

The 2016 Economic Impact of Travel on North Carolina Counties
Prepared for Visit North Carolina
By the U.S. Travel Association

Rank	County	Expenditures		Payroll		Employment		State Tax		Local Tax	
		Expenditures (\$ Millions)	Percent Change 2015/16	Payroll (\$ Millions)	Percent Change 2015/16	Employment (Thousands)	Percent Change 2015/16	State Tax Receipts (\$ Millions)	Percent Change 2015/16	Local Tax Receipts (\$ Millions)	Percent Change 2015/16
1	CHEROKEE	\$48.18	13.5%	\$7.54	14.6%	0.38	12.5%	\$2.24	14.2%	\$2.74	13.8%
2	WATAUGA	248.55	7.4%	56.63	8.4%	2.81	6.4%	12.54	8.0%	9.72	7.7%
3	JACKSON	188.45	7.1%	44.91	8.1%	1.81	6.2%	10.55	7.7%	8.63	7.4%
4	BUNCOMBE	1,071.66	7.1%	239.56	8.1%	11.29	6.1%	54.96	7.7%	34.73	7.3%
5	BRUNSWICK	544.35	7.0%	105.40	8.0%	5.65	6.0%	25.42	7.6%	33.00	7.2%
6	DURHAM	776.29	6.8%	164.72	7.8%	8.78	5.8%	41.85	7.4%	25.99	7.0%
7	HAYWOOD	178.79	6.7%	38.51	7.7%	1.81	5.7%	9.97	7.3%	6.67	7.0%
8	TRANSYLVANIA	94.76	6.6%	17.73	7.6%	0.81	5.7%	3.70	7.3%	4.34	6.9%
9	HENDERSON	275.02	6.6%	50.42	7.6%	2.33	5.7%	12.58	7.2%	11.75	6.9%
10	ASHE	54.96	6.5%	8.34	7.5%	0.42	5.6%	2.87	7.1%	2.95	6.8%
11	MACON	164.14	6.4%	29.31	7.4%	1.33	5.5%	7.44	7.0%	13.03	6.7%
12	NEW HANOVER	554.29	6.4%	130.02	7.4%	6.16	5.5%	27.16	7.0%	22.19	6.7%
13	MADISON	38.13	6.3%	7.64	7.3%	0.35	5.4%	1.98	6.9%	1.74	6.6%
14	CHOWAN	21.29	6.3%	3.26	7.3%	0.16	5.4%	1.04	6.9%	1.35	6.6%
15	MOORE	469.41	6.2%	108.35	7.2%	5.73	5.3%	24.21	6.9%	13.88	6.5%
16	YANCEY	36.89	6.2%	6.18	7.2%	0.25	5.3%	1.67	6.8%	2.59	6.5%
17	PERQUIMANS	10.41	6.2%	1.30	7.2%	0.05	5.2%	0.44	6.8%	1.18	6.4%
18	POLK	28.37	6.0%	4.20	7.0%	0.21	5.1%	1.50	6.6%	1.60	6.3%
19	RUTHERFORD	173.97	6.0%	25.48	7.0%	1.28	5.1%	10.53	6.6%	5.24	6.3%
20	ALLEGHANY	23.83	6.0%	4.42	7.0%	0.19	5.0%	1.15	6.6%	1.59	6.3%
21	MONTGOMERY	29.29	5.9%	3.06	6.9%	0.12	5.0%	1.37	6.5%	3.01	6.2%
22	NORTHAMPTON	14.45	5.9%	1.72	6.9%	0.06	4.9%	0.66	6.5%	1.23	6.2%
23	UNION	133.40	5.9%	21.51	6.9%	1.04	4.9%	7.46	6.5%	2.39	6.1%
24	IREDELL	247.51	5.9%	39.65	6.9%	1.91	4.9%	13.76	6.5%	7.55	6.1%
25	CLEVELAND	107.02	5.9%	15.95	6.8%	0.72	4.9%	6.39	6.5%	1.88	6.1%
26	HARNETT	85.10	5.8%	12.52	6.8%	0.63	4.9%	4.72	6.4%	1.97	6.1%
27	RANDOLPH	138.98	5.8%	21.91	6.8%	1.00	4.9%	8.53	6.4%	2.25	6.1%
28	PITT	231.40	5.7%	47.04	6.7%	2.17	4.8%	12.16	6.4%	5.11	6.0%
29	ALEXANDER	19.90	5.7%	3.04	6.7%	0.12	4.8%	1.12	6.3%	0.82	6.0%
