

The 2015 Economic Impact of Travel on North Carolina Counties
Prepared for Visit North Carolina
By the U.S. Travel Association

County	Expenditures		Payroll		Employment		State Tax	State Tax	Local Tax	Local Tax
	Expenditures (\$ Millions)	Percent Change 2014/15	Payroll (\$ Millions)	Percent Change 2014/15	Employment (Thousands)	Percent Change 2014/15	Receipts (\$ Millions)	Percent Change 2014/15	Receipts (\$ Millions)	Percent Change 2014/15
ALAMANCE	\$171.88	1.4%	\$27.99	5.6%	1.35	1.6%	\$10.13	5.3%	\$2.99	2.2%
ALEXANDER	18.83	0.6%	2.85	4.8%	0.12	0.9%	1.06	4.5%	0.77	1.4%
ALLEGHANY	22.48	-3.2%	4.13	0.9%	0.18	-2.9%	1.07	0.6%	1.50	-2.3%
ANSON	16.48	-3.0%	2.06	1.1%	0.10	-2.7%	0.97	0.8%	0.40	-2.2%
ASHE	51.59	3.0%	7.76	7.4%	0.40	3.3%	2.68	7.0%	2.76	3.9%
AVERY	113.61	2.7%	26.32	6.0%	1.25	2.4%	5.70	6.7%	4.99	3.6%
BEAUFORT	77.71	2.7%	10.34	7.0%	0.46	3.0%	3.96	6.7%	4.56	3.6%
BERTIE	13.18	0.4%	1.33	3.7%	0.05	0.2%	0.74	4.3%	0.73	1.3%
BLADEN	37.99	3.1%	4.07	7.5%	0.19	3.4%	2.32	7.1%	1.09	4.0%
BRUNSWICK	508.88	2.5%	97.62	6.8%	5.33	2.8%	23.63	6.5%	30.77	3.4%
BUNCOMBE	1,000.95	3.9%	221.68	8.3%	10.64	4.0%	51.04	8.0%	32.36	4.8%
BURKE	94.00	2.9%	13.95	7.2%	0.70	3.2%	5.21	6.9%	2.63	3.8%
CABARRUS	411.58	2.9%	92.97	6.8%	4.32	3.1%	23.55	6.9%	7.18	3.8%
CALDWELL	51.16	2.4%	7.87	6.7%	0.35	2.7%	2.81	6.4%	1.57	3.3%
CAMDEN	1.97	0.3%	0.22	4.5%	0.01	0.6%	0.11	4.2%	0.16	1.1%
CARTERET	336.96	3.8%	61.75	7.9%	3.33	4.0%	15.22	7.8%	19.71	4.7%
CASWELL	8.46	3.2%	0.90	7.9%	0.04	3.9%	0.40	7.2%	0.60	4.1%
CATAWBA	252.79	4.5%	46.51	8.2%	2.28	4.3%	13.99	8.6%	7.47	5.4%
CHATHAM	32.46	2.4%	3.99	6.7%	0.18	2.7%	1.93	6.4%	0.59	3.3%
CHEROKEE	42.44	7.8%	6.58	11.7%	0.34	7.4%	1.97	8.9%	2.41	5.8%
CHOWAN	20.02	2.8%	3.04	7.2%	0.15	3.1%	0.98	6.8%	1.26	3.7%
CLAY	12.60	-3.1%	1.41	1.0%	0.06	-2.8%	0.52	0.7%	1.39	-2.2%
CLEVELAND	101.10	4.5%	14.92	8.9%	0.68	4.6%	6.00	8.6%	1.77	5.4%
COLUMBUS	52.49	2.8%	6.43	7.2%	0.30	3.1%	3.04	6.8%	1.43	3.7%
CRAVEN	130.55	2.5%	25.39	6.8%	1.10	2.8%	7.17	6.5%	2.83	3.4%
CUMBERLAND	504.19	2.9%	93.59	5.0%	4.40	2.5%	27.23	6.9%	10.61	3.8%
CURRITUCK	146.93	1.9%	28.18	6.2%	1.58	2.2%	6.31	5.9%	6.79	2.8%
DARE	1,052.69	3.3%	223.03	7.6%	12.71	3.3%	50.48	7.3%	47.03	4.2%
DAVIDSON	155.06	3.5%	22.27	7.9%	1.00	3.8%	8.72	7.5%	5.02	4.4%
