

**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	Percent	Payroll	Percent	Employment	Percent	State Tax	Receipts	Local Tax	Receipts
		(\$ Millions)	Change	(\$ Millions)	Change	(Thousands)	Change	(\$ Millions)	Percent Change	(\$ Millions)	Percent Change
			2015/16		2015/16		2015/16		2015/16		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%

**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
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%

**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
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%
	<b>STATE TOTALS</b>	<b>\$23,021.47</b>	<b>4.5%</b>	<b>\$5,558.72</b>	<b>5.2%</b>	<b>219.70</b>	<b>3.7%</b>	<b>\$1,187.24</b>	<b>5.1%</b>	<b>\$699.49</b>	<b>5.0%</b>