



DowntownRaleigh  
Alliance



Image Credit: In His Imagine Photography

# Holiday Impact Report

Released: March 2023

Downtown Raleigh Alliance is committed to fostering a thriving downtown and know the holiday season is the perfect opportunity to showcase downtown's welcoming, creative, and eclectic spirit. Significant investment in events, activations, and coordinating marketing campaigns assist each year in bringing thousands to downtown.

The annual **Downtown Raleigh Tree Lighting** event brings together our entire region to enjoy live music, support local vendors, and take in the lights downtown. To sustain that high level of holiday spirit week in and week out Downtown Raleigh Alliance commissioned 16 art installations to be installed downtown through the season and developed the **Illuminate Art Walk** self-guided tour. Each of these investments was made in tandem with a coordinated and sustained communications and marketing strategy to both bring visitors to the events and installations but also to support downtown's small businesses that rely so heavily on the holiday season.

**Average Nightly Downtown  
Visits December 2022**

**25,999**

(Between 6pm and midnight)

**Increase In Average  
Nightly Downtown Visits**

**+25%**

(November to December)

**Tree Lighting Attendees  
Living 10+ Miles Away**

**52%**

**Increase in Fayetteville Street  
District Nightly Visits**

**70%**

(November to December)

Source: Placer.ai

(1)



DowntownRaleigh  
Alliance

# Downtown Raleigh Tree Lighting

**Event Date: Friday, November 18th, 2022**

With Thanksgiving less than a week away, the annual Downtown Raleigh Tree Lighting event kicks off the holiday season in downtown. The **four-hour-long event** featured live music from the Moore Square Middle School Choral Ensemble and Honors Chorus, the entire Shaw University Marching Band, the Triangle Sax Ensemble, The Gifted Arts, and closed with Ricardo Diquez.

In addition to seeing the Downtown Raleigh Tree being lit at precisely 6:25pm, attendees enjoyed a pop-up night market on W South Street with **47 local vendors, food trucks, and community partners** setting up shop for the night. The entire event was **featured live on local television** to bring the downtown holiday spirit to those watching at home throughout the region.



Image Credit: Brian Mullins (2)



# Downtown Raleigh Tree Lighting

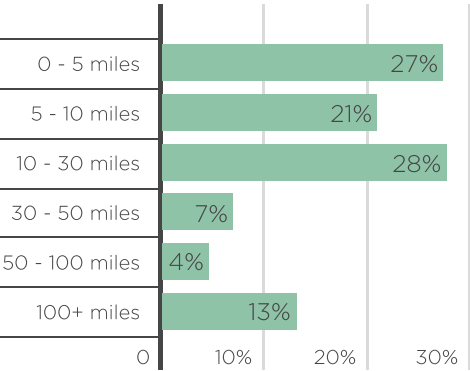
Event Date: Friday, November 18th, 2022

Less than three weeks after Halloween, the Downtown Raleigh Tree Lighting event kicked off the festive holiday season in downtown as 3,500 people attended the event. Attendees came from near and far to celebrate together with **52% of event attendees living more than 10 miles away** from the event. The events impact goes beyond Lichtin Plaza and can be seen in the **+357% increase in pedestrian counts two blocks north** of the event at the intersection of Fayetteville Street and Davie Street when compared to the previous Friday. The event's impact on downtown goes beyond the in-person event itself as the **thousands watching live from home** see downtown transform for the holiday season.