DAVIE	34.73	3.5%	6.40	7.9%	0.29	3.8%	1.95	7.5%	0.62	4.4%
DUPLIN	39.16	2.1%	4.59	6.4%	0.21	2.4%	2.29	6.0%	1.27	3.0%
DURHAM	727.04	3.9%	152.84	8.3%	8.30	4.2%	38.97	7.9%	24.28	4.8%
EDGECOMBE	55.98	0.8%	7.87	5.1%	0.36	1.1%	3.13	4.8%	0.99	1.7%

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FORSYTH	809.30	3.1%	140.83	7.4%	6.59	3.3%	48.04	7.1%	14.75	4.0%
FRANKLIN	22.64	3.3%	2.69	7.6%	0.13	3.5%	1.27	7.3%	0.57	4.2%
GASTON	241.57	3.1%	39.14	7.5%	1.89	3.4%	13.87	7.1%	3.96	4.0%
GATES	6.21	0.6%	0.55	4.8%	0.02	0.9%	0.39	4.5%	0.23	1.4%
GRAHAM	25.54	-0.7%	4.49	3.3%	0.25	0.2%	1.20	3.2%	1.70	0.2%
GRANVILLE	45.69	3.2%	5.79	7.6%	0.29	3.5%	2.71	7.2%	1.29	4.1%
GREENE	5.60	0.2%	0.56	4.4%	0.03	0.4%	0.32	4.1%	0.20	1.0%
GUILFORD	1,296.29	2.6%	328.05	6.9%	13.13	2.9%	67.39	6.6%	29.24	3.5%
HALIFAX	89.72	2.3%	10.99	6.6%	0.53	2.6%	5.57	6.3%	2.17	3.2%
HARNETT	80.41	3.2%	11.72	7.5%	0.60	3.5%	4.44	7.2%	1.86	4.1%
HAYWOOD	167.56	3.7%	35.76	8.1%	1.71	4.0%	9.29	7.7%	6.24	4.6%
HENDERSON	257.95	4.7%	46.85	8.3%	2.20	4.0%	11.74	8.8%	10.99	5.6%
HERTFORD	27.73	2.4%	3.59	6.7%	0.18	2.6%	1.67	6.3%	0.70	3.3%
HOKE	10.81	-1.6%	1.36	2.5%	0.07	-1.4%	0.61	2.2%	0.17	-0.8%
HYDE	33.54	1.1%	6.61	5.4%	0.38	1.4%	1.59	5.0%	1.82	2.0%
IREDELL	233.80	3.2%	37.10	7.5%	1.82	3.5%	12.92	7.2%	7.11	4.1%
JACKSON	175.92	2.8%	41.53	7.1%	1.71	3.1%	9.79	6.8%	8.04	3.7%
JOHNSTON	221.72	3.2%	34.65	7.5%	1.77	3.4%	12.46	7.2%	5.55	4.0%
JONES	3.99	0.5%	0.55	4.7%	0.02	0.7%	0.25	4.4%	0.12	1.3%
LEE	71.64	3.1%	12.87	7.4%	0.62	3.4%	4.15	7.1%	1.44	4.0%
LENOIR	81.11	-1.0%	13.82	3.2%	0.61	-0.7%	4.56	2.8%	1.57	-0.1%
LINCOLN	52.38	3.3%	8.61	7.7%	0.38	3.6%	2.92	7.3%	1.56	4.2%
MACON	154.23	3.7%	27.28	8.0%	1.26	3.9%	6.95	7.7%	12.22	4.6%
MADISON	35.85	3.4%	7.12	7.8%	0.33	3.7%	1.85	7.4%	1.63	4.3%
MARTIN	30.29	0.3%	4.62	4.5%	0.23	0.6%	1.67	4.2%	0.74	1.2%
MCDOWELL	54.30	3.3%	8.31	7.6%	0.42	3.6%	2.88	7.3%	1.95	4.2%
MECKLENBURG	5,037.90	3.0%	1,725.89	6.8%	49.87	3.2%	238.87	7.0%	122.42	3.9%
MITCHELL	22.12	0.7%	3.44	4.9%	0.16	1.0%	0.98	4.6%	0.95	1.5%
MONTGOMERY	27.65	4.5%	2.86	8.9%	0.11	4.8%	1.29	8.6%	2.83	5.5%
MOORE	441.84	0.7%	101.04	4.4%	5.45	1.1%	22.66	4.6%	13.03	1.5%
NASH	276.18	4.1%	54.69	8.1%	2.98	4.2%	14.56	8.1%	7.47	5.0%
NEW HANOVER	520.86	2.6%	121.05	6.9%	5.84	2.8%	25.37	6.5%	20.80	3.4%
