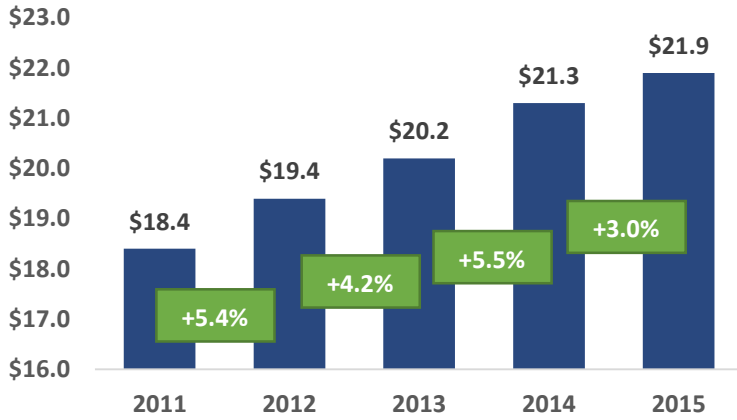
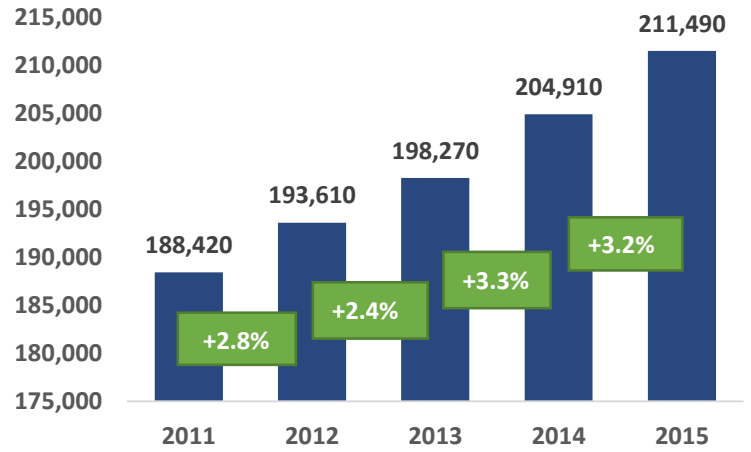


TOURISM ECONOMIC FAST FACTS - 2015

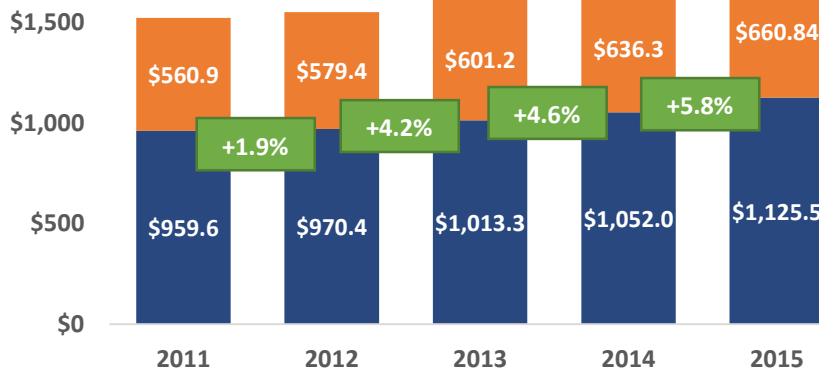
Direct Visitor Spending 2011-2015
(in billions)



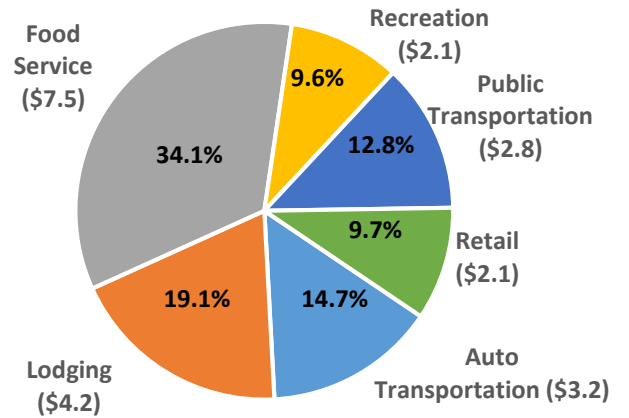
Direct Tourism Employment 2011-2015



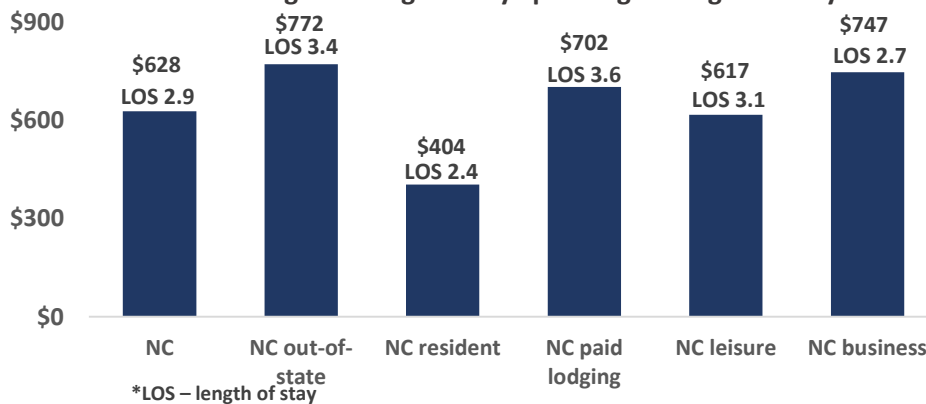
Tourism Generated State & Local Tax Receipts
2011-2015
(in millions)



Impact of Tourism by Sector
(in billions)



2015 Average Overnight Party Spending & Length of Stay*



\$60 million

Visitor spending per day

\$4.9 million

Visitor related taxes generated per day

\$477

Annual household tax savings

1/47

NC residents directly employed by tourism