## Estimated Event Attendance

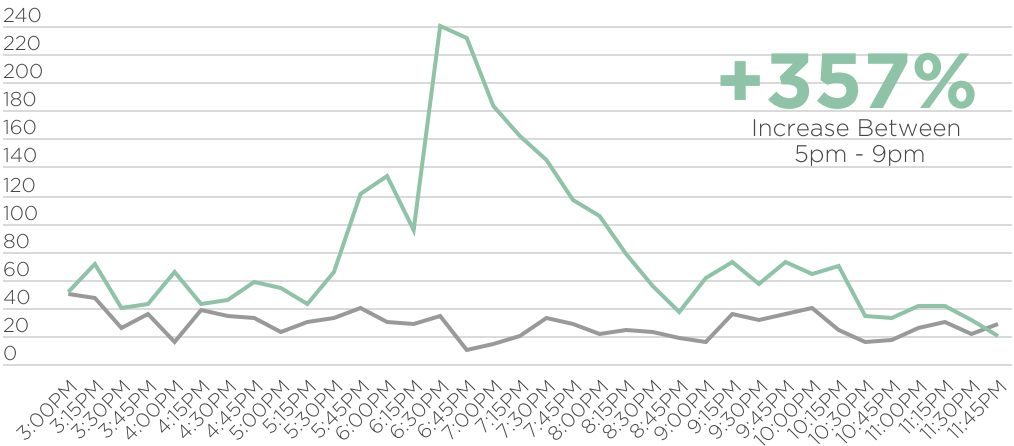
3,500

## Distribution of Visitors by Home Distance



## Pedestrian Counts at Fayetteville St & Davie St

Previous Friday Nov. 11, 2022 Tree Lighting Nov. 18, 2022







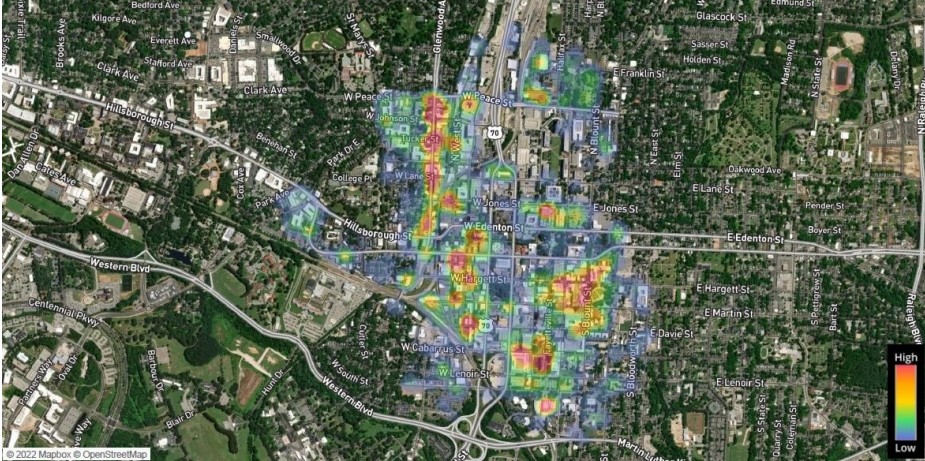
DowntownRaleigh  
Alliance

# Downtown Raleigh Tree Lighting

Event Date: Friday, November 18th, 2022

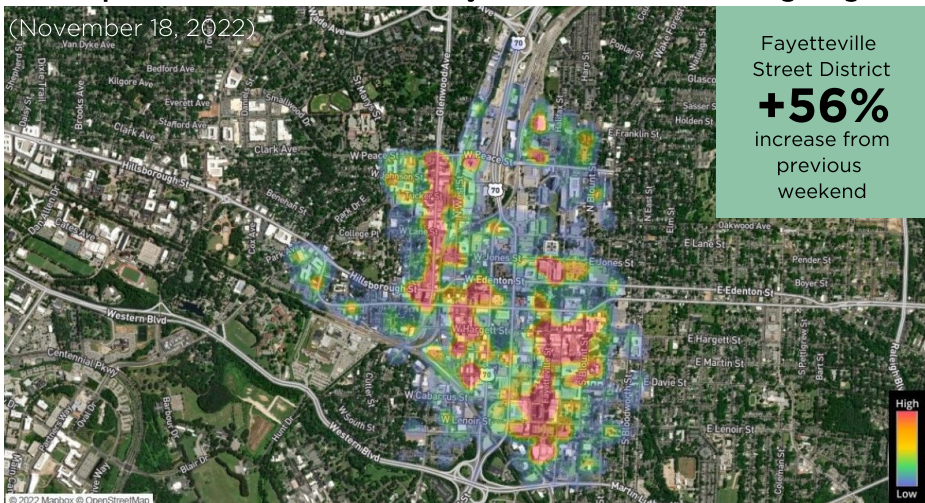
## Heatmap of Downtown Visitor Activity Weekend Prior to The Tree Lighting