30	HOKE	11.42	5.7%	1.45	6.7%	0.08	4.7%	0.65	6.3%	0.18	5.9%
31	GRAHAM	26.92	5.4%	4.78	6.4%	0.27	4.5%	1.28	6.0%	1.80	5.7%
32	CASWELL	8.92	5.4%	0.95	6.3%	0.04	4.4%	0.43	6.0%	0.63	5.6%
33	CABARRUS	433.42	5.3%	98.82	6.3%	4.50	4.4%	24.94	5.9%	7.58	5.6%
34	CLAY	13.26	5.3%	1.50	6.2%	0.06	4.3%	0.55	5.9%	1.47	5.5%

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35	AVERY	119.45	5.1%	27.93	6.1%	1.30	4.2%	6.03	5.7%	5.26	5.4%
36	LEE	75.30	5.1%	13.65	6.1%	0.65	4.2%	4.39	5.7%	1.51	5.4%
37	DAVIE	36.50	5.1%	6.78	6.1%	0.30	4.1%	2.06	5.7%	0.65	5.4%
38	ROBESON	144.79	5.0%	22.30	6.0%	1.16	4.1%	8.50	5.6%	2.87	5.3%
39	JOHNSTON	232.70	5.0%	36.71	5.9%	1.84	4.0%	13.15	5.6%	5.84	5.2%
40	CRAVEN	136.99	4.9%	26.89	5.9%	1.14	4.0%	7.57	5.5%	2.98	5.2%
41	YADKIN	37.94	4.9%	6.73	5.9%	0.36	4.0%	2.06	5.5%	0.92	5.2%
42	PASQUOTANK	62.37	4.9%	9.79	5.9%	0.51	3.9%	3.48	5.5%	1.41	5.1%
43	GREENE	5.87	4.9%	0.60	5.8%	0.03	3.9%	0.33	5.5%	0.21	5.1%
44	BURKE	98.56	4.9%	14.76	5.8%	0.73	3.9%	5.49	5.5%	2.77	5.1%
45	SWAIN	202.54	4.8%	59.27	5.8%	2.21	3.9%	12.74	5.4%	4.46	5.1%
46	ROCKINGHAM	70.91	4.8%	12.01	5.8%	0.57	3.9%	3.79	5.4%	1.71	5.1%
47	WAKE	2,171.14	4.8%	701.93	5.7%	22.74	3.8%	105.43	5.4%	57.63	5.1%
48	SAMPSON	50.60	4.8%	6.73	5.8%	0.30	3.8%	2.88	5.4%	1.61	5.0%
49	CATAWBA	264.75	4.7%	49.17	5.7%	2.37	3.8%	14.73	5.3%	7.84	5.0%
50	BEAUFORT	81.36	4.7%	10.93	5.7%	0.47	3.8%	4.17	5.3%	4.79	5.0%
51	ALAMANCE	\$179.95	4.7%	\$29.58	5.7%	\$1.40	3.7%	\$10.66	5.3%	\$3.13	5.0%
52	DARE	1,101.63	4.6%	235.58	5.6%	13.18	3.7%	53.14	5.3%	49.34	4.9%
53	FORSYTH	846.67	4.6%	148.71	5.6%	6.84	3.7%	50.55	5.2%	15.47	4.9%
54	CURRITUCK	224.64	4.6%	40.08	5.4%	2.05	2.5%	10.60	4.8%	12.77	4.5%
55	ORANGE	192.84	4.5%	37.46	5.5%	1.89	3.6%	10.49	5.2%	4.16	4.8%
56	NASH	288.58	4.5%	57.68	5.5%	3.08	3.5%	15.30	5.1%	7.83	4.8%
57	CARTERET	351.67	4.4%	65.05	5.3%	3.45	3.4%	15.97	5.0%	20.63	4.6%
58	CUMBERLAND	525.95	4.3%	98.55	5.3%	4.55	3.4%	28.57	4.9%	11.09	4.6%
59	GASTON	251.89	4.3%	41.20	5.2%	1.95	3.3%	14.54	4.9%	4.14	4.5%
60	MCDOWELL	56.62	4.3%	8.75	5.2%	0.44	3.3%	3.02	4.9%	2.04	4.5%
61	VANCE	48.14	4.3%	6.71	5.2%	0.30	3.3%	2.93	4.9%	1.41	4.5%
62	STANLY	79.42	4.2%	10.79	5.2%	0.51	3.3%	4.68	4.8%	2.36	4.5%
63	MITCHELL	23.05	4.2%	3.62	5.2%	0.17	3.2%	1.03	4.8%	1.00	4.4%
64	CHATHAM	33.81	4.2%	4.19	5.1%	0.19	3.2%	2.03	4.8%	0.62	4.4%
65	GUILFORD	1,349.31	4.1%	344.66	5.1%	13.54	3.1%	70.55	4.7%	30.51	4.4%
