

Wake County Visitation Dashboard

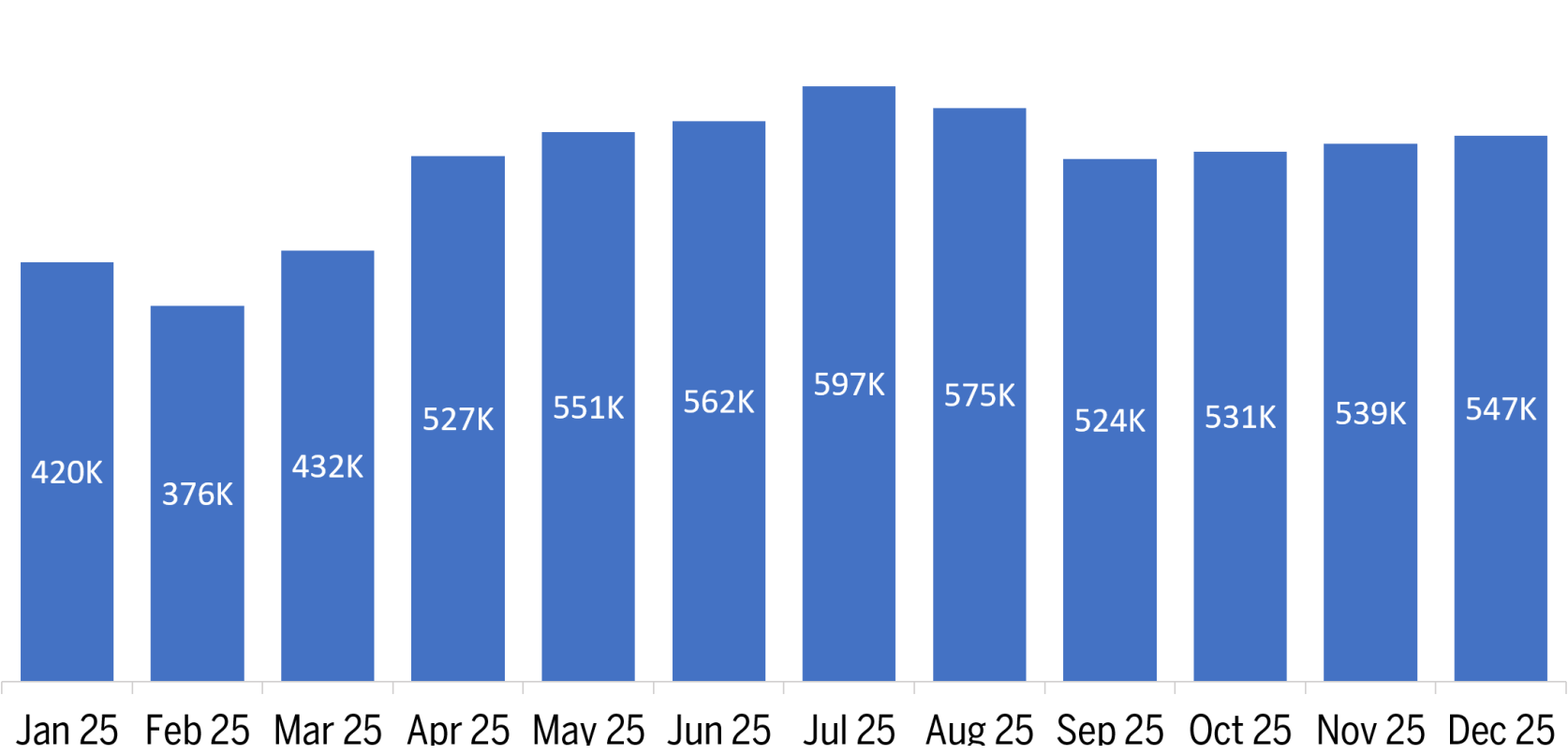
2025

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Top Origin Markets (DMAs)

DMA	Trips	Share %	Avg. Unique Nights
Raleigh/Durham	1,517,640	24.6%	1.4
Greensboro/High Point/Winston-Salem	560,080	9.1%	0.7
Charlotte	468,648	7.6%	1.1
Greenville/New Bern/Washington	450,516	7.3%	0.8
Wilmington	250,324	4.1%	1.2
New York	240,055	3.9%	1.6
Washington, D.C.	158,968	2.6%	1.4
Atlanta	156,717	2.5%	1.5
Norfolk/Portsmouth/Newport News	147,536	2.4%	1.2
Greenville/Spartanburg/Asheville/Anderson	133,441	2.2%	1.4
Roanoke/Lynchburg	119,772	1.9%	1.0
Philadelphia	111,399	1.8%	1.2
Richmond/Petersburg	83,748	1.4%	1.0
Boston	81,785	1.3%	2.0

