

The 2017 Economic Impact of Travel on North Carolina Counties
Prepared for Visit North Carolina by the U.S. Travel Association
(by expenditure rank)

County	Expenditures		Payroll		Employment		State Tax		Local Tax	
	Expenditures (\$ Millions)	Percent Change 2016/17	Payroll (\$ Millions)	Percent Change 2016/17	Employment (Thousands)	Percent Change 2016/17	State Tax Receipts (\$ Millions)	Percent Change 2016/17	Local Tax Receipts (\$ Millions)	Percent Change 2016/17
MECKLENBURG	\$5,381.42	4.22%	\$1,938.56	8.57%	\$52.25	2.85%	\$254.66	3.42%	\$132.95	5.68%
WAKE	\$2,265.91	4.36%	\$763.18	8.73%	\$23.42	3.00%	\$109.19	3.57%	\$60.99	5.84%
GUILFORD	\$1,408.40	4.38%	\$374.79	8.74%	\$13.95	3.01%	\$73.08	3.58%	\$32.30	5.85%
BUNCOMBE	\$1,142.19	6.58%	\$265.99	11.03%	\$11.79	4.43%	\$58.13	5.77%	\$37.54	8.08%
DARE	\$1,131.94	2.75%	\$252.18	7.05%	\$13.37	1.41%	\$54.18	1.97%	\$51.41	4.20%
FORSYTH	\$898.38	6.11%	\$164.38	10.54%	\$7.12	4.13%	\$53.22	5.29%	\$16.64	7.60%
DURHAM	\$814.32	4.90%	\$180.01	9.28%	\$9.09	3.53%	\$43.56	4.10%	\$27.64	6.38%
NEW HANOVER	\$578.22	4.32%	\$141.30	8.68%	\$6.32	2.56%	\$28.11	3.52%	\$23.47	5.79%
BRUNSWICK	\$562.63	3.36%	\$113.49	7.68%	\$5.77	2.00%	\$26.08	2.57%	\$34.59	4.81%
CUMBERLAND	\$542.31	3.11%	\$104.88	6.42%	\$4.63	1.76%	\$29.23	2.32%	\$11.60	4.56%
MOORE	\$491.28	4.66%	\$118.14	9.03%	\$5.92	3.29%	\$25.14	3.86%	\$14.73	6.13%
CABARRUS	\$446.84	3.10%	\$106.14	7.40%	\$4.58	1.75%	\$25.52	2.31%	\$7.93	4.55%
CARTERET	\$362.40	3.05%	\$69.83	7.36%	\$3.51	1.70%	\$16.33	2.26%	\$21.56	4.50%
HENDERSON	\$294.64	7.13%	\$56.28	11.61%	\$2.44	4.83%	\$13.38	6.31%	\$12.76	8.64%
NASH	\$292.77	1.45%	\$60.02	4.06%	\$3.09	0.12%	\$15.40	0.67%	\$8.05	2.88%
CATAWBA	\$277.27	4.73%	\$53.64	9.10%	\$2.44	3.02%	\$15.31	3.93%	\$8.33	6.21%
GASTON	\$261.75	3.91%	\$44.60	8.26%	\$2.00	2.55%	\$14.99	3.12%	\$4.36	5.38%
IREDELL	\$256.88	3.79%	\$42.87	8.12%	\$1.96	2.43%	\$14.17	2.99%	\$7.94	5.25%
WATAUGA	\$253.72	2.08%	\$60.22	6.34%	\$2.83	0.74%	\$12.70	1.30%	\$10.06	3.52%
PITT	\$246.72	6.62%	\$52.25	11.07%	\$2.27	4.59%	\$12.87	5.80%	\$5.53	8.12%
JOHNSTON	\$239.09	2.75%	\$39.29	7.04%	\$1.86	1.40%	\$13.41	1.96%	\$6.08	4.19%
