

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	MECKLENBURG	\$5,163.74	2.5%	\$1,785.54	3.5%	50.80	1.9%	\$246.24	3.1%	\$125.79	2.8%
2	WAKE	2,171.14	4.8%	701.93	5.7%	22.74	3.8%	105.43	5.4%	57.63	5.1%
3	GUILFORD	1,349.31	4.1%	344.66	5.1%	13.54	3.1%	70.55	4.7%	30.51	4.4%
4	DARE	1,101.63	4.6%	235.58	5.6%	13.18	3.7%	53.14	5.3%	49.34	4.9%
5	BUNCOMBE	1,071.66	7.1%	239.56	8.1%	11.29	6.1%	54.96	7.7%	34.73	7.3%
6	FORSYTH	846.67	4.6%	148.71	5.6%	6.84	3.7%	50.55	5.2%	15.47	4.9%
7	DURHAM	776.29	6.8%	164.72	7.8%	8.78	5.8%	41.85	7.4%	25.99	7.0%
8	NEW HANOVER	554.29	6.4%	130.02	7.4%	6.16	5.5%	27.16	7.0%	22.19	6.7%
9	BRUNSWICK	544.35	7.0%	105.40	8.0%	5.65	6.0%	25.42	7.6%	33.00	7.2%
10	CUMBERLAND	525.95	4.3%	98.55	5.3%	4.55	3.4%	28.57	4.9%	11.09	4.6%
11	MOORE	469.41	6.2%	108.35	7.2%	5.73	5.3%	24.21	6.9%	13.88	6.5%
12	CABARRUS	433.42	5.3%	98.82	6.3%	4.50	4.4%	24.94	5.9%	7.58	5.6%
13	CARTERET	351.67	4.4%	65.05	5.3%	3.45	3.4%	15.97	5.0%	20.63	4.6%
14	NASH	288.58	4.5%	57.68	5.5%	3.08	3.5%	15.30	5.1%	7.83	4.8%
15	HENDERSON	275.02	6.6%	50.42	7.6%	2.33	5.7%	12.58	7.2%	11.75	6.9%
16	CATAWBA	264.75	4.7%	49.17	5.7%	2.37	3.8%	14.73	5.3%	7.84	5.0%
17	GASTON	251.89	4.3%	41.20	5.2%	1.95	3.3%	14.54	4.9%	4.14	4.5%
18	WATAUGA	248.55	7.4%	56.63	8.4%	2.81	6.4%	12.54	8.0%	9.72	7.7%
19	IREDELL	247.51	5.9%	39.65	6.9%	1.91	4.9%	13.76	6.5%	7.55	6.1%
20	JOHNSTON	232.70	5.0%	36.71	5.9%	1.84	4.0%	13.15	5.6%	5.84	5.2%
21	PITT	231.40	5.7%	47.04	6.7%	2.17	4.8%	12.16	6.4%	5.11	6.0%
22	CURRITUCK	224.64	4.6%	40.08	5.4%	2.05	2.5%	10.60	4.8%	12.77	4.5%
23	ONSLOW	222.24	2.8%	42.39	3.8%	1.78	1.9%	11.77	3.4%	8.39	3.1%
24	SWAIN	202.54	4.8%	59.27	5.8%	2.21	3.9%	12.74	5.4%	4.46	5.1%
25	ORANGE	192.84	4.5%	37.46	5.5%	1.89	3.6%	10.49	5.2%	4.16	4.8%
26	JACKSON	188.45	7.1%	44.91	8.1%	1.81	6.2%	10.55	7.7%	8.63	7.4%
27	ALAMANCE	\$179.95	4.7%	\$29.58	5.7%	\$1.40	3.7%	\$10.66	5.3%	\$3.13	5.0%
28	HAYWOOD	178.79	6.7%	38.51	7.7%	1.81	5.7%	9.97	7.3%	6.67	7.0%
29	RUTHERFORD	173.97	6.0%	25.48	7.0%	1.28	5.1%	10.53	6.6%	5.24	6.3%
30	ROWAN	166.99	4.1%	28.18	5.0%	1.40	3.1%	8.95	4.7%	5.37	4.3%
31	MACON	164.14	6.4%	29.31	7.4%	1.33	5.5%	7.44	7.0%	13.03	6.7%
32	WAYNE	162.41	4.0%	22.32	5.0%	1.06	3.1%	10.25	4.6%	2.48	4.3%
