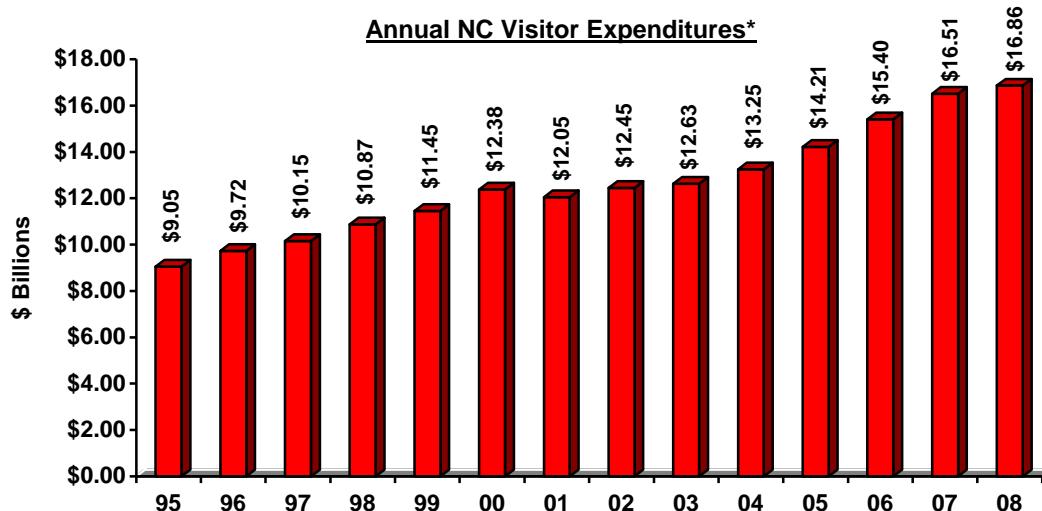


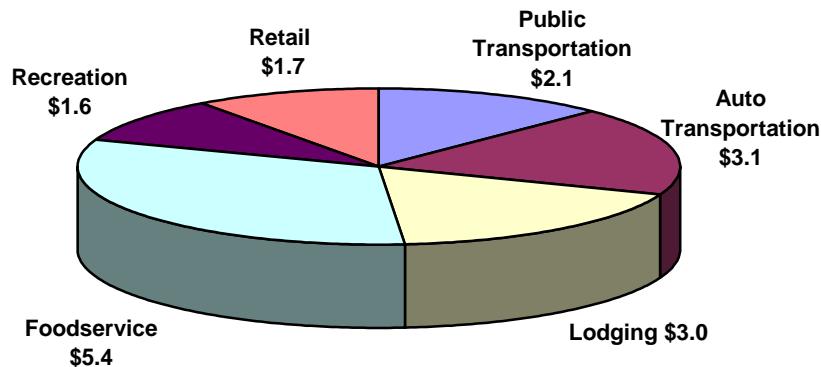
## **FAST FACTS**

### **2008 Economic Impact of Tourism**

- Tourism is one of North Carolina's largest industries. In 2008, **domestic travelers spent \$16.9 billion** across the state. (2.1 percent increase over 2007).\*
- Domestic tourism expenditures directly supported **190,500 jobs** for North Carolina residents.\*
- The tourism industry contributed **\$4.18 billion** to the state's payroll in 2008.\*
- Traveler spending generated over **\$2.7 billion** in tax receipts: \*
  - \$1.3 billion in federal taxes, and \$1.4 billion in state and local taxes:\*
    - **\$843.2 million in state tax revenue & \$542.3 million in local tax revenue\***
- North Carolina ranks **sixth** in person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.



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



#### **2008 Average Trip Spending for Overnight Visitors**

United States Average Visitor Party Spending	\$711
North Carolina Average Visitor Party Spending	\$562
North Carolina Out-of-state Visitor Party Spending	\$673
North Carolina Resident Visitor Party Spending	\$349

#### **2008 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip**

Average Overnight <b>Business</b> Travel Party Spending	\$776
<i>Out-of-State</i> Business Travel Party Spending	\$973
<i>NC Resident</i> Business Travel Party Spending	\$378
Average Overnight <b>Leisure</b> Travel Party Spending	\$517
<i>Out-of-State</i> Leisure Travel Party Spending	\$607
<i>NC Resident</i> Leisure Travel Party Spending	\$347