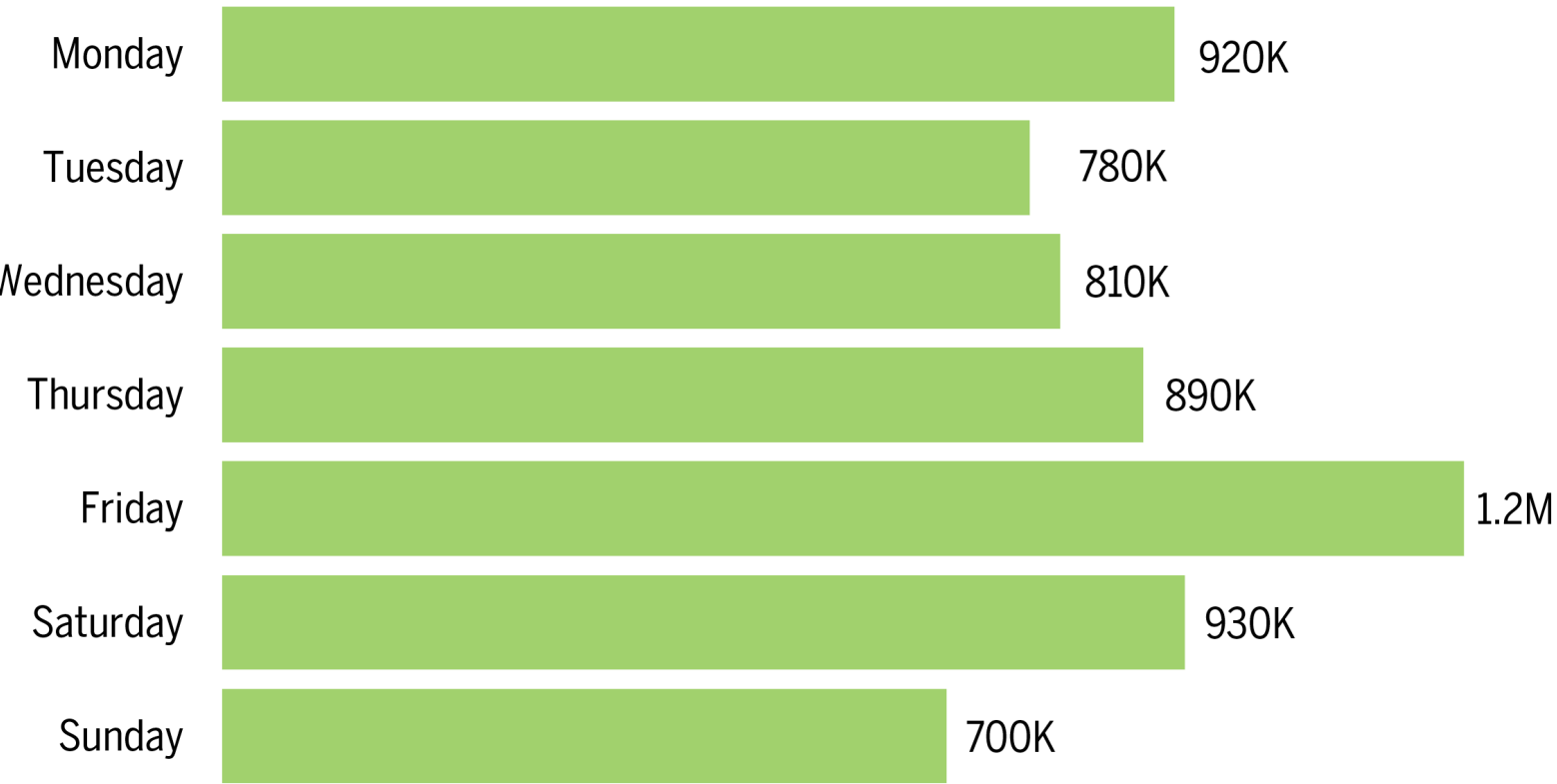
Trip Volume by Month



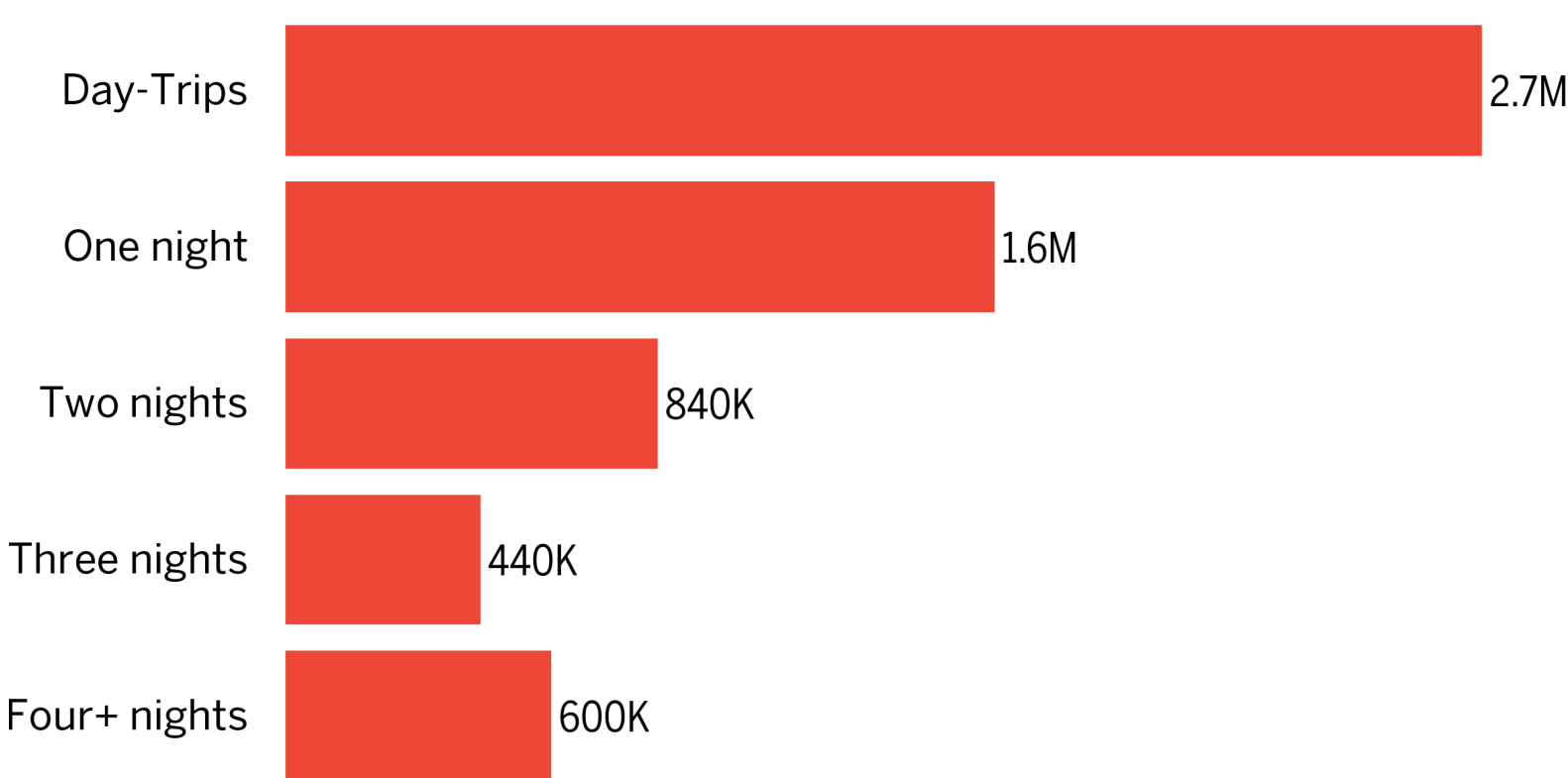
Domestic Trips by Origin State