33	DAVIDSON	159.69	3.0%	23.02	3.4%	1.03	2.4%	9.03	3.6%	5.19	3.2%
34	ROBESON	144.79	5.0%	22.30	6.0%	1.16	4.1%	8.50	5.6%	2.87	5.3%

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35	RANDOLPH	138.98	5.8%	21.91	6.8%	1.00	4.9%	8.53	6.4%	2.25	6.1%
36	CRAVEN	136.99	4.9%	26.89	5.9%	1.14	4.0%	7.57	5.5%	2.98	5.2%
37	UNION	133.40	5.9%	21.51	6.9%	1.04	4.9%	7.46	6.5%	2.39	6.1%
38	SURRY	121.24	4.0%	18.09	4.9%	0.84	3.0%	6.81	4.6%	2.60	4.2%
39	AVERY	119.45	5.1%	27.93	6.1%	1.30	4.2%	6.03	5.7%	5.26	5.4%
40	WILSON	115.69	4.0%	17.53	5.0%	0.86	3.0%	6.91	4.6%	2.22	4.2%
41	CLEVELAND	107.02	5.9%	15.95	6.8%	0.72	4.9%	6.39	6.5%	1.88	6.1%
42	BURKE	98.56	4.9%	14.76	5.8%	0.73	3.9%	5.49	5.5%	2.77	5.1%
43	TRANSYLVANIA	94.76	6.6%	17.73	7.6%	0.81	5.7%	3.70	7.3%	4.34	6.9%
44	PENDER	92.31	0.0%	16.46	0.9%	0.81	-0.9%	4.47	0.5%	6.39	0.2%
45	HALIFAX	91.84	2.4%	11.30	2.8%	0.54	1.7%	5.73	3.0%	2.23	2.6%
46	HARNETT	85.10	5.8%	12.52	6.8%	0.63	4.9%	4.72	6.4%	1.97	6.1%
47	LENOIR	84.18	3.8%	14.48	4.8%	0.63	2.9%	4.76	4.4%	1.63	4.0%
48	BEAUFORT	81.36	4.7%	10.93	5.7%	0.47	3.8%	4.17	5.3%	4.79	5.0%
49	STANLY	79.42	4.2%	10.79	5.2%	0.51	3.3%	4.68	4.8%	2.36	4.5%
50	LEE	75.30	5.1%	13.65	6.1%	0.65	4.2%	4.39	5.7%	1.51	5.4%
51	WILKES	74.88	3.7%	11.34	4.7%	0.55	2.8%	3.73	4.3%	1.80	4.0%
52	ROCKINGHAM	70.91	4.8%	12.01	5.8%	0.57	3.9%	3.79	5.4%	1.71	5.1%
53	PASQUOTANK	62.37	4.9%	9.79	5.9%	0.51	3.9%	3.48	5.5%	1.41	5.1%
54	EDGECOMBE	58.03	3.7%	8.23	4.6%	0.37	2.7%	3.27	4.3%	1.03	3.9%
55	MCDOWELL	56.62	4.3%	8.75	5.2%	0.44	3.3%	3.02	4.9%	2.04	4.5%
56	ASHE	54.96	6.5%	8.34	7.5%	0.42	5.6%	2.87	7.1%	2.95	6.8%
57	LINCOLN	53.60	2.3%	8.90	3.3%	0.39	1.4%	3.01	2.9%	1.60	2.6%
58	COLUMBUS	53.52	2.0%	6.59	2.4%	0.30	1.3%	3.12	2.5%	1.46	2.2%
59	CALDWELL	52.57	2.8%	8.15	3.5%	0.36	1.9%	2.91	3.3%	1.61	3.0%
60	SAMPSON	50.60	4.8%	6.73	5.8%	0.30	3.8%	2.88	5.4%	1.61	5.0%
61	CHEROKEE	48.18	13.5%	7.54	14.6%	0.38	12.5%	2.24	14.2%	2.74	13.8%
62	VANCE	48.14	4.3%	6.71	5.2%	0.30	3.3%	2.93	4.9%	1.41	4.5%
63	RICHMOND	47.85	2.0%	8.71	2.5%	0.42	1.3%	2.56	2.6%	0.90	2.3%
64	GRANVILLE	47.11	3.1%	6.02	4.1%	0.30	2.2%	2.81	3.7%	1.33	3.4%
65	SCOTLAND	43.71	3.5%	7.37	4.5%	0.38	2.6%	2.44	4.1%	0.76	3.8%
66	DUPLIN	39.96	2.0%	4.71	2.6%	0.21	1.4%	2.35	2.6%	1.30	2.3%
