

**2015 County Tourism Statistics by NC Prosperity Zone**

County	2015 Expenditures	Percent Change	2015 Payroll	Percent Change	2015 Employment	Percent Change	2015 State Tax Receipts	Percent Change	2015 Local Tax Receipts	Percent Change
	(\$ millions)	(2014 - 2015)	(\$ millions)	(2014 - 2015)	(thousands)	(2014 - 2015)	(\$ millions)	(2014 - 2015)	(\$ millions)	(2014 - 2015)
<b>Southeast</b>										
Brunswick	\$508.88	2.5%	\$97.62	6.8%	5.33	2.8%	\$23.63	6.5%	\$30.77	3.4%
Carteret	336.96	3.8%	61.75	7.9%	3.33	4.0%	15.22	7.8%	19.71	4.7%
Craven	130.55	2.5%	25.39	6.8%	1.10	2.8%	7.17	6.5%	2.83	3.4%
Duplin	39.16	2.1%	4.59	6.4%	0.21	2.4%	2.29	6.0%	1.27	3.0%
Greene	5.60	0.2%	0.56	4.4%	0.03	0.4%	0.32	4.1%	0.20	1.0%
Jones	3.99	0.5%	0.55	4.7%	0.02	0.7%	0.25	4.4%	0.12	1.3%
Lenoir	81.11	-1.0%	13.82	3.2%	0.61	-0.7%	4.56	2.8%	1.57	-0.1%
New Hanover	520.86	2.6%	121.05	6.9%	5.84	2.8%	25.37	6.5%	20.80	3.4%
Onslow	216.18	-0.5%	40.85	3.7%	1.75	-0.2%	11.39	3.4%	8.14	0.4%
Pamlico	17.11	0.7%	2.07	4.8%	0.08	1.0%	0.71	4.6%	1.87	1.6%
Pender	92.34	3.0%	16.31	7.4%	0.82	3.3%	4.45	7.0%	6.38	3.9%
Wayne	156.15	3.2%	21.26	7.6%	1.03	3.5%	9.80	7.2%	2.38	4.1%
<b>Total</b>	<b>\$2,108.89</b>	<b>2.3%</b>	<b>\$405.83</b>	<b>6.6%</b>	<b>20.14</b>	<b>2.8%</b>	<b>\$105.16</b>	<b>6.2%</b>	<b>\$96.04</b>	<b>3.3%</b>
<b>State Totals</b>	<b>\$21,961.21</b>	<b>3.0%</b>	<b>\$5,272.11</b>	<b>7.1%</b>	<b>211.49</b>	<b>3.2%</b>	<b>\$1,125.54</b>	<b>7.0%</b>	<b>\$660.84</b>	<b>3.9%</b>
<b>Northeast</b>										
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%
Camden	1.97	0.3%	0.22	4.5%	0.01	0.6%	0.11	4.2%	0.16	1.1%
Chowan	20.02	2.8%	3.04	7.2%	0.15	3.1%	0.98	6.8%	1.26	3.7%
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%
Edgecombe	55.98	0.8%	7.87	5.1%	0.36	1.1%	3.13	4.8%	0.99	1.7%
Gates	6.21	0.6%	0.55	4.8%	0.02	0.9%	0.39	4.5%	0.23	1.4%
Halifax	89.72	2.3%	10.99	6.6%	0.53	2.6%	5.57	6.3%	2.17	3.2%
Hertford	27.73	2.4%	3.59	6.7%	0.18	2.6%	1.67	6.3%	0.70	3.3%
Hyde	33.54	1.1%	6.61	5.4%	0.38	1.4%	1.59	5.0%	1.82	2.0%
Martin	30.29	0.3%	4.62	4.5%	0.23	0.6%	1.67	4.2%	0.74	1.2%
Nash	276.18	4.1%	54.69	8.1%	2.98	4.2%	14.56	8.1%	7.47	5.0%
Northampton	13.64	2.6%	1.61	6.9%	0.05	2.9%	0.62	6.6%	1.16	3.5%
