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## Impact of Tourism and Visitor Expenditures in Wake County For Fiscal Year 2024–2025

- In 2024, Wake County had **19 million visitors** who generated **\$3.4 billion** in direct spending.<sup>1</sup>
- In 2024, tourism to Wake County generated **\$321 million** in state and local tax revenues (**\$155.6 million in state tax revenue** and **\$165.2 million in local tax revenue**).<sup>1</sup>
- By generating **\$321 million** in 2024 tax revenues, visitation saved each Wake County household **\$720**.<sup>1</sup>
- In 2024–2025, hotel occupancy tax collections totaled **\$41.3 million** and food and beverage tax collections totaled **\$47.7 million**.<sup>4</sup>
- Tourism-related businesses in Wake County paid **\$82.4 million** in local property taxes in 2024. This local tax revenue, though not paid directly by visitors, was made possible by tourism.<sup>1</sup>
- Tourism directly sustains the employment of **26,261** people in Wake County who earn a payroll of **\$920 million**.<sup>1</sup>
- The Greater Raleigh Convention and Visitors Bureau, with a budget of **\$12.3 million**, was directly responsible for a direct economic impact of **\$224 million** for Wake County (as visitors spent money attending conventions, meetings and sporting events here).<sup>2</sup>
- Wake County enjoys a more than **18-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.<sup>3</sup>
- Wake County lodging taxes and prepared food and beverage taxes raised **\$89 million** in 2024–2025. This money has helped to pay for amenities enjoyed by county residents (including the **Martin Marietta Center for the Performing Arts, Five County Stadium, Fleming Loop Park, Halle Cultural Arts Center, Marbles Kids Museum, N.C. Museum of Art, Lenovo Center, Raleigh Convention Center, Ting Park, USA Baseball National Training Complex, Wake Forest Renaissance Centre for the Arts and WakeMed Soccer Park**).<sup>4</sup>

### SOURCES

1. Tourism Economics for the Greater Raleigh CVB.
2. Greater Raleigh CVB.
3. Greater Raleigh CVB (\$224 million to \$12.319 million).
4. Wake County Budget & Management Services Department.



WAKE COUNTY VISITORS ■ 2024  
**19 million** visitors  
**\$3.4 billion** spending



TOURISM SPENDING SUSTAINS  
**26,261** jobs  
**\$920 million** payroll



WAKE COUNTY LODGING AND  
PREPARED FOOD TAX GENERATED  
**\$89 million** (2024–2025)