

North Carolina - All Counties - 2022 - Sorted by Total Spending

		Visitor Spending, 2022 (millions)						Spending Growth Rate (2022/2021)	Employment	Share of State	Labor Income (Millions)	State Taxes (Millions)	Local Taxes (Millions)	State/Local Tax Savings per Resident	
County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
1	Mecklenburg	\$1,218.05	\$1,539.77	\$642.71	\$390.83	\$1,540.97	\$5,332.34	16.0%	30.5%	33,627	15.5%	\$1,789.8	\$189.6	\$172.4	\$318.75
2	Wake	\$704.96	\$836.83	\$527.63	\$524.07	\$358.07	\$2,951.56	8.9%	26.1%	24,591	11.3%	\$830.5	\$139.7	\$145.8	\$244.19
3	Buncombe	\$901.65	\$744.14	\$334.91	\$534.30	\$364.29	\$2,879.28	8.6%	9.0%	19,310	8.9%	\$639.8	\$133.1	\$106.5	\$873.40
4	Dare	\$553.14	\$582.94	\$260.17	\$175.52	\$401.93	\$1,973.69	5.9%	8.0%	12,030	5.5%	\$444.3	\$66.0	\$74.2	\$3,696.70
5	Guilford	\$317.52	\$465.62	\$175.01	\$118.31	\$470.98	\$1,547.44	4.6%	19.7%	10,979	5.1%	\$477.3	\$58.1	\$45.9	\$190.99
6	Brunswick	\$283.68	\$316.96	\$144.40	\$100.41	\$246.28	\$1,091.74	3.3%	12.0%	5,277	2.4%	\$213.0	\$33.5	\$46.3	\$529.12
7	New Hanover	\$276.21	\$323.16	\$122.69	\$81.34	\$256.03	\$1,059.42	3.2%	13.9%	6,676	3.1%	\$276.6	\$35.9	\$38.9	\$317.76
8	Durham	\$202.29	\$271.38	\$109.02	\$67.30	\$368.34	\$1,018.33	3.1%	30.9%	7,015	3.2%	\$274.9	\$36.1	\$35.7	\$215.90
9	Forsyth	\$194.27	\$303.65	\$110.56	\$75.81	\$303.26	\$987.54	3.0%	18.9%	6,233	2.9%	\$247.9	\$41.0	\$26.9	\$175.79
10	Moore	\$192.02	\$222.94	\$101.70	\$63.60	\$169.24	\$749.50	2.2%	11.3%	5,615	2.6%	\$217.9	\$28.9	\$24.7	\$512.13
11	Carteret	\$192.49	\$205.33	\$93.81	\$59.90	\$144.12	\$695.65	2.1%	8.1%	3,699	1.7%	\$136.5	\$21.1	\$28.2	\$717.40
12	Cumberland	\$134.87	\$224.35	\$76.89	\$54.51	\$176.04	\$666.67	2.0%	9.5%	4,849	2.2%	\$169.4	\$26.1	\$19.4	\$132.43
13	Cabarrus	\$137.21	\$182.47	\$87.17	\$45.94	\$113.94	\$566.74	1.7%	17.9%	4,410	2.0%	\$157.8	\$22.7	\$15.0	\$159.86
14	Currituck	\$173.04	\$149.98	\$70.07	\$46.16	\$110.67	\$549.91	1.7%	16.2%	2,437	1.1%	\$109.4	\$16.0	\$21.4	\$1,208.03
15	Watauga	\$137.58	\$146.80	\$68.20	\$43.23	\$105.52	\$501.33	1.5%	7.8%	3,090	1.4%	\$127.4	\$17.0	\$18.0	\$646.83
16	Jackson	\$115.57	\$129.50	\$64.30	\$39.80	\$103.40	\$452.57	1.4%	3.5%	2,401	1.1%	\$119.2	\$15.2	\$15.0	\$703.38
17	Henderson	\$97.62	\$130.37	\$56.39	\$33.87	\$95.08	\$413.32	1.2%	5.6%	2,603	1.2%	\$107.8	\$14.9	\$16.3	\$265.57