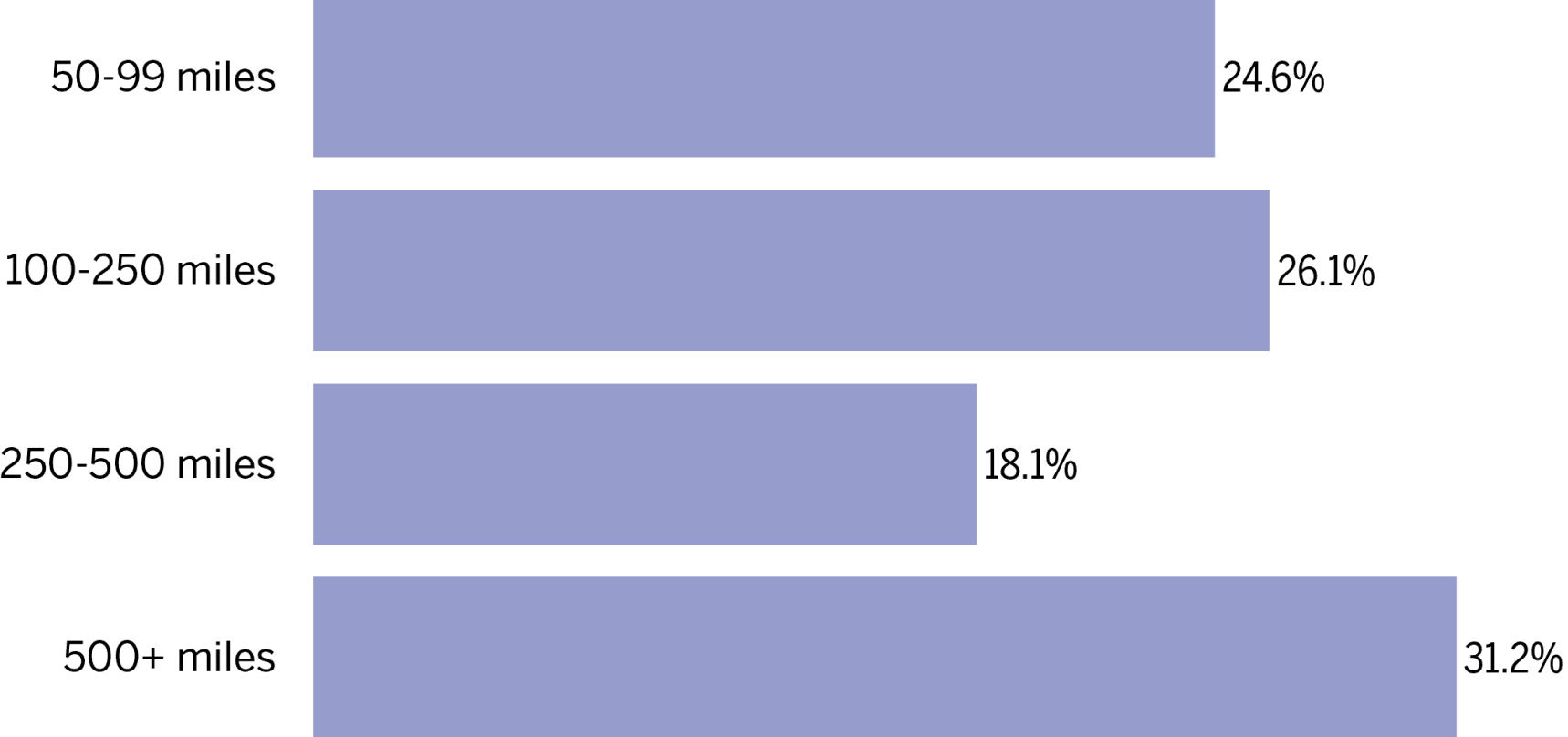
Trip Volume by Day of Week



Trip Volume by Nights in Market



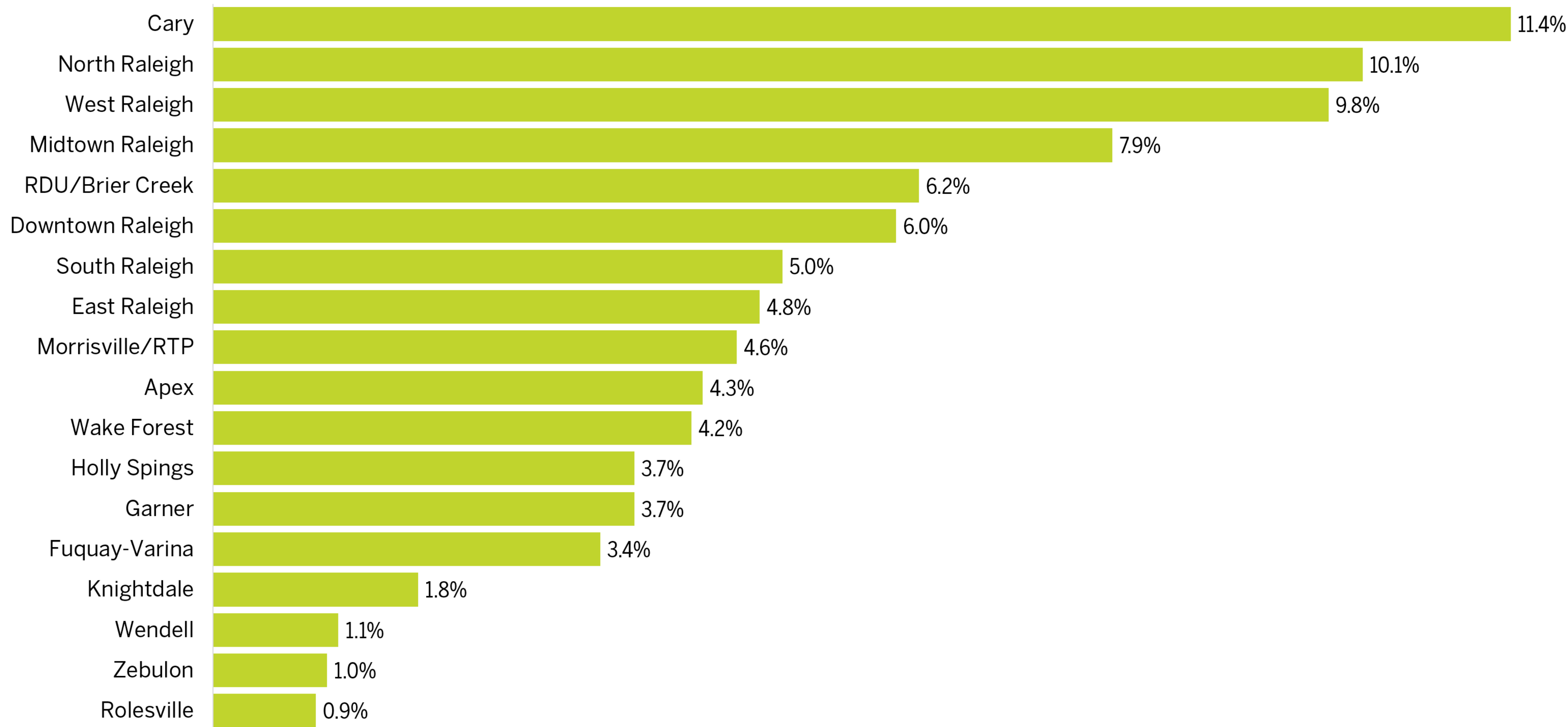
