

**The Economic Impact  
Of Travel On  
North Carolina Counties  
2015**

A Study Prepared for the  
**North Carolina Division of  
Tourism, Film and Sports Development**  
by the  
U.S. Travel Association  
Washington, D.C.  
September 2016



## **PREFACE**

This study was conducted by the Research Department of the U.S. Travel Association for the **North Carolina Division of Tourism, Film and Sports Development**. The study provides preliminary 2015 and 2014 estimates of domestic and international travelers' expenditures in North Carolina, as well as the employment, payroll income, and federal, state and local tax revenue directly generated by these expenditures.

Additionally, this study provides 2015 and 2014 estimates of domestic traveler expenditures and employment, payroll income, and state and local tax revenue directly generated by these expenditures for each of 100 counties in North Carolina.

U.S. Travel Association  
Washington, D.C.  
September 2016

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## **INTRODUCTION**

This report presents preliminary 2015 estimates of the impact of the U.S. resident and international traveler expenditures in North Carolina, as well as the employment, payroll income and tax revenue directly generated by these expenditures. For the purpose of comparison, 2014 impact data are also included in this report.

All estimates of the economic impact of travel contained in this volume are the product of the U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The Travel Economic Impact Model (TEIM) was initially developed for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The original TEIM has been revised substantially based on more accurate and targeted input data available from governments and the private sector.

The domestic component of TEIM is based on national surveys conducted by the U.S. Travel Association and other travel-related data developed by the U.S. Travel Association, various federal agencies and national travel organizations each year. A summary of the methodology is provided in Appendix A.

The international traveler expenditure estimates are based on the Office of Travel and Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by the TEIM by incorporating the estimated international travelers' expenditures with the data series utilized to produce the domestic estimates.

U.S. residents traveling in North Carolina includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day or overnight trips to places 50 miles or more away from home. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

Since additional data relating to travel and its economic impact in 2015 will become available subsequent to this study, the U.S. Travel Association reserves the right to revise these estimates in the future.

## **EXECUTIVE SUMMARY**

- Domestic and international travelers directly spent \$22.3 billion in North Carolina during 2015, up 2.9 percent from 2014.
- Domestic and international travelers' expenditures directly generated 220,700 jobs in 2015, up 3.1 percent from 2014. These jobs composed 5.2 percent of total state non-agricultural employment in 2015.
- Domestic and international travelers' expenditures generated \$5.5 billion in payroll income for North Carolina during 2015. This represented an increase of 7.0 percent from 2014.
- On average, every \$103,273 spent by domestic and international travelers in North Carolina during 2015 supported one job.
- Domestic and international travelers' expenditures in North Carolina directly generated more than \$3.5 billion in tax revenue for federal, state and local governments in 2015, up 6.2 percent from 2014.
- In 2015, Mecklenburg County received \$5.0 billion in domestic travelers' expenditures to lead all of North Carolina's 100 counties. Wake County ranked second with \$2.1 billion, followed by Guilford County with \$1.3 billion.
- Forty-one of North Carolina's 100 counties received over \$100 million in domestic travelers' expenditures in 2015.
- Thirty-six counties in North Carolina indicated one thousand or more jobs were directly supported by domestic travelers during 2015.

## **NATIONAL SUMMARY 2015**

The U.S. economy on the whole performed relatively well in 2015, with real Gross Domestic Product (GDP) growing 2.6 percent from 2014. Matching the previous year's growth, the U.S. economy outpaced most other advanced economies in 2015.

The first three quarters of 2015 were characterized by solid economic growth. In the first quarter, a 2.0 percent annualized increase in real GDP reflected strong gains in business investment and inventory along with moderate consumer spending. These gains were balanced out by decreased trade, amidst the global headwinds of a strong dollar and the temporary west coast port shutdown.

In the second quarter, a 2.6 percent annualized increase in real GDP was encouraging, but masked a shift in the economy away from business investment and inventory spending. Trade and personal consumption increased their contribution to real GDP growth, but business investment slowed down considerably and inventories were not drawn down enough to warrant more investment, creating a drag on the economy.

This drag continued into the third quarter: 2.0 percent annualized growth in real GDP reflected continued slow-downs in business investment, especially in structures and inventory. In fact, despite a robust quarter of consumer spending (2.7 percent annualized), inventories were drawn down by a lesser amount than in previous quarters, prompting less incentive for businesses to improve inventory investment. Finally, in the fourth quarter, a consumer spending slowdown added more downward pressure on the economy; continued sluggishness from business investment and inventories dragged the economy down to 0.9 percent growth.