18	Onslow	\$91.47	\$120.79	\$44.08	\$26.69	\$96.79	\$379.82	1.1%	12.2%	2,332	1.1%	\$87.3	\$13.5	\$13.4	\$127.98
19	Iredell	\$84.18	\$118.66	\$52.00	\$27.54	\$85.53	\$367.90	1.1%	12.8%	2,335	1.1%	\$91.0	\$14.2	\$11.9	\$132.92
20	Swain	\$91.74	\$98.37	\$49.32	\$30.68	\$79.13	\$349.25	1.0%	4.4%	2,006	0.9%	\$92.4	\$14.1	\$9.0	\$1,611.04
21	Macon	\$84.88	\$102.53	\$47.31	\$29.71	\$72.98	\$337.41	1.0%	4.2%	1,702	0.8%	\$78.0	\$11.2	\$17.5	\$761.30
22	Haywood	\$83.83	\$99.83	\$43.03	\$29.06	\$80.38	\$336.13	1.0%	4.0%	2,063	1.0%	\$85.2	\$12.5	\$11.4	\$379.38
23	Gaston	\$74.58	\$108.34	\$35.08	\$23.65	\$94.46	\$336.11	1.0%	16.2%	2,208	1.0%	\$81.2	\$13.8	\$8.6	\$94.42
24	Nash	\$77.64	\$106.38	\$42.17	\$27.43	\$81.08	\$334.70	1.0%	11.0%	2,617	1.2%	\$94.8	\$13.5	\$11.1	\$258.36
25	Catawba	\$70.93	\$111.92	\$41.88	\$27.06	\$79.69	\$331.48	1.0%	13.5%	2,426	1.1%	\$85.2	\$13.3	\$11.3	\$151.57
26	Pitt	\$59.37	\$103.58	\$34.93	\$22.48	\$70.61	\$290.97	0.9%	13.2%	2,004	0.9%	\$68.9	\$10.9	\$8.5	\$112.30
27	Davidson	\$66.96	\$82.67	\$38.49	\$18.18	\$84.63	\$290.93	0.9%	34.9%	1,570	0.7%	\$65.6	\$11.1	\$8.9	\$116.19
28	Johnston	\$59.77	\$96.83	\$36.43	\$23.56	\$68.33	\$284.93	0.9%	11.5%	1,895	0.9%	\$70.8	\$11.9	\$9.0	\$89.61
29	Rutherford	\$76.00	\$84.24	\$35.70	\$23.53	\$62.96	\$282.42	0.8%	3.5%	1,635	0.8%	\$68.1	\$11.8	\$9.3	\$329.08
30	Alamance	\$54.27	\$92.81	\$26.81	\$20.60	\$57.01	\$251.51	0.8%	11.3%	1,746	0.8%	\$58.5	\$10.4	\$6.6	\$96.01
31	Avery	\$62.43	\$75.25	\$36.02	\$21.47	\$52.52	\$247.69	0.7%	3.5%	1,468	0.7%	\$63.9	\$8.4	\$8.9	\$966.92
32	Orange	\$53.42	\$83.18	\$32.81	\$18.48	\$48.40	\$236.29	0.7%	21.3%	1,812	0.8%	\$64.9	\$9.1	\$7.4	\$110.36
33	Rowan	\$43.86	\$67.09	\$22.96	\$15.38	\$60.13	\$209.42	0.6%	11.7%	1,422	0.7%	\$48.8	\$8.2	\$7.4	\$104.90
34	Wayne	\$41.54	\$64.32	\$22.60	\$14.83	\$48.91	\$192.21	0.6%	11.5%	1,228	0.6%	\$44.3	\$8.3	\$4.9	\$112.77

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County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
35	Pender	\$50.71	\$56.61	\$27.12	\$16.43	\$38.79	\$189.66	0.6%	14.7%	1,004	0.5%	\$39.6	\$6.2	\$8.9	\$231.98
36	Transylvania	\$47.13	\$55.36	\$26.33	\$17.05	\$42.66	\$188.53	0.6%	5.8%	1,130	0.5%	\$48.3	\$5.9	\$7.4	\$394.44