Trips by Average Distance Traveled



Top Visited Areas in Wake County

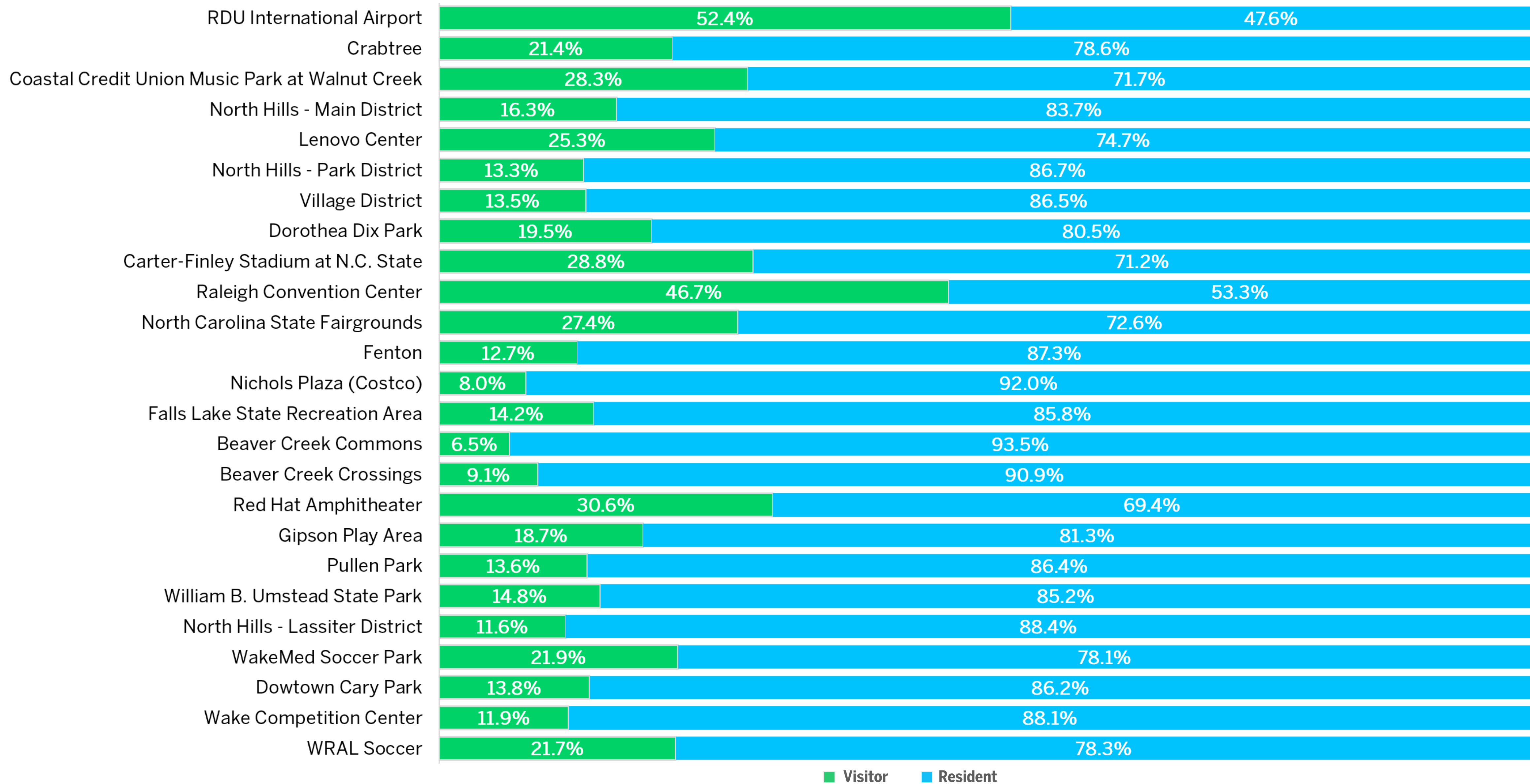
By Share of Arrivals from U.S. Adult Visitors | 2025