(November 11, 2022)



## Heatmap of Downtown Visitor Activity Weekend of The Tree Lighting

(November 18, 2022)



Source: Placer.ai

(4)



DowntownRaleigh  
Alliance

# Illuminate Art Walk

**Friday, December 2<sup>nd</sup>, 2022 through January 14<sup>th</sup>, 2023**

This year's Illuminate Art Walk occurred between December 2nd, 2022 and January 14th, 2023 and featured **16 large-scale, interactive, illuminated art pieces** from local, regional, and international artists. The downtown-wide activation was free for anyone to attend any night of the week by transforming plazas, storefronts, and other public places and connecting them with digital self-guided tours. The highlight of this year was the **Sonic Runway**, created by Rob Jensen and Warren Trezevant, which converts audio signals into patterns of light that shoot down a long **350 foot-long corridor with 20 LED-lined arches** illuminated along the way.



Credit: In His Imagine Photography  
Image: Tinsel



Image: Sonic Runway



DowntownRaleigh  
Alliance

# Illuminate Art Walk

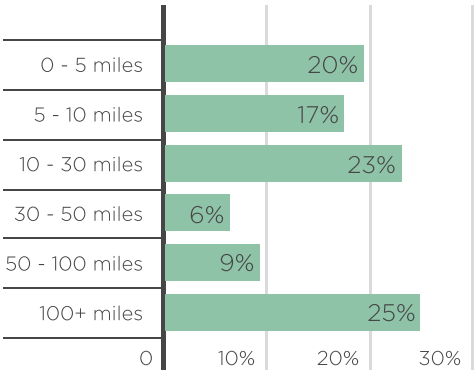
Friday, December 2<sup>nd</sup>, 2022 through January 14<sup>th</sup>, 2023

Illuminate Art Walk's impact on downtown can be seen in the visitation data during the specific time of day when this type of activation has its' greatest impact, in the evening between 6:00pm and midnight when the lights shine bright. **Downtown Raleigh averaged 25,999 evening visits throughout the month of December, a 25% increase from the previous months' average.** When broken down by day, Saturday had the largest nightly average with **47,897 evening visits, increasing 26% from November** while Monday had the lowest at 13,294 visits nightly but also increased by 17%. Downtown Raleigh in peak holiday season draws evening visitors from near and far with **63% of December evening visitors living more than 10 miles from of downtown**, including 25% that live more than 100 miles.

