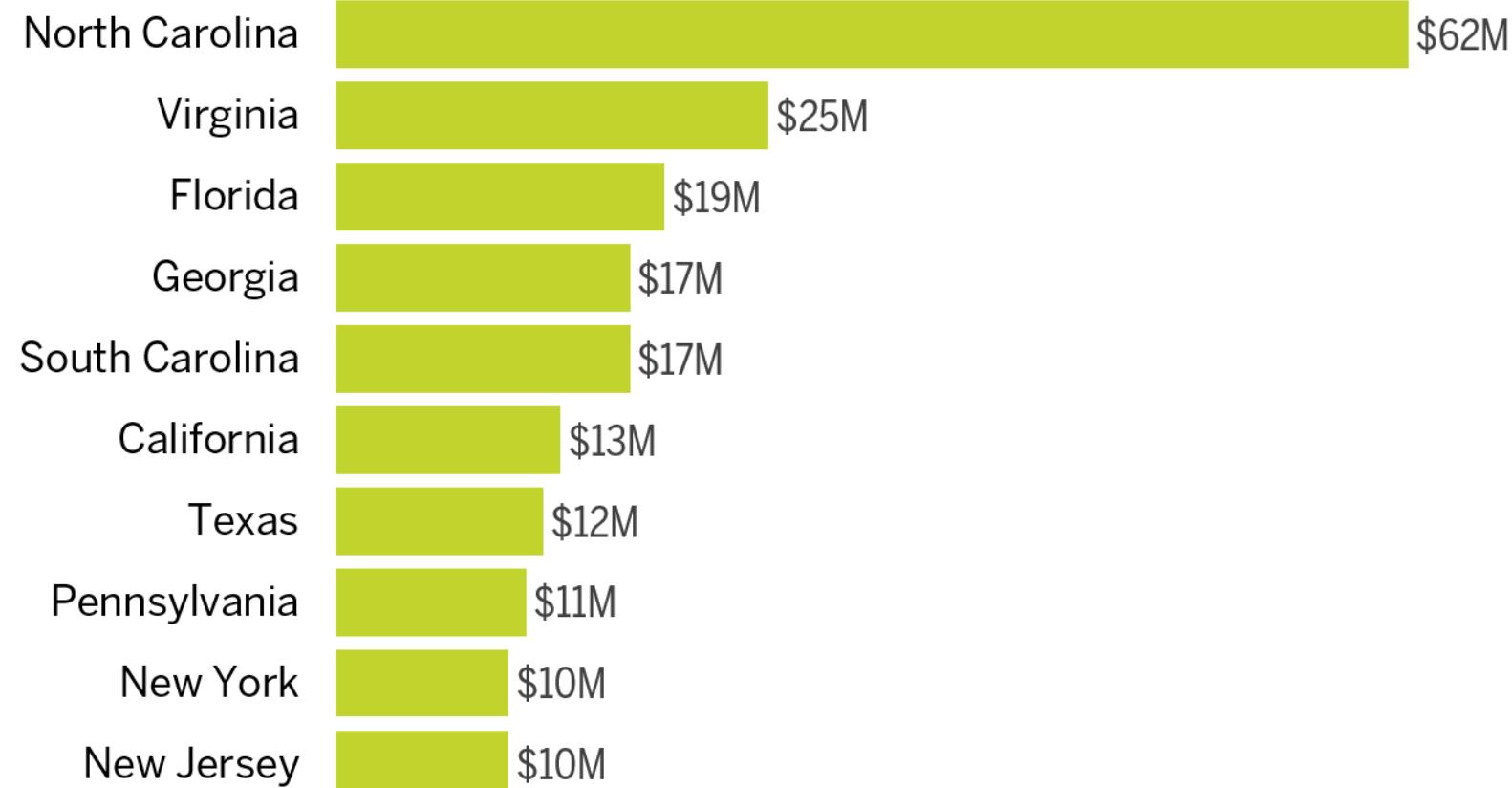


Revenue by Hotel Class*

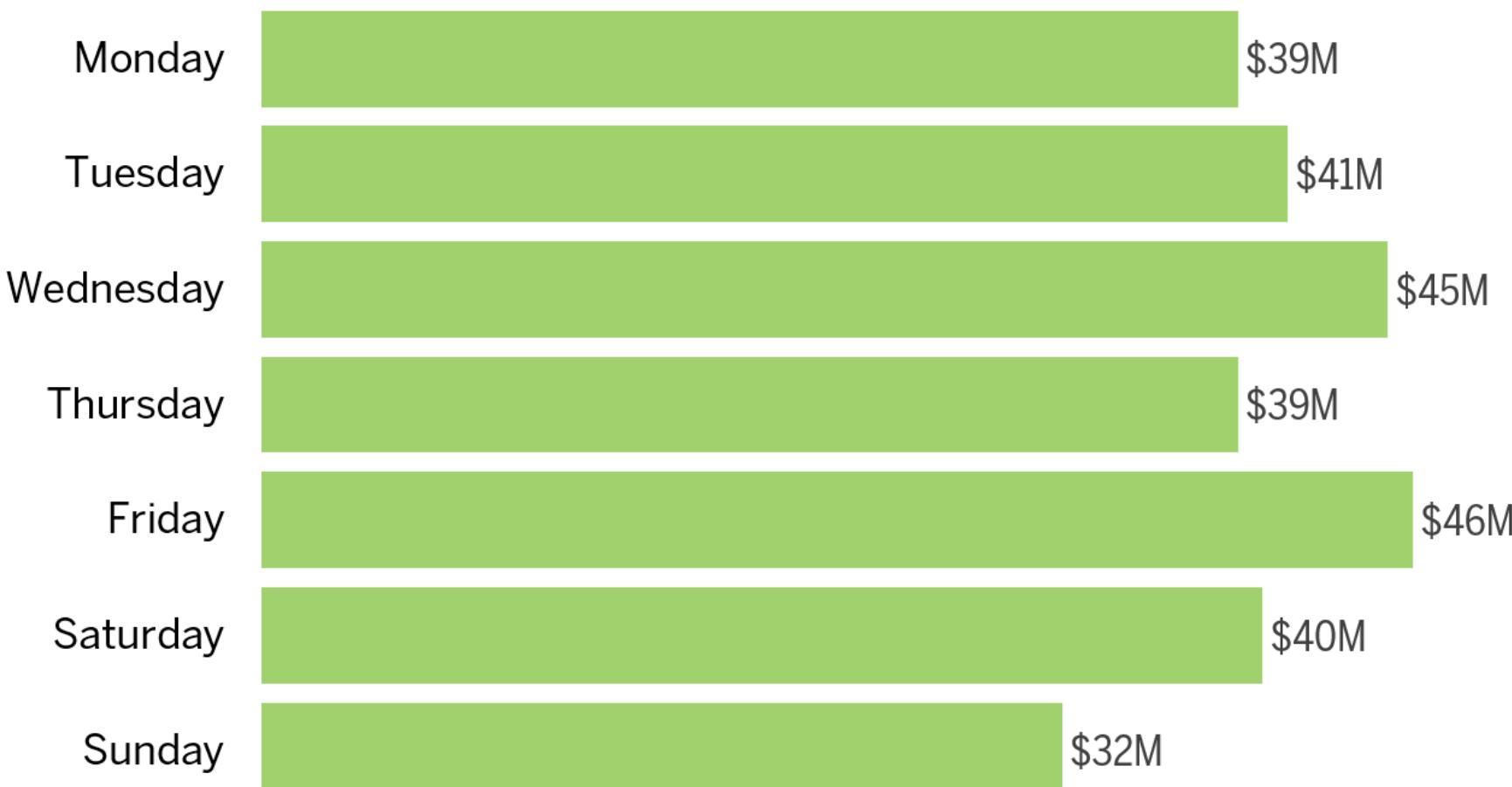


*Based on Arrivalist panel volume

Revenue by Home State



Revenue by Day of Week



Revenue by Property Neighborhoods