CURRITUCK	\$230.86	2.77%	\$42.91	7.06%	\$2.09	1.88%	\$10.81	1.98%	\$13.31	4.22%
ONSLOW	\$230.65	3.78%	\$45.83	8.12%	\$1.82	2.43%	\$12.12	2.99%	\$8.83	5.25%
SWAIN	\$205.58	1.50%	\$62.67	5.74%	\$2.22	0.17%	\$12.83	0.72%	\$4.60	2.93%
ORANGE	\$197.99	2.67%	\$40.07	6.96%	\$1.91	1.33%	\$10.69	1.89%	\$4.33	4.12%
JACKSON	\$195.44	3.71%	\$48.52	8.04%	\$1.85	2.35%	\$10.86	2.92%	\$9.08	5.17%
ALAMANCE	\$190.73	5.99%	\$32.66	10.42%	\$1.47	4.60%	\$11.21	5.18%	\$3.37	7.49%
HAYWOOD	\$182.27	1.95%	\$40.90	6.21%	\$1.82	0.61%	\$10.09	1.17%	\$6.90	3.38%
RUTHERFORD	\$181.25	4.19%	\$27.65	8.54%	\$1.32	2.82%	\$10.89	3.39%	\$5.53	5.65%
ROWAN	\$174.79	4.67%	\$30.73	9.04%	\$1.45	3.30%	\$9.30	3.87%	\$5.70	6.14%
MACON	\$170.12	3.65%	\$31.65	7.98%	\$1.36	2.29%	\$7.65	2.85%	\$13.70	5.11%
WAYNE	\$169.32	4.25%	\$24.24	8.61%	\$1.09	2.89%	\$10.60	3.45%	\$2.63	5.72%
DAVIDSON	\$167.39	4.82%	\$25.14	9.20%	\$1.06	3.45%	\$9.39	4.02%	\$5.51	6.30%

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		Percent Change 2016/17		Percent Change 2016/17		Percent Change 2016/17		Percent Change 2016/17		Percent Change 2016/17
ROBESON	\$152.81	5.54%	\$24.52	9.95%	\$1.20	3.69%	\$8.90	4.73%	\$3.07	7.03%
RANDOLPH	\$146.23	5.21%	\$24.02	9.61%	\$1.03	3.55%	\$8.90	4.41%	\$2.40	6.70%
CRAVEN	\$142.10	3.73%	\$29.06	8.07%	\$1.17	2.37%	\$7.79	2.94%	\$3.13	5.19%
UNION	\$139.75	4.76%	\$23.47	9.14%	\$1.08	3.39%	\$7.75	3.96%	\$2.54	6.24%
AVERY	\$125.59	5.14%	\$30.59	9.53%	\$1.35	3.38%	\$6.29	4.33%	\$5.61	6.62%
SURRY	\$124.46	2.66%	\$19.35	6.95%	\$0.85	1.32%	\$6.94	1.87%	\$2.70	4.11%
WILSON	\$119.60	3.38%	\$18.88	7.70%	\$0.88	2.03%	\$7.08	2.59%	\$2.32	4.84%
CLEVELAND	\$110.11	2.89%	\$17.09	7.19%	\$0.73	1.54%	\$6.53	2.10%	\$1.96	4.34%
BURKE	\$101.28	2.76%	\$15.81	7.05%	\$0.74	1.42%	\$5.60	1.97%	\$2.88	4.21%
TRANSYLVANIA	\$99.85	5.37%	\$19.46	9.77%	\$0.84	3.99%	\$3.87	4.56%	\$4.64	6.85%
PENDER	\$97.05	5.14%	\$18.03	9.53%	\$0.84	3.76%	\$4.67	4.33%	\$6.81	6.62%
HALIFAX	\$96.95	5.56%	\$12.42	9.98%	\$0.56	4.18%	\$6.01	4.76%	\$2.39	7.05%
HARNETT	\$89.70	5.41%	\$13.75	9.82%	\$0.65	4.03%	\$4.94	4.61%	\$2.11	6.90%
