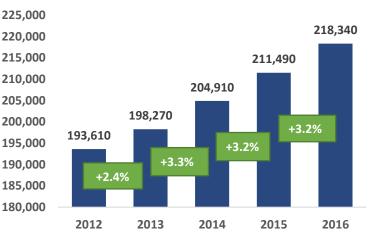
TOURISM ECONOMIC FAST FACTS - 2016



Tourism Generated State & Local Tax Receipts \$2,000 2012-2016 (in millions) \$692.8 \$1,500 \$660.8 \$636.3 \$601.2 \$579.4 +5.0% +5.8% \$1,000 +4.6% +4.2% \$1,183.8 \$1,125.5 \$1,052.0 \$500 \$970.4 \$1,013.3 **\$0** 2012 2013 2014 2015 2016



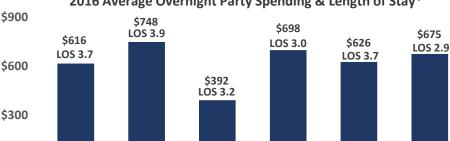
Impact of Tourism by Sector (in billions) Recreation Food (\$2.3) Service 9.9% (\$7.9) Public Transportation 34.5% 12.1% (\$2.8) Retail 9.7% (\$2.2) 20.0% 13.8% Auto Lodging Transportation (\$3.2) (\$4.6)

> **\$63 million** Visitor spending per day

\$5.1 million Visitor related taxes generated per day

> \$497 Annual household tax savings

1/46NC residents directly employed by tourism



NC resident

NC paid NC leisure NC business lodging

2016 Average Overnight Party Spending & Length of Stay*

Sources: TNS TravelsAmerica, 2017 U.S. Travel Association, 2017

*LOS – length of stay

NC out-of-

NC

\$0



Direct Tourism Employment 2012-2016