Average Nightly Downtown  
Visits December 2022

25,999

Distribution of Visitors  
by Home Distance



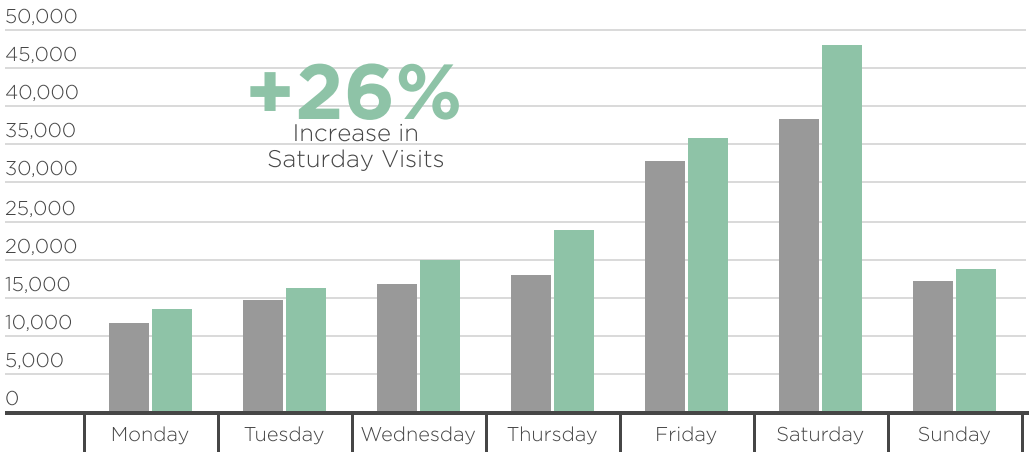
Downtown Evening Visits by Weekday



November Average



December Average



Source: Placer.ai

Note: Only visits between 6pm and midnight included

(6)



DowntownRaleigh  
Alliance

# Illuminate Art Walk

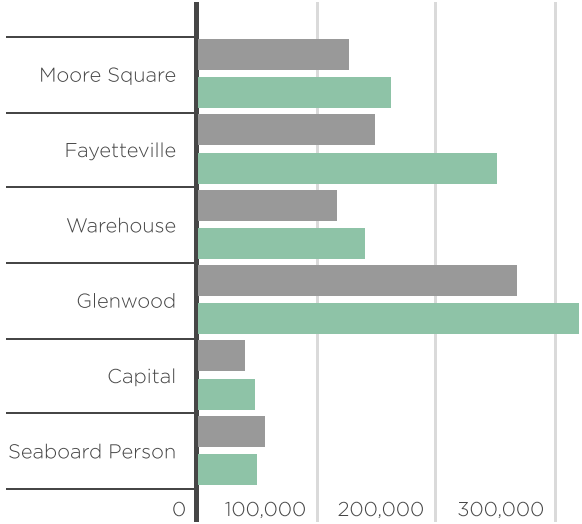
Friday, December 2<sup>nd</sup>, 2022 through January 14<sup>th</sup>, 2023

The first Saturday night of **Illuminate Art Walk** saw **more people visit Downtown Raleigh** than on **New Year's Eve** with 72,885 and 52,681 visits, respectively.

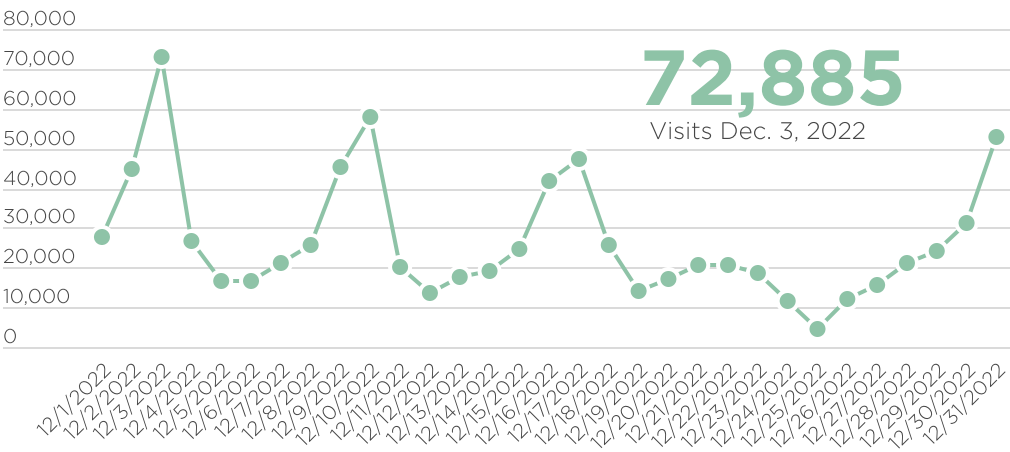
**Fayetteville Street District** in December saw a **70% increase in evening visits** between 6pm and midnight from November, going from 147,349 visits to 250,236 visits.

## Total Evening Visits by Downtown District

● November 2022 ● December 2022



## December Downtown Evening Visits



Source: Placer.ai  
Note: Only visits between 6pm and midnight included