LENOIR	\$88.85	5.55%	\$15.92	9.95%	\$0.65	3.78%	\$4.99	4.74%	\$1.74	7.03%
BEAUFORT	\$86.55	6.38%	\$12.11	10.82%	\$0.50	4.33%	\$4.40	5.56%	\$5.16	7.88%
STANLY	\$81.14	2.17%	\$11.49	6.44%	\$0.51	0.83%	\$4.74	1.39%	\$2.44	3.61%
LEE	\$78.84	4.70%	\$14.89	9.07%	\$0.67	3.33%	\$4.56	3.90%	\$1.61	6.18%
WILKES	\$78.08	4.27%	\$12.32	8.63%	\$0.57	2.91%	\$3.86	3.47%	\$1.90	5.74%
ROCKINGHAM	\$71.60	0.98%	\$12.64	5.20%	\$0.57	-0.34%	\$3.80	0.21%	\$1.76	2.40%
PASQUOTANK	\$62.66	0.47%	\$10.25	4.66%	\$0.50	-0.85%	\$3.47	-0.30%	\$1.44	1.88%
EDGECOMBE	\$60.03	3.44%	\$8.87	7.76%	\$0.38	2.09%	\$3.35	2.65%	\$1.08	4.90%
MCDOWELL	\$58.83	3.89%	\$9.47	8.23%	\$0.44	2.07%	\$3.11	3.10%	\$2.15	5.36%
ASHE	\$57.65	4.90%	\$9.12	9.28%	\$0.43	3.53%	\$2.99	4.10%	\$3.13	6.38%
LINCOLN	\$56.60	5.59%	\$9.79	10.00%	\$0.40	4.20%	\$3.15	4.78%	\$1.71	7.07%
COLUMBUS	\$56.20	5.03%	\$7.21	9.41%	\$0.31	3.45%	\$3.25	4.22%	\$1.56	6.51%
CALDWELL	\$53.04	0.89%	\$8.56	5.10%	\$0.35	-0.43%	\$2.91	0.11%	\$1.65	2.31%
SAMPSON	\$52.21	3.19%	\$7.23	7.50%	\$0.30	1.84%	\$2.94	2.40%	\$1.69	4.64%
VANCE	\$50.07	4.02%	\$7.27	8.37%	\$0.31	2.66%	\$3.02	3.23%	\$1.49	5.49%
RICHMOND	\$49.70	3.87%	\$9.43	8.20%	\$0.43	2.51%	\$2.64	3.07%	\$0.95	5.33%
GRANVILLE	\$49.51	5.08%	\$6.59	9.47%	\$0.31	3.70%	\$2.93	4.28%	\$1.42	6.56%
CHEROKEE	\$49.23	2.17%	\$8.03	6.44%	\$0.38	0.83%	\$2.28	1.39%	\$2.84	3.61%
SCOTLAND	\$45.02	3.01%	\$7.91	7.31%	\$0.38	1.66%	\$2.49	2.22%	\$0.80	4.46%
DUPLIN	\$41.95	4.97%	\$5.15	9.36%	\$0.22	3.60%	\$2.45	4.17%	\$1.38	6.45%
BLADEN	\$40.55	4.78%	\$4.54	9.16%	\$0.20	3.41%	\$2.47	3.98%	\$1.18	6.25%

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		Percent Change 2016/17		Percent Change 2016/17		Percent Change 2016/17		Percent Change 2016/17		Percent Change 2016/17
MADISON	\$39.54	3.72%	\$8.26	8.05%	\$0.36	2.36%	\$2.04	2.93%	\$1.83	5.18%
YADKIN	\$39.08	3.00%	\$7.22	7.30%	\$0.37	1.65%	\$2.11	2.21%	\$0.96	4.45%
YANCEY	\$38.64	4.73%	\$6.74	9.11%	\$0.26	3.36%	\$1.74	3.93%	\$2.75	6.21%
DAVIE	\$37.94	3.95%	\$7.35	8.29%	\$0.31	2.59%	\$2.12	3.15%	\$0.69	5.41%
HYDE	\$37.50	8.17%	\$7.78	12.69%	\$0.42	6.75%	\$1.77	7.34%	\$2.07	9.69%
PERSON	\$36.38	0.02%	\$4.83	4.20%	\$0.22	-1.29%	\$2.15	-0.75%	\$0.82	1.43%
