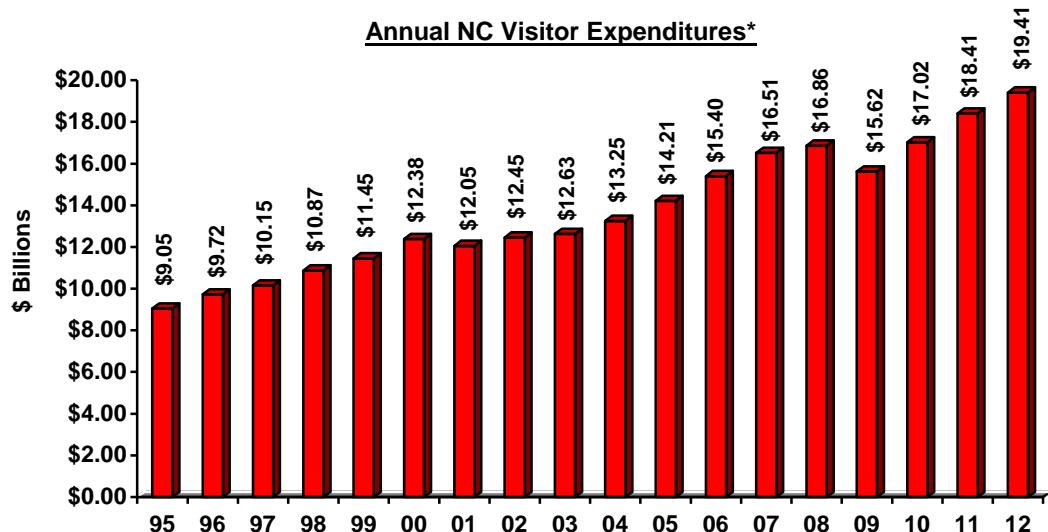


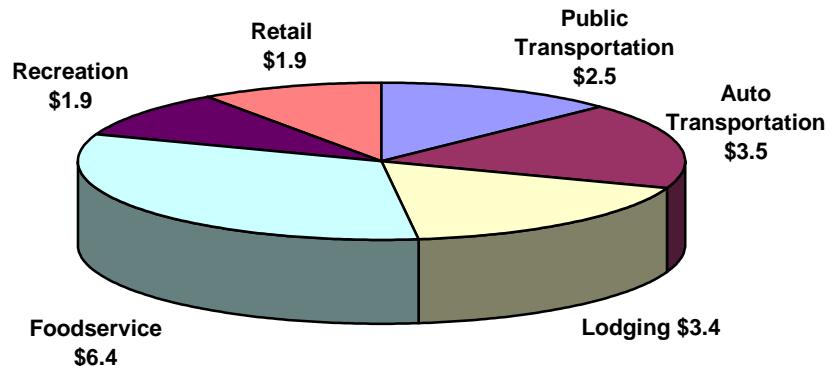
FAST FACTS

2012 Impact of Visitor Spending

- Tourism is one of North Carolina's largest industries. In 2012, **domestic travelers spent \$19.4 billion** across the state, a 5% increase from last year, and a record high visitor spending figure.*
- Domestic tourism expenditures directly supported **193,610 jobs** for North Carolina residents, up 3% from 2011.*
- The tourism industry contributed **\$4.4 billion** to the state's payroll in 2012.*
- Traveler spending generated over **\$2.9 billion** in tax receipts: *
 - \$1.4 billion in federal, \$970.4 million in state and \$579.4 million in local tax revenue.
- North Carolina ranks **sixth** in total person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.



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



2012 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	\$664 (-3.1%)
North Carolina Average Visitor Party Spending	\$540 (-6.3%)
North Carolina <i>Out-of-state</i> Visitor Party Spending	\$648 (-4.8%)
North Carolina <i>Resident</i> Visitor Party Spending	\$343 (-11.4%)

2012 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

Average Overnight Business Travel Party Spending	\$646 (-0.9%)
<i>Out-of-State</i> Business Travel Party Spending	\$724 (-8.1%)
<i>NC Resident</i> Business Travel Party Spending	\$432 (+65.5%)
Average Overnight Leisure Travel Party Spending	\$529 (-6.5%)
<i>Out-of-State</i> Leisure Travel Party Spending	\$642 (-4.6%)
<i>NC Resident</i> Leisure Travel Party Spending	\$332 (-11.7%)