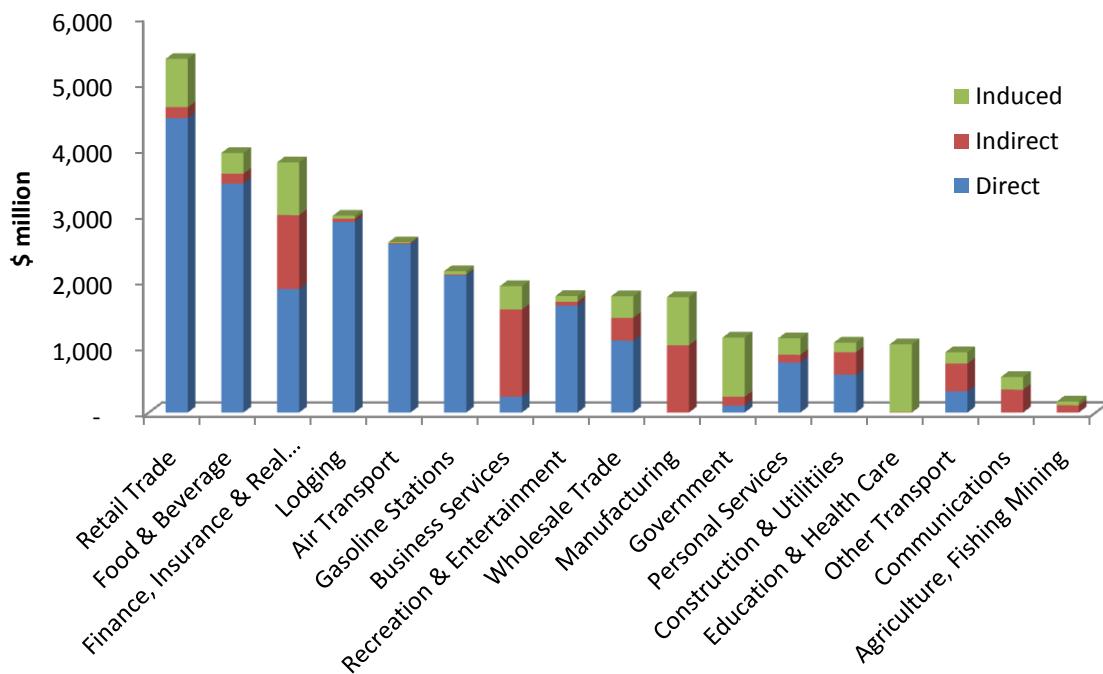


What Does Tourism Mean to North Carolina's Economy?

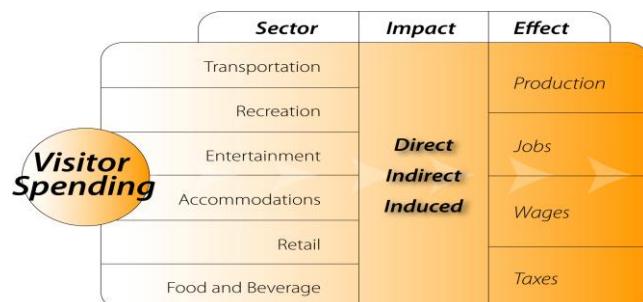
The Economic Contribution of Tourism in North Carolina

Total Impact

- Travel and Tourism generates \$22.2 billion a year in total economic demand in North Carolina.
- Nearly all sectors of the North Carolina economy benefit from tourism activity directly and/or indirectly.
- Visitors spend more in retail (including grocery stores) than in any other sector, followed closely by restaurants and lodging.
- The significant second home market generates \$1.9 billion in direct economic activity within the real estate sector.



- This economic activity sustains 378,000 jobs, and 8.6% of all wage and salary employment in the state is directly or indirectly dependent on tourism. \$9.9 billion in compensation is generated by tourism demand.
- The \$22 billion in tourism related expenditures generates \$17 billion in tourism impact (full GDP), or 4.3% of the state economy.



- In terms of employment, tourism sustains 88% of the air transport sector, 100% of the lodging sector, 31% of the recreation/entertainment sector, and 25% of the food & beverage sector.
- Including indirect and induced impacts, tourism in North Carolina generates \$2.6 billion in state and local taxes and \$2.7 billion in federal taxes.

Direct Visitor Spending

- Domestic visitors to and within North Carolina spent \$16.9 billion in 2008, a 2.1% increase over 2007. Since 2000, it has grown by 36.2%.
- Direct visitor spending in North Carolina generates over \$1.4 billion in state and local tax revenues.
- Twenty-three counties in North Carolina generate over \$150 million in visitor spending. These counties are: *Mecklenburg, Wake, Guilford, Dare, Buncombe, Forsyth, Durham, New Hanover, Brunswick, Cumberland, Moore, Cabarrus, Carteret, Swain, Nash, Catawba, Henderson, Watauga, Gaston, Iredell, Pitt, Johnston, and Onslow*. The top three generate over \$1 billion in visitor spending.
- Twenty-five counties in North Carolina have over 1,500 direct tourism jobs. These counties are: *Mecklenburg, Wake, Guilford, Dare, Buncombe, Durham, Forsyth, New Hanover, Moore, Brunswick, Cumberland, Cabarrus, Swain, Carteret, Nash, Watauga, Catawba, Henderson, Pitt, Orange, Gaston, Iredell, Johnston, Onslow and Currituck*.

Average Trip Spending for Overnight Visitors to North Carolina

- North Carolina Average Visitor Party Spending \$562
- North Carolina *Out-of-State* Visitor Party Spending \$673
- North Carolina *Resident* Visitor Party Spending \$349

Average Trip Spending for Overnight Visitors to North Carolina by Primary Purpose of Trip

- Average Overnight Business Travel Party Spending \$776
- *Out-of-State* Business Travel Party Spending \$973
- *North Carolina Resident* Business Travel Party Spending \$378
- Average Overnight Leisure Travel Party Spending \$517
- *Out-of-State* Leisure Travel Party Spending \$607
- *North Carolina Resident* Leisure Travel Party Spending \$347