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 2025

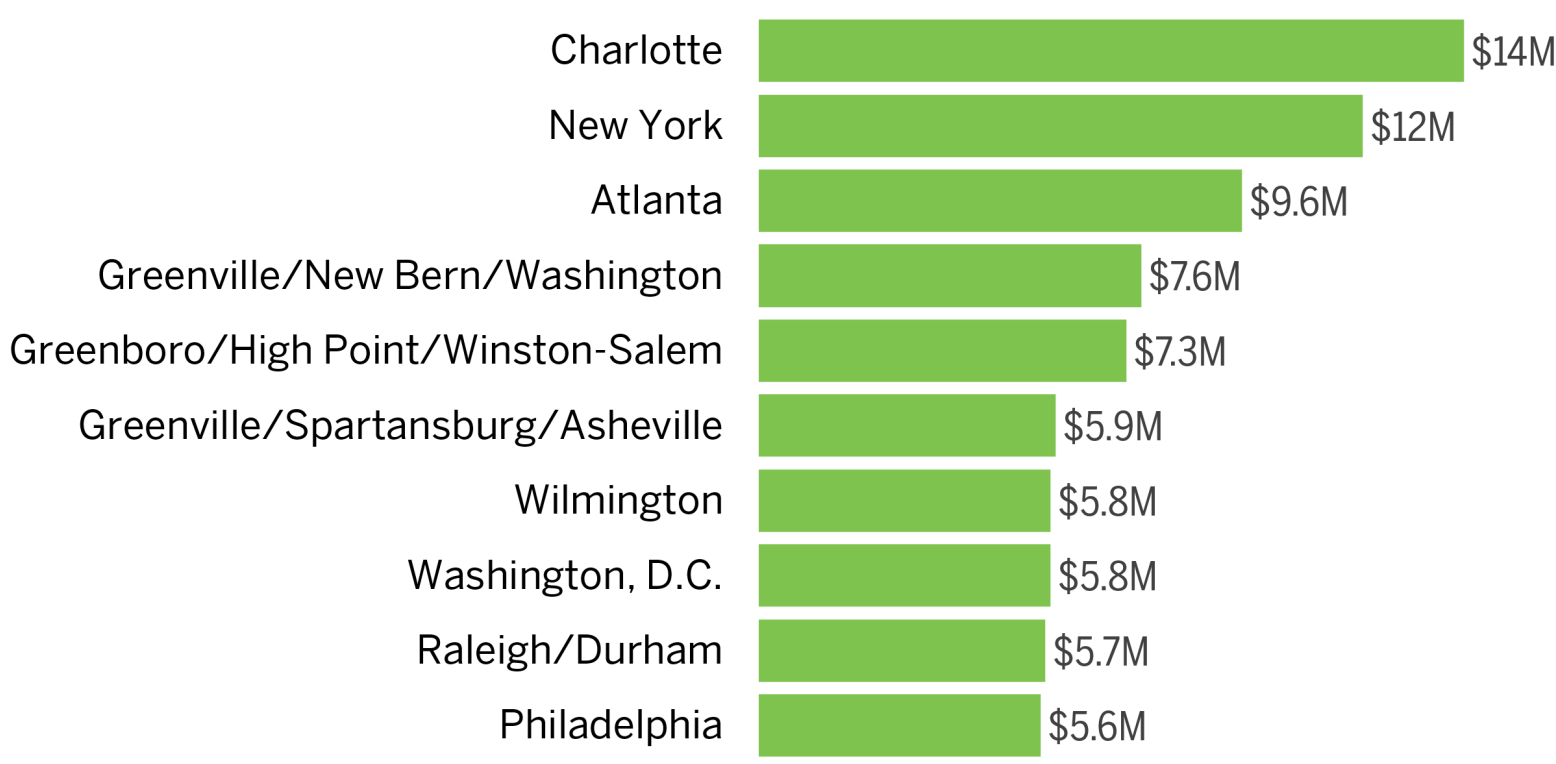


LODGING ECONOMICS DASHBOARD

