



**GREATER RALEIGH
CONVENTION AND
VISITORS BUREAU**

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Impact of Tourism and Visitor Expenditures in Wake County For Fiscal Year 2025–2026

- In 2025, Wake County had **19.1 million visitors** who generated **\$3.4 billion** in direct spending.¹
- In 2025, tourism to Wake County generated **\$342 million** in state and local tax revenues (**\$160 million in state tax revenue** and **\$181.8 million in local tax revenue**).¹
- By generating **\$342 million** in 2025 tax revenues, visitation saved each Wake County household **\$743**.¹
- In 2025–2026, hotel occupancy tax collections totaled **\$42.1 million** and food and beverage tax collections totaled **\$49.8 million**.⁴
- Tourism-related businesses in Wake County paid **\$97.3 million** in local property taxes in 2025. This local tax revenue, though not paid directly by visitors, was made possible by tourism.¹
- Tourism directly sustains the employment of **26,635** people in Wake County who earn a payroll of **\$927.2 million**.¹
- The Greater Raleigh Convention and Visitors Bureau, with a budget of **\$12.7 million**, was directly responsible for a direct economic impact of **\$205.7 million** for Wake County (as visitors spent money attending conventions, meetings and sporting events here).²
- Wake County enjoys a more than **16-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 **\$91.8 million** in 2025–2026. This money has helped to pay for amenities enjoyed by county residents (including the **Atlantic Union Bank Convention Center, Fleming Loop Park, Halle Cultural Arts Center, Lenovo Center, Marbles Kids Museum, Martin Marietta Center for the Performing Arts, Nomaco Park, N.C. Museum of Art, North Main Athletic Complex, 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 (\$205.679 million to \$12.691 million).
4. Wake County Budget & Management Services Department.



WAKE COUNTY VISITORS ■ 2025

19.1 million **\$3.4 billion**
visitors spending



TOURISM SPENDING SUSTAINS

26,635 **\$927million**
jobs payroll



WAKE COUNTY LODGING AND
PREPARED FOOD TAX GENERATED

\$91.8 million (2025–2026)