Pasquotank	59.47	4.4%	9.25	8.8%	0.49	4.7%	3.30	8.5%	1.34	5.3%
Perquimans	9.80	-2.0%	1.21	2.1%	0.04	-1.7%	0.41	1.8%	1.11	-1.2%
Pitt	218.83	2.3%	44.07	6.6%	2.07	2.6%	11.44	6.3%	4.82	3.2%
Tyrrell	3.57	0.7%	0.35	4.9%	0.02	1.0%	0.17	4.6%	0.34	1.6%
Washington	14.69	0.3%	1.97	4.5%	0.09	0.6%	0.83	4.2%	0.62	1.2%
Wilson	111.25	4.0%	16.70	8.4%	0.83	4.3%	6.60	8.1%	2.13	4.9%
<b>Total</b>	<b>\$2,263.41</b>	<b>3.0%</b>	<b>\$430.21</b>	<b>7.3%</b>	<b>23.23</b>	<b>3.2%</b>	<b>\$114.53</b>	<b>7.0%</b>	<b>\$86.18</b>	<b>3.8%</b>
<b>State Totals</b>	<b>\$21,961.21</b>	<b>3.0%</b>	<b>\$5,272.11</b>	<b>7.1%</b>	<b>211.49</b>	<b>3.2%</b>	<b>\$1,125.54</b>	<b>7.0%</b>	<b>\$660.84</b>	<b>3.9%</b>

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County	2015 Expenditures	Percent Change	2015 Payroll	Percent Change	2015 Employment	Percent Change	2015 State Tax Receipts	Percent Change	2015 Local Tax Receipts	Percent Change
	(\$ millions)	(2014 - 2015)	(\$ millions)	(2014 - 2015)	(thousands)	(2014 - 2015)	(\$ millions)	(2014 - 2015)	(\$ millions)	(2014 - 2015)
<b>Sandhills (South Central)</b>										
Bladen	37.99	3.1%	4.07	7.5%	0.19	3.4%	2.32	7.1%	1.09	4.0%
Columbus	52.49	2.8%	6.43	7.2%	0.30	3.1%	3.04	6.8%	1.43	3.7%
Cumberland	504.19	2.9%	93.59	5.0%	4.40	2.5%	27.23	6.9%	10.61	3.8%
Hoke	10.81	-1.6%	1.36	2.5%	0.07	-1.4%	0.61	2.2%	0.17	-0.8%
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%
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%
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%
<b>Total</b>	<b>\$1,350.27</b>	<b>2.2%</b>	<b>\$252.32</b>	<b>5.3%</b>	<b>12.70</b>	<b>2.1%</b>	<b>\$72.76</b>	<b>6.2%</b>	<b>\$35.04</b>	<b>3.1%</b>
<b>State Totals</b>	<b>\$21,961.21</b>	<b>3.0%</b>	<b>\$5,272.11</b>	<b>7.1%</b>	<b>211.49</b>	<b>3.2%</b>	<b>\$1,125.54</b>	<b>7.0%</b>	<b>\$660.84</b>	<b>3.9%</b>
<b>North Central</b>										
Chatham	\$32.46	2.4%	\$3.99	6.7%	0.18	2.7%	\$1.93	6.4%	\$0.59	3.3%
Durham	727.04	3.9%	152.84	8.3%	8.30	4.2%	38.97	7.9%	24.28	4.8%
Franklin	22.64	3.3%	2.69	7.6%	0.13	3.5%	1.27	7.3%	0.57	4.2%
Granville	45.69	3.2%	5.79	7.6%	0.29	3.5%	2.71	7.2%	1.29	4.1%
Harnett	80.41	3.2%	11.72	7.5%	0.60	3.5%	4.44	7.2%	1.86	4.1%
Johnston	221.72	3.2%	34.65	7.5%	1.77	3.4%	12.46	7.2%	5.55	4.0%