NORTHAMPTON	13.64	2.6%	1.61	6.9%	0.05	2.9%	0.62	6.6%	1.16	3.5%

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ONSLow	216.18	-0.5%	40.85	3.7%	1.75	-0.2%	11.39	3.4%	8.14	0.4%
ORANGE	184.45	1.5%	35.50	5.8%	1.82	1.8%	9.98	5.5%	3.97	2.4%
PAMLICO	17.11	0.7%	2.07	4.8%	0.08	1.0%	0.71	4.6%	1.87	1.6%
PASQUOTANK	59.47	4.4%	9.25	8.8%	0.49	4.7%	3.30	8.5%	1.34	5.3%
PENDER	92.34	3.0%	16.31	7.4%	0.82	3.3%	4.45	7.0%	6.38	3.9%
PERQUIMANS	9.80	-2.0%	1.21	2.1%	0.04	-1.7%	0.41	1.8%	1.11	-1.2%
PERSON	35.41	3.1%	4.47	7.4%	0.22	3.4%	2.10	7.1%	0.78	4.0%
PITT	218.83	2.3%	44.07	6.6%	2.07	2.6%	11.44	6.3%	4.82	3.2%
POLK	26.76	11.8%	3.92	16.5%	0.20	12.1%	1.41	16.2%	1.51	12.8%
RANDOLPH	131.34	2.3%	20.52	6.6%	0.95	2.6%	8.01	6.3%	2.12	3.2%
RICHMOND	46.91	4.4%	8.50	8.8%	0.42	4.7%	2.50	8.5%	0.88	5.3%
ROBESON	137.88	3.5%	21.04	7.8%	1.11	3.7%	8.05	7.5%	2.73	4.4%
ROCKINGHAM	67.65	3.4%	11.35	7.7%	0.55	3.6%	3.60	7.4%	1.63	4.3%
ROWAN	160.47	4.3%	26.83	8.7%	1.36	4.6%	8.55	8.4%	5.15	5.2%
RUTHERFORD	164.09	4.1%	23.81	8.5%	1.22	4.4%	9.88	8.2%	4.93	5.0%
SAMPSON	48.29	2.4%	6.36	6.7%	0.29	2.7%	2.73	6.4%	1.53	3.3%
SCOTLAND	42.22	2.8%	7.05	7.1%	0.37	3.1%	2.34	6.8%	0.74	3.7%
STANLY	76.18	3.0%	10.26	7.3%	0.49	3.2%	4.46	7.0%	2.26	3.8%
STOKES	23.40	0.8%	3.06	5.1%	0.13	1.1%	1.20	4.8%	0.91	1.7%
SURRY	116.62	2.8%	17.24	7.1%	0.81	3.0%	6.51	6.7%	2.49	3.6%
SWAIN	193.21	3.4%	56.02	7.7%	2.13	3.7%	12.08	7.4%	4.25	4.3%
TRANSYLVANIA	88.86	2.8%	16.47	7.2%	0.77	3.1%	3.45	6.8%	4.06	3.7%
TYRRELL	3.57	0.7%	0.35	4.9%	0.02	1.0%	0.17	4.6%	0.34	1.6%
UNION	126.00	4.6%	20.13	9.0%	0.99	4.9%	7.00	8.6%	2.25	5.5%
VANCE	46.17	4.7%	6.37	9.1%	0.29	5.0%	2.79	8.8%	1.35	5.6%
WAKE	2,072.03	3.3%	663.92	7.6%	21.90	3.6%	100.04	7.3%	54.85	4.2%
WARREN	25.44	-2.2%	3.16	1.9%	0.12	-1.9%	0.94	1.6%	2.25	-1.3%
WASHINGTON	14.69	0.3%	1.97	4.5%	0.09	0.6%	0.83	4.2%	0.62	1.2%
WATAUGA	231.44	2.5%	52.24	6.8%	2.64	2.6%	11.61	6.5%	9.03	3.4%
WAYNE	156.15	3.2%	21.26	7.6%	1.03	3.5%	9.80	7.2%	2.38	4.1%
WILKES	72.19	3.1%	10.83	7.4%	0.54	3.4%	3.58	7.1%	1.73	4.0%
WILSON	111.25	4.0%	16.70	8.4%	0.83	4.3%	6.60	8.1%	2.13	4.9%
YADKIN	36.16	3.1%	6.36	7.5%	0.35	3.4%	1.95	7.1%	0.88	4.0%
YANCEY	34.73	0.6%	5.76	4.9%	0.24	0.9%	1.56	4.5%	2.43	1.5%
STATE TOTALS	\$21,961.21	3.0%	\$5,272.11	7.1%	211.49	3.2%	\$1,125.54	7.0%	\$660.84	3.9%