CHATHAM	\$34.99	3.51%	\$4.52	7.84%	\$0.19	2.16%	\$2.08	2.72%	\$0.65	4.97%
MARTIN	\$31.75	1.00%	\$5.09	5.22%	\$0.24	-0.32%	\$1.74	0.23%	\$0.79	2.43%
POLK	\$30.73	8.31%	\$4.74	12.83%	\$0.22	6.89%	\$1.61	7.48%	\$1.76	9.84%
MONTGOMERY	\$29.99	2.39%	\$3.27	6.67%	\$0.12	1.05%	\$1.39	1.61%	\$3.13	3.84%
HERTFORD	\$29.09	2.23%	\$3.96	6.50%	\$0.18	0.89%	\$1.75	1.45%	\$0.74	3.67%
GRAHAM	\$28.14	4.55%	\$5.20	8.92%	\$0.27	3.18%	\$1.32	3.75%	\$1.91	6.02%
WARREN	\$25.75	1.24%	\$3.38	5.47%	\$0.12	-0.09%	\$0.95	0.46%	\$2.31	2.67%
STOKES	\$25.42	5.08%	\$3.50	9.47%	\$0.14	3.70%	\$1.31	4.27%	\$1.01	6.56%
ALLEGHANY	\$24.77	3.96%	\$4.78	8.30%	\$0.19	2.59%	\$1.18	3.16%	\$1.68	5.42%
FRANKLIN	\$24.42	3.75%	\$3.06	8.09%	\$0.13	2.39%	\$1.36	2.96%	\$0.63	5.21%
MITCHELL	\$24.10	4.59%	\$3.94	8.96%	\$0.17	3.22%	\$1.07	3.79%	\$1.06	6.07%
CHOWAN	\$22.17	4.13%	\$3.54	8.48%	\$0.16	2.77%	\$1.08	3.34%	\$1.42	5.60%
ALEXANDER	\$20.84	4.72%	\$3.31	9.10%	\$0.12	3.35%	\$1.17	3.92%	\$0.87	6.20%
PAMLICO	\$18.72	5.66%	\$2.38	10.07%	\$0.09	4.27%	\$0.78	4.85%	\$2.07	7.14%
ANSON	\$17.44	4.82%	\$2.27	9.20%	\$0.11	3.45%	\$1.03	4.01%	\$0.44	6.29%
WASHINGTON	\$15.35	2.24%	\$2.16	6.52%	\$0.10	0.91%	\$0.86	1.46%	\$0.66	3.69%
NORTHAMPTON	\$14.46	0.06%	\$1.79	4.24%	\$0.06	-1.25%	\$0.65	-0.70%	\$1.25	1.47%
BERTIE	\$13.96	5.93%	\$1.48	10.36%	\$0.05	4.54%	\$0.79	5.12%	\$0.79	7.42%
CLAY	\$13.33	0.50%	\$1.57	4.70%	\$0.06	-0.81%	\$0.55	-0.27%	\$1.50	1.92%
HOKE	\$11.91	4.29%	\$1.58	8.65%	\$0.08	2.92%	\$0.67	3.49%	\$0.19	5.76%
PERQUIMANS	\$10.86	4.40%	\$1.41	8.76%	\$0.05	3.03%	\$0.45	3.60%	\$1.25	5.87%
CASWELL	\$9.16	2.67%	\$1.02	6.96%	\$0.04	1.33%	\$0.43	1.89%	\$0.66	4.12%
GATES	\$6.47	3.94%	\$0.59	8.29%	\$0.02	2.58%	\$0.40	3.15%	\$0.24	5.41%
GREENE	\$5.89	0.42%	\$0.62	4.62%	\$0.03	-0.89%	\$0.33	-0.35%	\$0.21	1.84%
JONES	\$4.16	2.59%	\$0.60	6.88%	\$0.02	1.25%	\$0.26	1.80%	\$0.13	4.04%
TYRRELL	\$3.67	1.06%	\$0.38	5.28%	\$0.02	-0.27%	\$0.17	0.28%	\$0.35	2.48%
CAMDEN	\$2.09	4.18%	\$0.25	8.53%	\$0.01	2.82%	\$0.12	3.38%	\$0.17	5.65%
STATE TOTALS	\$23,988.01	4.20%	\$6,032.81	8.53%	\$225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%