Lee	71.64	3.1%	12.87	7.4%	0.62	3.4%	4.15	7.1%	1.44	4.0%
Orange	184.45	1.5%	35.50	5.8%	1.82	1.8%	9.98	5.5%	3.97	2.4%
Person	35.41	3.1%	4.47	7.4%	0.22	3.4%	2.10	7.1%	0.78	4.0%
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%
<b>Total</b>	<b>\$3,565.09</b>	<b>3.3%</b>	<b>\$937.98</b>	<b>7.6%</b>	<b>36.24</b>	<b>3.6%</b>	<b>\$181.77</b>	<b>7.3%</b>	<b>\$98.77</b>	<b>4.1%</b>
<b>State Totals</b>	<b>\$21,961.21</b>	<b>3.0%</b>	<b>\$5,272.11</b>	<b>7.1%</b>	<b>211.49</b>	<b>3.2%</b>	<b>\$1,125.54</b>	<b>7.0%</b>	<b>\$660.84</b>	<b>3.9%</b>
<b>Piedmont Triad (Central)</b>										
Alamance	\$171.88	1.4%	\$27.99	5.6%	1.35	1.6%	\$10.13	5.3%	\$2.99	2.2%
Caswell	8.46	3.2%	0.90	7.9%	0.04	3.9%	0.40	7.2%	0.60	4.1%
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%
Forsyth	809.30	3.1%	140.83	7.4%	6.59	3.3%	48.04	7.1%	14.75	4.0%
Guilford	1,296.29	2.6%	328.05	6.9%	13.13	2.9%	67.39	6.6%	29.24	3.5%
Randolph	131.34	2.3%	20.52	6.6%	0.95	2.6%	8.01	6.3%	2.12	3.2%
Rockingham	67.65	3.4%	11.35	7.7%	0.55	3.6%	3.60	7.4%	1.63	4.3%
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%
Yadkin	36.16	3.1%	6.36	7.5%	0.35	3.4%	1.95	7.1%	0.88	4.0%
<b>Total</b>	<b>\$2,850.90</b>	<b>2.7%</b>	<b>\$584.96</b>	<b>7.0%</b>	<b>25.19</b>	<b>3.0%</b>	<b>\$157.90</b>	<b>6.7%</b>	<b>\$61.25</b>	<b>3.6%</b>
<b>State Totals</b>	<b>\$21,961.21</b>	<b>3.0%</b>	<b>\$5,272.11</b>	<b>7.1%</b>	<b>211.49</b>	<b>3.2%</b>	<b>\$1,125.54</b>	<b>7.0%</b>	<b>\$660.84</b>	<b>3.9%</b>

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<b>Southwest</b>										
Anson	\$16.48	-3.0%	\$2.06	1.1%	0.10	-2.7%	\$0.97	0.8%	\$0.40	-2.2%
Cabarrus	411.58	2.9%	92.97	6.8%	4.32	3.1%	23.55	6.9%	7.18	3.8%
Cleveland	101.10	4.5%	14.92	8.9%	0.68	4.6%	6.00	8.6%	1.77	5.4%
Gaston	241.57	3.1%	39.14	7.5%	1.89	3.4%	13.87	7.1%	3.96	4.0%
Iredell	233.80	3.2%	37.10	7.5%	1.82	3.5%	12.92	7.2%	7.11	4.1%
Lincoln	52.38	3.3%	8.61	7.7%	0.38	3.6%	2.92	7.3%	1.56	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%
Rowan	160.47	4.3%	26.83	8.7%	1.36	4.6%	8.55	8.4%	5.15	5.2%
Stanly	76.18	3.0%	10.26	7.3%	0.49	3.2%	4.46	7.0%	2.26	3.8%
Union	126.00	4.6%	20.13	9.0%	0.99	4.9%	7.00	8.6%	2.25	5.5%