67	BLADEN	38.70	1.9%	4.16	2.2%	0.19	1.4%	2.38	2.4%	1.11	2.1%

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68	MADISON	38.13	6.3%	7.64	7.3%	0.35	5.4%	1.98	6.9%	1.74	6.6%
69	YADKIN	37.94	4.9%	6.73	5.9%	0.36	4.0%	2.06	5.5%	0.92	5.2%
70	YANCEY	36.89	6.2%	6.18	7.2%	0.25	5.3%	1.67	6.8%	2.59	6.5%
71	DAVIE	36.50	5.1%	6.78	6.1%	0.30	4.1%	2.06	5.7%	0.65	5.4%
72	PERSON	36.38	2.7%	4.64	3.7%	0.22	1.8%	2.17	3.3%	0.81	3.0%
73	HYDE	34.67	3.4%	6.90	4.3%	0.39	2.4%	1.65	4.0%	1.89	3.6%
74	CHATHAM	33.81	4.2%	4.19	5.1%	0.19	3.2%	2.03	4.8%	0.62	4.4%
75	MARTIN	31.44	3.8%	4.84	4.8%	0.24	2.9%	1.74	4.4%	0.77	4.1%
76	MONTGOMERY	29.29	5.9%	3.06	6.9%	0.12	5.0%	1.37	6.5%	3.01	6.2%
77	HERTFORD	28.46	2.6%	3.72	3.6%	0.18	1.7%	1.73	3.2%	0.72	2.9%
78	POLK	28.37	6.0%	4.20	7.0%	0.21	5.1%	1.50	6.6%	1.60	6.3%
79	GRAHAM	26.92	5.4%	4.78	6.4%	0.27	4.5%	1.28	6.0%	1.80	5.7%
80	WARREN	25.44	0.0%	3.21	1.4%	0.12	-0.7%	0.94	0.6%	2.25	0.2%
81	STOKES	24.19	3.4%	3.20	4.3%	0.14	2.4%	1.25	4.0%	0.95	3.6%
82	ALLEGHANY	23.83	6.0%	4.42	7.0%	0.19	5.0%	1.15	6.6%	1.59	6.3%
83	FRANKLIN	23.54	4.0%	2.83	4.9%	0.13	3.0%	1.32	4.6%	0.59	4.2%
84	MITCHELL	23.05	4.2%	3.62	5.2%	0.17	3.2%	1.03	4.8%	1.00	4.4%
85	CHOWAN	21.29	6.3%	3.26	7.3%	0.16	5.4%	1.04	6.9%	1.35	6.6%
86	ALEXANDER	19.90	5.7%	3.04	6.7%	0.12	4.8%	1.12	6.3%	0.82	6.0%
87	PAMLICO	17.72	3.5%	2.17	4.5%	0.08	2.6%	0.74	4.1%	1.94	3.8%
88	ANSON	16.64	1.0%	2.08	1.1%	0.10	0.7%	0.99	1.5%	0.41	1.2%
89	WASHINGTON	15.02	2.3%	2.03	3.2%	0.10	1.3%	0.85	2.8%	0.64	2.5%
90	NORTHAMPTON	14.45	5.9%	1.72	6.9%	0.06	4.9%	0.66	6.5%	1.23	6.2%
91	CLAY	13.26	5.3%	1.50	6.2%	0.06	4.3%	0.55	5.9%	1.47	5.5%
92	BERTIE	13.18	-0.1%	1.34	0.9%	0.05	-1.0%	0.75	0.5%	0.73	0.2%
93	HOKE	11.42	5.7%	1.45	6.7%	0.08	4.7%	0.65	6.3%	0.18	5.9%
94	PERQUIMANS	10.41	6.2%	1.30	7.2%	0.05	5.2%	0.44	6.8%	1.18	6.4%
95	CASWELL	8.92	5.4%	0.95	6.3%	0.04	4.4%	0.43	6.0%	0.63	5.6%
96	GATES	6.23	0.3%	0.55	0.5%	0.02	-0.3%	0.39	0.8%	0.23	0.5%
97	GREENE	5.87	4.9%	0.60	5.8%	0.03	3.9%	0.33	5.5%	0.21	5.1%
98	JONES	4.05	1.7%	0.57	2.1%	0.02	1.0%	0.25	2.3%	0.13	1.9%
99	TYRRELL	3.63	1.5%	0.36	2.0%	0.02	0.8%	0.17	2.1%	0.34	1.8%
100	CAMDEN	2.01	1.8%	0.23	2.8%	0.01	0.9%	0.11	2.4%	0.16	2.1%
	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%