Wilmington, NC — #6 of 10: Accommodation Establishments

Accommodation Establishments: 106

2022 Census data reveals robust tourism infrastructure

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THE DATA

106

Accommodation Establishments (2022)

Wilmington ranks #6 of 15 North Carolina metros in the number of accommodation establishments as of 2022.

This figure reflects a mature and resilient hospitality ecosystem, positioned well beyond the state's smaller regional hubs. The city's coastal location and historical appeal continue to attract sustained investment in lodging, even amid national economic fluctuations. The presence of 106 such establishments underscores a deep-rooted demand for short-term and long-term visitor housing.



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Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 721 (Accommodation) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-03-wilmington-istand-721-msa

01

Tourism drives real estate resilience

Wilmington’s strong accommodation sector is not a standalone indicator—it’s a proxy for sustained housing demand. High occupancy rates in hotels and short-term rentals correlate with elevated residential investment, particularly in urban infill and coastal neighborhoods. This suggests that the city’s housing market is not merely reactive to migration but is structurally supported by a thriving tourism economy, which buffers against downturns in traditional sectors.

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02

Infrastructure enables long-term growth

The concentration of 106 accommodation establishments signals a mature infrastructure ecosystem, including transportation access, utilities, and civic services. This infrastructure readiness reduces development risk and attracts private capital to adjacent residential and mixed-use projects. Unlike markets where tourism is seasonal, Wilmington's lodging base reflects year-round demand, indicating a diversified and sustainable economic model that supports long-term real estate value appreciation.

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