37	Union	\$35.47	\$68.38	\$21.69	\$14.17	\$47.34	\$187.05	0.6%	15.6%	1,267	0.6%	\$44.8	\$7.5	\$4.8	\$49.81
38	Randolph	\$39.57	\$62.49	\$20.50	\$14.88	\$41.19	\$178.63	0.5%	3.8%	1,132	0.5%	\$42.0	\$7.9	\$4.7	\$86.20
39	Craven	\$38.17	\$59.86	\$22.50	\$13.84	\$36.31	\$170.68	0.5%	6.4%	1,246	0.6%	\$43.2	\$6.7	\$5.0	\$114.87
40	Robeson	\$35.23	\$54.84	\$19.23	\$13.36	\$37.30	\$159.96	0.5%	2.7%	1,139	0.5%	\$40.2	\$6.7	\$4.7	\$98.27
41	Cleveland	\$33.43	\$49.67	\$19.32	\$11.17	\$38.72	\$152.31	0.5%	6.6%	976	0.4%	\$37.2	\$6.2	\$3.9	\$99.00
42	Surry	\$32.82	\$48.75	\$15.76	\$11.80	\$37.91	\$147.04	0.4%	7.3%	904	0.4%	\$36.2	\$6.0	\$4.3	\$145.26
43	Wilson	\$26.48	\$46.43	\$15.61	\$10.37	\$36.27	\$135.17	0.4%	7.9%	959	0.4%	\$33.0	\$5.7	\$3.9	\$122.82
44	Beaufort	\$31.65	\$42.74	\$18.66	\$10.86	\$30.61	\$134.52	0.4%	5.2%	702	0.3%	\$26.6	\$5.0	\$5.8	\$243.13
45	Burke	\$31.74	\$46.08	\$17.57	\$10.42	\$27.92	\$133.75	0.4%	10.3%	859	0.4%	\$29.4	\$5.3	\$4.1	\$108.27
46	Halifax	\$27.75	\$39.22	\$15.61	\$10.44	\$28.73	\$121.75	0.4%	2.2%	744	0.3%	\$29.7	\$5.2	\$3.8	\$188.24
47	Harnett	\$21.41	\$40.74	\$16.25	\$9.04	\$31.19	\$118.63	0.4%	13.5%	770	0.4%	\$25.7	\$4.7	\$3.4	\$57.52
48	Lenoir	\$24.14	\$36.78	\$14.48	\$8.63	\$25.81	\$109.84	0.3%	7.9%	712	0.3%	\$27.4	\$4.5	\$3.0	\$135.97
49	Ashe	\$26.75	\$32.29	\$14.10	\$10.08	\$26.38	\$109.60	0.3%	5.4%	543	0.3%	\$21.7	\$3.7	\$4.3	\$302.07
50	Wilkes	\$26.14	\$35.47	\$12.55	\$8.93	\$25.79	\$108.88	0.3%	7.1%	674	0.3%	\$26.3	\$4.2	\$3.3	\$114.07
51	McDowell	\$25.16	\$30.19	\$13.18	\$8.14	\$31.22	\$107.90	0.3%	6.6%	660	0.3%	\$26.4	\$3.8	\$3.7	\$169.88
52	Stanly	\$22.13	\$33.86	\$12.09	\$8.18	\$27.68	\$103.93	0.3%	12.4%	640	0.3%	\$22.9	\$4.3	\$3.4	\$123.14
53	Cherokee	\$26.51	\$30.63	\$11.01	\$8.53	\$22.16	\$98.85	0.3%	6.0%	591	0.3%	\$19.8	\$3.1	\$4.0	\$241.96
54	Lee	\$18.18	\$36.30	\$11.51	\$8.41	\$21.91	\$96.31	0.3%	10.0%	668	0.3%	\$25.6	\$4.0	\$2.8	\$105.01
55	Lincoln	\$19.30	\$33.73	\$10.76	\$7.00	\$22.12	\$92.90	0.3%	13.9%	588	0.3%	\$22.1	\$3.7	\$2.9	\$72.07
56	Rockingham	\$18.20	\$31.26	\$10.22	\$6.57	\$21.95	\$88.19	0.3%	13.2%	656	0.3%	\$23.1	\$3.6	\$2.9	\$70.16
57	Pasquotank	\$17.71	\$30.12	\$9.72	\$7.90	\$19.11	\$84.56	0.3%	2.7%	521	0.2%	\$18.4	\$3.4	\$2.5	\$142.94
58	Madison	\$20.38	\$22.14	\$10.17	\$7.22	\$21.36	\$81.27	0.2%	5.4%	384	0.2%	\$15.3	\$2.8	\$2.8	\$262.20