66	ROWAN	166.99	4.1%	28.18	5.0%	1.40	3.1%	8.95	4.7%	5.37	4.3%
67	WAYNE	162.41	4.0%	22.32	5.0%	1.06	3.1%	10.25	4.6%	2.48	4.3%

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68	WILSON	115.69	4.0%	17.53	5.0%	0.86	3.0%	6.91	4.6%	2.22	4.2%
69	FRANKLIN	23.54	4.0%	2.83	4.9%	0.13	3.0%	1.32	4.6%	0.59	4.2%
70	SURRY	121.24	4.0%	18.09	4.9%	0.84	3.0%	6.81	4.6%	2.60	4.2%
71	MARTIN	31.44	3.8%	4.84	4.8%	0.24	2.9%	1.74	4.4%	0.77	4.1%
72	LENOIR	84.18	3.8%	14.48	4.8%	0.63	2.9%	4.76	4.4%	1.63	4.0%
73	WILKES	74.88	3.7%	11.34	4.7%	0.55	2.8%	3.73	4.3%	1.80	4.0%
74	EDGECOMBE	58.03	3.7%	8.23	4.6%	0.37	2.7%	3.27	4.3%	1.03	3.9%
75	PAMLICO	17.72	3.5%	2.17	4.5%	0.08	2.6%	0.74	4.1%	1.94	3.8%
76	SCOTLAND	43.71	3.5%	7.37	4.5%	0.38	2.6%	2.44	4.1%	0.76	3.8%
77	HYDE	34.67	3.4%	6.90	4.3%	0.39	2.4%	1.65	4.0%	1.89	3.6%
78	STOKES	24.19	3.4%	3.20	4.3%	0.14	2.4%	1.25	4.0%	0.95	3.6%
79	GRANVILLE	47.11	3.1%	6.02	4.1%	0.30	2.2%	2.81	3.7%	1.33	3.4%
80	DAVIDSON	159.69	3.0%	23.02	3.4%	1.03	2.4%	9.03	3.6%	5.19	3.2%
81	ONSLOW	222.24	2.8%	42.39	3.8%	1.78	1.9%	11.77	3.4%	8.39	3.1%
82	CALDWELL	52.57	2.8%	8.15	3.5%	0.36	1.9%	2.91	3.3%	1.61	3.0%
83	PERSON	36.38	2.7%	4.64	3.7%	0.22	1.8%	2.17	3.3%	0.81	3.0%
84	HERTFORD	28.46	2.6%	3.72	3.6%	0.18	1.7%	1.73	3.2%	0.72	2.9%
85	MECKLENBURG	5,163.74	2.5%	1,785.54	3.5%	50.80	1.9%	246.24	3.1%	125.79	2.8%
86	HALIFAX	91.84	2.4%	11.30	2.8%	0.54	1.7%	5.73	3.0%	2.23	2.6%
87	LINCOLN	53.60	2.3%	8.90	3.3%	0.39	1.4%	3.01	2.9%	1.60	2.6%
88	WASHINGTON	15.02	2.3%	2.03	3.2%	0.10	1.3%	0.85	2.8%	0.64	2.5%
89	DUPLIN	39.96	2.0%	4.71	2.6%	0.21	1.4%	2.35	2.6%	1.30	2.3%
90	RICHMOND	47.85	2.0%	8.71	2.5%	0.42	1.3%	2.56	2.6%	0.90	2.3%
91	COLUMBUS	53.52	2.0%	6.59	2.4%	0.30	1.3%	3.12	2.5%	1.46	2.2%
92	BLADEN	38.70	1.9%	4.16	2.2%	0.19	1.4%	2.38	2.4%	1.11	2.1%
93	CAMDEN	2.01	1.8%	0.23	2.8%	0.01	0.9%	0.11	2.4%	0.16	2.1%
94	JONES	4.05	1.7%	0.57	2.1%	0.02	1.0%	0.25	2.3%	0.13	1.9%
95	TYRRELL	3.63	1.5%	0.36	2.0%	0.02	0.8%	0.17	2.1%	0.34	1.8%
96	ANSON	16.64	1.0%	2.08	1.1%	0.10	0.7%	0.99	1.5%	0.41	1.2%
97	GATES	6.23	0.3%	0.55	0.5%	0.02	-0.3%	0.39	0.8%	0.23	0.5%
98	WARREN	25.44	0.0%	3.21	1.4%	0.12	-0.7%	0.94	0.6%	2.25	0.2%
99	PENDER	92.31	0.0%	16.46	0.9%	0.81	-0.9%	4.47	0.5%	6.39	0.2%
100	BERTIE	13.18	-0.1%	1.34	0.9%	0.05	-1.0%	0.75	0.5%	0.73	0.2%
	STATE TOTALS	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%