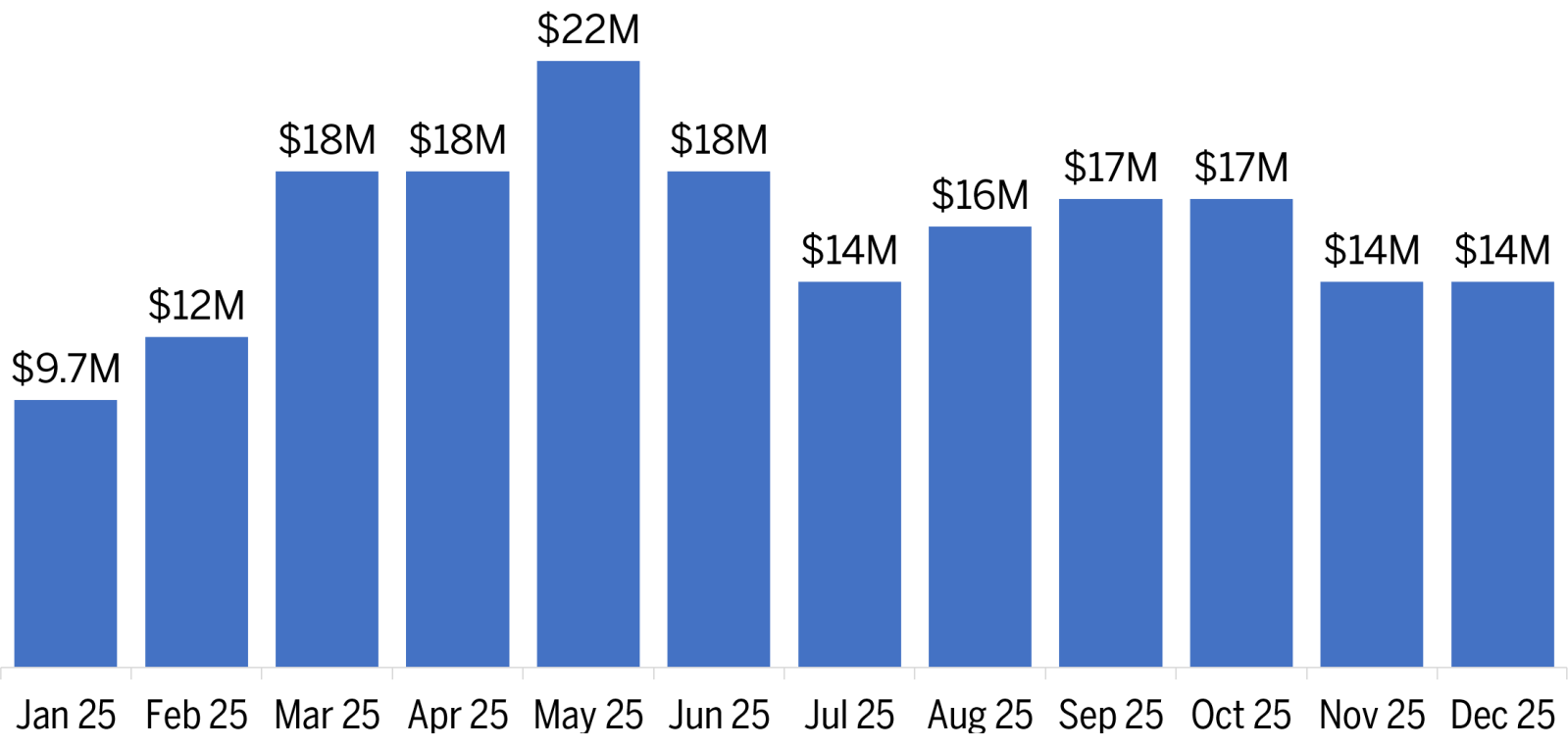
Hotels | 2025

 Rev:
Arrival
\$272

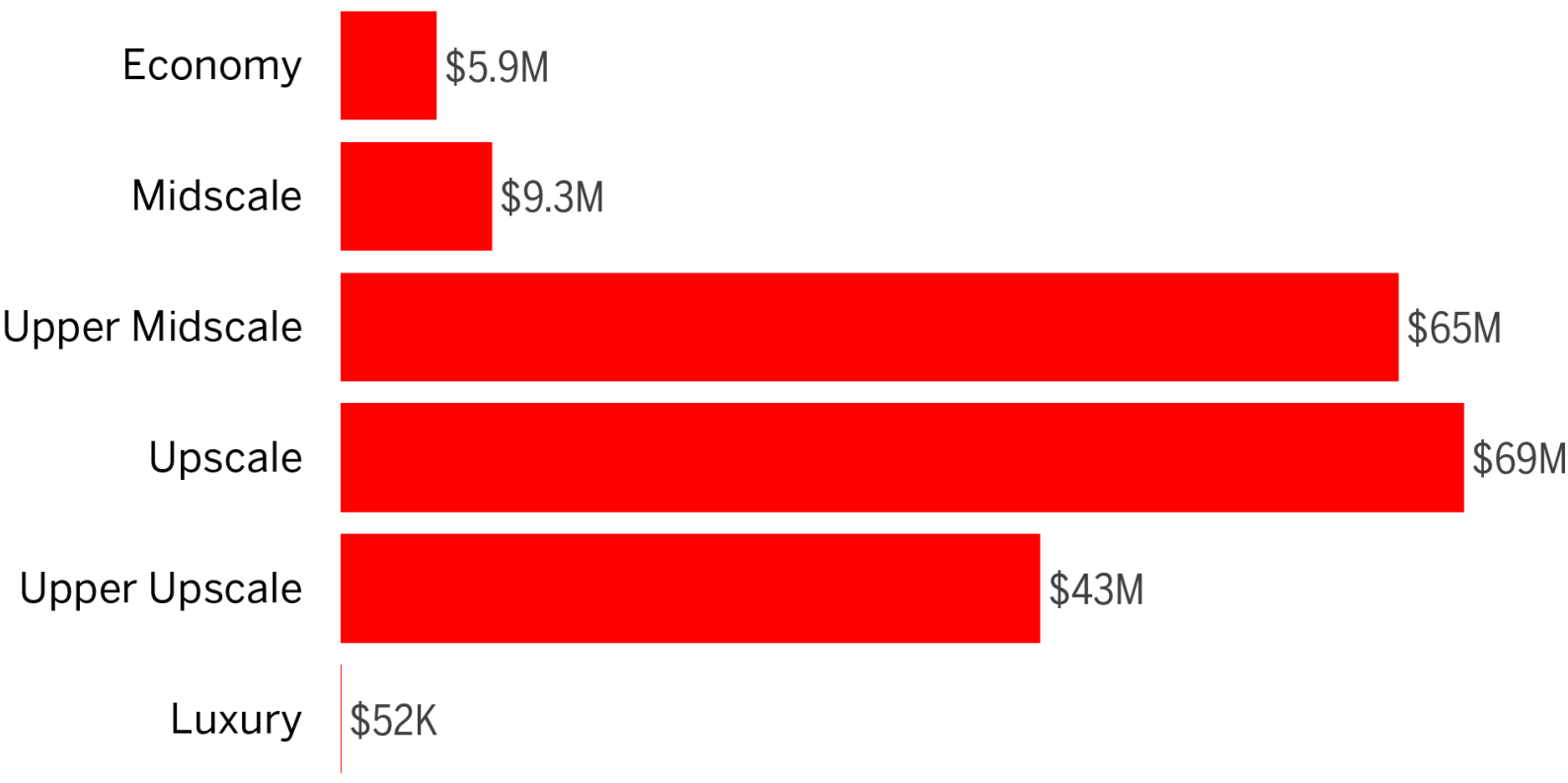