<b>Total</b>	<b>\$6,457.46</b>	<b>3.1%</b>	<b>\$1,977.91</b>	<b>6.9%</b>	<b>61.90</b>	<b>3.3%</b>	<b>\$319.12</b>	<b>7.1%</b>	<b>\$154.06</b>	<b>4.0%</b>
<b>State Totals</b>	<b>\$21,961.21</b>	<b>3.0%</b>	<b>\$5,272.11</b>	<b>7.1%</b>	<b>211.49</b>	<b>3.2%</b>	<b>\$1,125.54</b>	<b>7.0%</b>	<b>\$660.84</b>	<b>3.9%</b>
<b>Northwest</b>										
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%
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%
Burke	94.00	2.9%	13.95	7.2%	0.70	3.2%	5.21	6.9%	2.63	3.8%
Caldwell	51.16	2.4%	7.87	6.7%	0.35	2.7%	2.81	6.4%	1.57	3.3%
Catawba	252.79	4.5%	46.51	8.2%	2.28	4.3%	13.99	8.6%	7.47	5.4%
McDowell	54.30	3.3%	8.31	7.6%	0.42	3.6%	2.88	7.3%	1.95	4.2%
Mitchell	22.12	0.7%	3.44	4.9%	0.16	1.0%	0.98	4.6%	0.95	1.5%
Watauga	231.44	2.5%	52.24	6.8%	2.64	2.6%	11.61	6.5%	9.03	3.4%
Wilkes	72.19	3.1%	10.83	7.4%	0.54	3.4%	3.58	7.1%	1.73	4.0%
Yancey	34.73	0.6%	5.76	4.9%	0.24	0.9%	1.56	4.5%	2.43	1.5%
<b>Total</b>	<b>\$1,019.25</b>	<b>2.9%</b>	<b>\$189.98</b>	<b>6.9%</b>	<b>9.27</b>	<b>2.9%</b>	<b>\$53.12</b>	<b>6.9%</b>	<b>\$37.78</b>	<b>3.5%</b>
<b>State Totals</b>	<b>\$21,961.21</b>	<b>3.0%</b>	<b>\$5,272.11</b>	<b>7.0%</b>	<b>211.49</b>	<b>3.2%</b>	<b>\$1,125.54</b>	<b>7.0%</b>	<b>\$660.84</b>	<b>3.9%</b>
<b>Western</b>										
Buncombe	\$1,000.95	3.9%	\$221.68	8.3%	10.64	4.0%	\$51.04	8.0%	\$32.36	4.8%
Cherokee	42.44	7.8%	6.58	11.7%	0.34	7.4%	1.97	8.9%	2.41	5.8%
Clay	12.60	-3.1%	1.41	1.0%	0.06	-2.8%	0.52	0.7%	1.39	-2.2%
Graham	25.54	-0.7%	4.49	3.3%	0.25	0.2%	1.20	3.2%	1.70	0.2%
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%
Jackson	175.92	2.8%	41.53	7.1%	1.71	3.1%	9.79	6.8%	8.04	3.7%
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%
Polk	26.76	11.8%	3.92	16.5%	0.20	12.1%	1.41	16.2%	1.51	12.8%
Rutherford	164.09	4.1%	23.81	8.5%	1.22	4.4%	9.88	8.2%	4.93	5.0%
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%
<b>Total</b>	<b>\$2,345.95</b>	<b>3.9%</b>	<b>\$492.93</b>	<b>8.1%</b>	<b>22.81</b>	<b>3.9%</b>	<b>\$121.18</b>	<b>7.9%</b>	<b>\$91.73</b>	<b>4.6%</b>
<b>State Totals</b>	<b>\$21,961.21</b>	<b>3.0%</b>	<b>\$5,272.11</b>	<b>7.0%</b>	<b>211.49</b>	<b>3.2%</b>	<b>\$1,125.54</b>	<b>7.0%</b>	<b>\$660.84</b>	<b>3.9%</b>

\*Data from The 2015 Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, 2016.