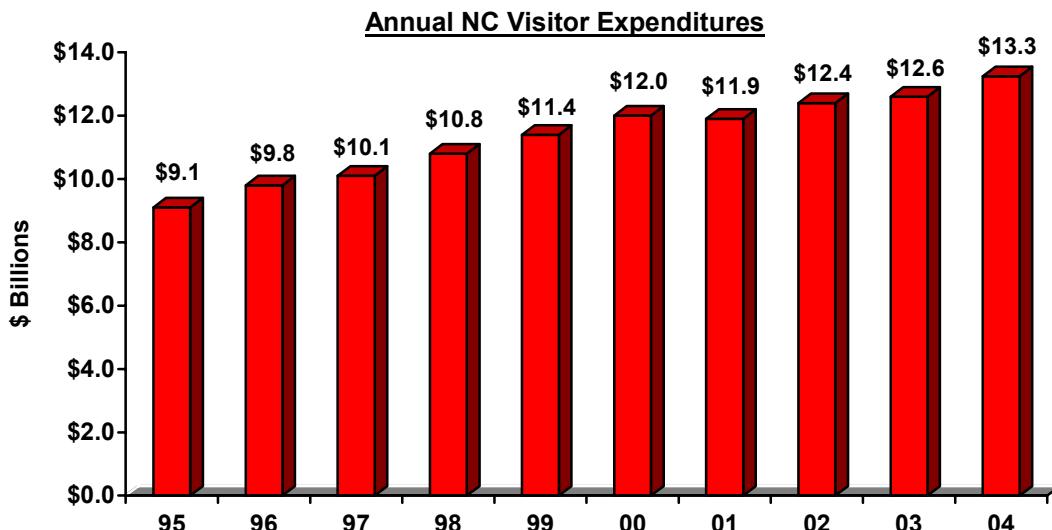


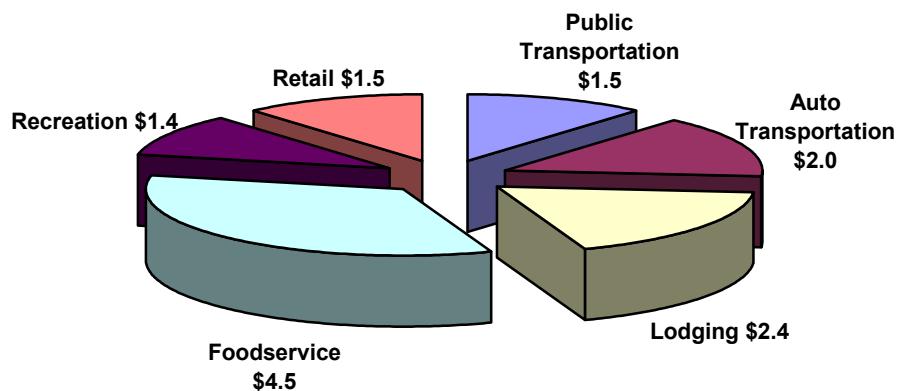
FAST FACTS

2004 Economic Impact of Tourism

- Tourism is one of North Carolina's largest industries. In 2004, **domestic travelers spent \$13.3 billion** across the state. (**4.9 percent increase over 2003**).
- Domestic tourism expenditures directly supported **182,950 jobs** for North Carolina residents.
- The tourism industry contributed **\$3.6 billion** to the state's payroll in 2004.
- Traveler spending generated over **\$2.1 billion** in tax receipts:
 - \$1.1 billion in federal taxes, and \$1.14 billion in state and local taxes:
 - **\$710.73 million in state tax revenue & \$437.43 million in local tax revenue**
- **Approximately 49 million visitors traveled to North Carolina**, ranking us eighth in person-trip volume by state behind California, Florida, Texas, Pennsylvania, New York, Illinois, and Ohio.



Impact of Tourism on Economy by Sector (\$billions)



2004 Trip Spending

United States Travelers	\$472 (+4%)
North Carolina Visitors	\$298 (+3%)
North Carolina Residents	\$202 (0%)

Expenditures by Primary Purpose of Trip

Business Travelers	\$370 per trip
Leisure Travelers	\$307 per trip