Revenue by DMA



Revenue by Month

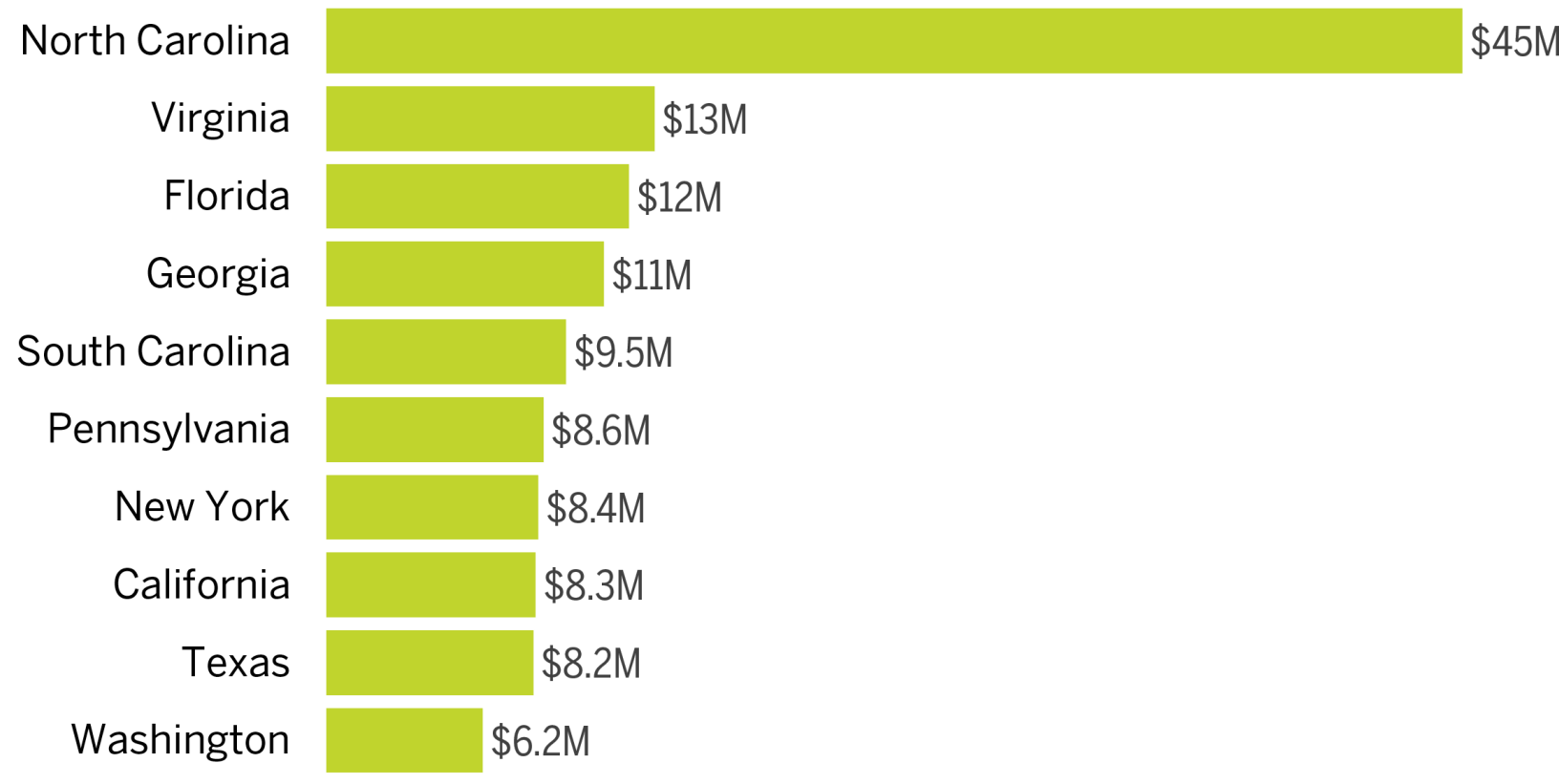


Revenue by Hotel Class*

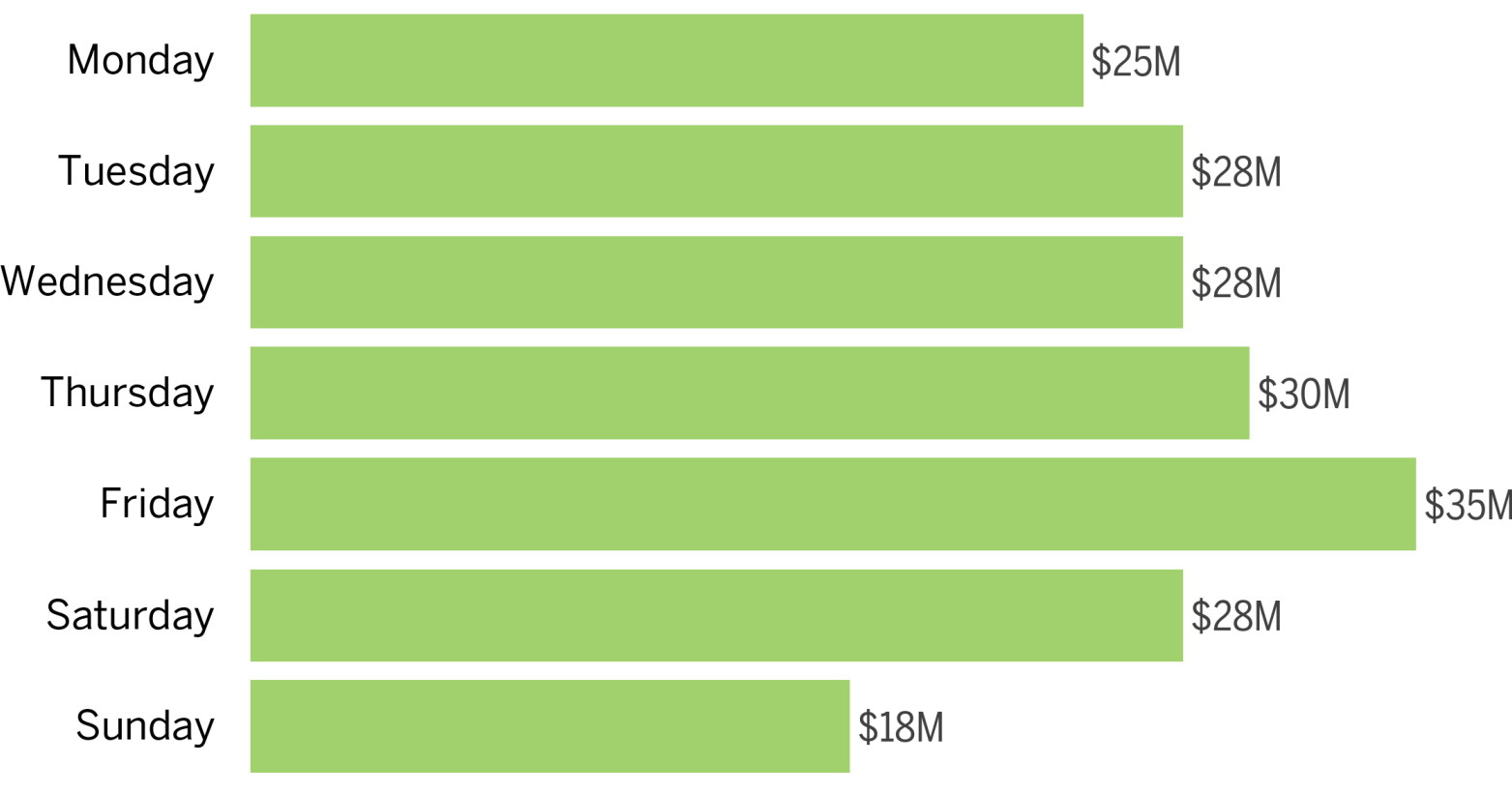


*Based on Arrivalist panel volume

Revenue by Home State



Revenue by Day of Week



Revenue by Property Neighborhoods