59	Chatham	\$15.06	\$26.68	\$9.56	\$6.29	\$18.13	\$75.72	0.2%	11.3%	624	0.3%	\$23.0	\$3.2	\$2.8	\$76.73
60	Yancey	\$18.04	\$21.63	\$9.73	\$6.51	\$16.01	\$71.91	0.2%	5.8%	345	0.2%	\$15.2	\$2.4	\$3.6	\$321.97
61	Edgecombe	\$13.04	\$22.89	\$8.58	\$5.48	\$19.29	\$69.27	0.2%	4.5%	359	0.2%	\$13.8	\$2.6	\$1.7	\$90.48
62	Caldwell	\$13.28	\$23.21	\$7.45	\$5.03	\$19.41	\$68.38	0.2%	7.7%	445	0.2%	\$16.7	\$2.7	\$2.3	\$62.22
63	Warren	\$16.75	\$18.59	\$8.96	\$5.62	\$15.99	\$65.91	0.2%	4.6%	248	0.1%	\$10.6	\$1.8	\$3.3	\$269.93
64	Vance	\$13.76	\$21.58	\$8.47	\$5.47	\$15.52	\$64.79	0.2%	8.2%	427	0.2%	\$15.5	\$2.6	\$2.1	\$111.65
65	Sampson	\$13.73	\$21.14	\$8.27	\$4.96	\$15.21	\$63.30	0.2%	11.5%	342	0.2%	\$13.8	\$2.6	\$2.1	\$79.15
66	Columbus	\$11.82	\$21.29	\$7.78	\$5.27	\$14.55	\$60.71	0.2%	-1.1%	374	0.2%	\$14.0	\$2.6	\$2.0	\$92.31
67	Granville	\$13.30	\$19.13	\$8.42	\$4.44	\$13.64	\$58.92	0.2%	17.8%	311	0.1%	\$13.2	\$2.4	\$1.9	\$69.53
68	Hyde	\$16.14	\$18.43	\$7.46	\$5.09	\$11.19	\$58.31	0.2%	9.6%	376	0.2%	\$13.6	\$1.9	\$2.5	\$985.23

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County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
69	Polk	\$13.29	\$16.93	\$7.84	\$5.59	\$14.13	\$57.78	0.2%	3.2%	314	0.1%	\$11.6	\$1.9	\$2.3	\$213.73
70	Richmond	\$12.20	\$18.10	\$8.21	\$4.74	\$13.31	\$56.56	0.2%	2.9%	401	0.2%	\$14.6	\$2.3	\$1.5	\$89.62
71	Scotland	\$12.04	\$17.64	\$6.79	\$4.54	\$14.55	\$55.56	0.2%	6.7%	385	0.2%	\$13.5	\$2.2	\$1.4	\$108.02
72	Graham	\$14.32	\$17.55	\$6.67	\$4.57	\$11.76	\$54.87	0.2%	10.2%	340	0.2%	\$12.2	\$1.8	\$2.6	\$543.64
73	Montgomery	\$11.10	\$15.61	\$7.36	\$4.62	\$14.14	\$52.81	0.2%	3.1%	236	0.1%	\$10.4	\$1.7	\$3.3	\$195.70
74	Person	\$10.86	\$17.22	\$5.79	\$4.30	\$13.63	\$51.80	0.2%	12.2%	309	0.1%	\$11.0	\$2.1	\$1.5	\$89.60
75	Bladen	\$8.09	\$17.92	\$7.21	\$4.71	\$13.64	\$51.57	0.2%	-9.4%	257	0.1%	\$10.6	\$2.2	\$1.7	\$132.76
76	Stokes	\$13.30	\$16.07	\$6.45	\$4.02	\$11.44	\$51.29	0.2%	10.7%	274	0.1%	\$10.7	\$1.9	\$1.7	\$79.85
77	Yadkin	\$11.35	\$16.41	\$6.27	\$4.42	\$12.30	\$50.75	0.2%	7.9%	381	0.2%	\$14.1	\$2.0	\$1.5	\$95.57
78	Alleghany	\$10.77	\$15.59	\$6.61	\$4.18	\$10.54	\$47.69	0.1%	9.0%	280	0.1%	\$11.0	\$1.6	\$2.1	\$330.37
79	Mitchell	\$10.84	\$13.20	\$6.01	\$3.59	\$10.63	\$44.28	0.1%	10.9%	228	0.1%	\$9.5	\$1.4	\$1.5	\$192.29
80	Davie	\$8.51	\$13.30	\$5.39	\$3.29	\$12.94	\$43.43	0.1%	8.7%	314	0.1%	\$12.1	\$1.7	\$1.2	\$66.69
81	Duplin	\$6.98	\$13.57	\$4.24	\$2.96	\$14.30	\$42.04	0.1%	5.1%	256	0.1%	\$9.6	\$1.8	\$1.6	\$68.75
82	Franklin	\$7.82	\$13.02	\$4.92	\$2.93	\$9.42	\$38.11	0.1%	8.8%	202	0.1%	\$8.7	\$1.5	\$1.0	\$34.37
83	Pamlico	\$8.03	\$11.99	\$5.93	\$2.92	\$7.52	\$36.40	0.1%	6.9%	188	0.1%	\$6.6	\$1.1	\$2.2	\$268.32
84	Alexander	\$6.05	\$12.44	\$4.32	\$2.92	\$8.17	\$33.90	0.1%	-7.2%	207	0.1%	\$7.9	\$1.4	\$1.2	\$71.25
85	Martin	\$7.61	\$10.43	\$3.84	\$2.38	\$7.40	\$31.66	0.1%	8.1%	266	0.1%	\$8.6	\$1.3	\$1.1	\$109.42
86	Clay	\$7.44	\$9.61	\$3.92	\$2.76	\$7.34	\$31.08	0.1%	2.0%	135	0.1%	\$5.9	\$0.9	\$1.9	\$240.95
87	Hertford	\$5.41	\$9.80	\$3.53	\$2.37	\$8.14	\$29.25	0.1%	-2.1%	193	0.1%	\$6.8	\$1.2	\$1.0	\$112.10
88	Northampton	\$7.55	\$8.16	\$3.86	\$2.51	\$6.64	\$28.73	0.1%	6.6%	115	0.1%	\$5.2	\$0.9	\$1.5	\$137.16
89	Chowan	\$6.30	\$9.29	\$3.91	\$2.66	\$6.56	\$28.72	0.1%	11.4%	177	0.1%	\$6.8	\$1.1	\$1.5	\$189.36
90	Anson	\$5.08	\$7.70	\$2.80	\$1.54	\$6.41	\$23.54	0.1%	11.8%	146	0.1%	\$5.2	\$1.0	\$0.7	\$77.60
91	Bertie	\$6.34	\$6.78	\$2.70	\$1.84	\$5.77	\$23.42	0.1%	14.3%	93	0.0%	\$3.6	\$0.9	\$0.9	\$105.97
92	Perquimans	\$3.90	\$8.58	\$2.40	\$1.59	\$3.34	\$19.81	0.1%	3.0%	93	0.0%	\$3.9	\$0.7	\$1.2	\$142.03
93	Caswell	\$5.32	\$4.99	\$2.18	\$1.43	\$4.49	\$18.42	0.1%	25.8%	86	0.0%	\$3.1	\$0.6	\$0.8	\$63.12
94	Washington	\$4.32	\$5.57	\$2.28	\$1.44	\$4.20	\$17.81	0.1%	7.4%	89	0.0%	\$3.5	\$0.7	\$0.7	\$126.15
95	Hoke	\$3.14	\$3.41	\$1.94	\$1.21	\$4.84	\$14.54	0.0%	7.4%	101	0.0%	\$3.4	\$0.6	\$0.4	\$17.44
96	Greene	\$2.14	\$3.67	\$1.47	\$0.92	\$2.29	\$10.47	0.0%	15.0%	68	0.0%	\$2.4	\$0.4	\$0.4	\$40.43
97	Gates	\$2.45	\$2.98	\$1.29	\$0.87	\$2.21	\$9.79	0.0%	4.8%	43	0.0%	\$1.7	\$0.4	\$0.3	\$70.12
98	Tyrrell	\$1.70	\$2.00	\$0.93	\$0.64	\$1.47	\$6.74	0.0%	3.8%	29	0.0%	\$1.2	\$0.2	\$0.4	\$184.18
99	Jones	\$1.45	\$1.72	\$0.80	\$0.49	\$1.80	\$6.26	0.0%	6.7%	32	0.0%	\$1.5	\$0.3	\$0.2	\$50.30
100	Camden	\$0.74	\$1.15	\$0.46	\$0.33	\$0.92	\$3.59	0.0%	15.8%	23	0.0%	\$0.9	\$0.1	\$0.2	\$28.72
State	\$8,086.5	\$9,973.9	\$4,296.2	\$3,252.1	\$7,717.3	\$33,326.0	100%	15.2%	216,890	100%	\$8,700.9	\$1,275.7	\$1,181.6	\$230.35	

* Lodging includes 2nd home spending.

** Transport includes both ground and air transportation.

Source: Tourism Economics, 2023