Global headwinds of low oil prices and a strong dollar continued to force a startling disconnect in the U.S. economy in 2016. Consumer spending increased, especially in the second quarter (6.2 percent annualized). However, this contribution was counterbalanced by substantial decreases in business investment and inventories (business investment, for instance, was down 9.7 percent annualized in the second quarter). The result was a very slow first half of 2016 for the economy: 0.8 percent annualized real GDP growth in the first quarter and 1.2 percent in the second quarter. While inventories may draw down enough with robust consumer spending numbers, it remains to be seen whether continued uncertainty will affect future business investment.

The U.S. employment situation continued to improve in 2015: nonfarm employment increased by 2.7 million jobs from December 2014 to 143.4 million jobs in December 2015. During the same period, the travel industry directly added 102,000 jobs, reaching 8.2 million in December 2015. Total personal income for 2015 also grew a solid 4.4 percent. Both indicators have seen steady gains coming into the first three months of 2016, with disposable income reaching high monthly gains for January and March of 0.4 percent per month.

Consumer inflation was mild in 2015. The overall CPI edged up just 0.1 percent and, excluding food and energy prices which tend to be more volatile, core CPI edged up 1.8 percent compared to 2014. The U.S. Travel Association's TPI, however, decreased sharply by 2.7 percent over the same period. Since spending on gasoline is one of the most important components of travelers'

expenditures, especially for auto travel, decreases in motor fuel prices during 2015 were a primary reason the TPI grew at a slower rate than CPI.

**Table 1: Overall U.S. Economic Indicators, 2013-2015**

<u>Sector</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Nominal gross domestic product (\$ Billions)	16,691.5	17,393.1	18,036.6
Real gross domestic product (\$ Billions)*	15,612.2	15,982.3	16,397.2
Real disposable personal income (\$ Billions)*	11,527.6	11,931.0	12,343.3
Real personal consumption expenditures (\$ Billions)*	10,565.4	10,868.9	11,214.7
Consumer price index**	233.0	236.7	237.0
Travel Price Index**	275.6	279.6	272.4
Nonfarm payroll employment (Millions)	136.4	139.0	141.9
Unemployment rate (%)	7.4	6.2	5.3
Percentage change from previous year			
Nominal gross domestic product	3.3%	4.2%	3.7%
Real gross domestic product	1.7%	2.4%	2.6%
Real disposable personal income	-1.4%	3.5%	3.5%
Real personal consumption expenditures	1.5%	2.9%	3.2%
Consumer price index	1.5%	1.6%	0.1%
Travel Price Index	0.9%	1.5%	-2.6%
Non-farm payroll employment	1.6%	1.9%	2.1%

Source: BEA, BLS, U.S. Travel Association

\* In chained 2009 dollars

\*\* 1982-84=100

## U.S. Travel Volume in 2015

Helped by a significant decline in gasoline prices, U.S. domestic travel, including leisure and business travel, increased notably by 3.3 percent to a total of 2.2 billion person-trips in 2015. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home.

Domestic leisure travel, which includes visits to friends and relatives as well as trips taken for outdoor recreation and entertainment purposes, increased 3.6 percent in 2015 to 1.7 billion person-trips and is forecasted to increase 2.1 percent in 2016. Leisure travel accounted for 78.9 percent of all U.S. domestic travel in 2015. Domestic business travel grew 1.9 percent in 2015 to 459.4 million person-trips and is expected to increase 0.6 percent in 2016.

International inbound travelers, including overnight visitors from Canada, Mexico and overseas, made 77.5 million visits<sup>1</sup> to the United States in 2015. Overseas visitor arrivals to the U.S. (from all countries except Canada and Mexico) reached 38.4 million in 2015 and accounted for half of

total international arrivals to the United States, according to U.S. Department of Commerce. Canadian overnight arrivals to the U.S are estimated to have decreased from 23 million in 2014 to 21 million in 2015, while Mexican overnight arrivals are estimated to have increased from 17 million in 2014 to 18 million in 2015.

### **Travel Expenditures in 2015**

Total domestic and international travelers spending in the U.S. increased 2.1 percent, growing from \$928 billion in 2014 to \$947 billion in 2015, not adjusted for inflation (excluding international airfare payments to the U.S airlines). After a slight lull, the U.S. Travel Association expects total domestic and international traveler expenditures to pick up to 2.7 percent growth in 2016.

Domestic travel expenditures grew 2.7 percent from 2014 to \$814 billion in 2015. International travelers, on the other hand, spent \$133 billion in the U.S. in 2015, a decrease of 2.0 percent<sup>2</sup> from 2014. It should be noted here that this traveler spending excludes international airfare payments to U.S. airlines, as well as international visitors' expenses on education, health care and expenditures by cross-border day-trip visitors and seasonal workers. International traveler spending is expected to bounce back in 2016, increasing 2.5 percent from 2015.

International airfare receipts are total passenger fares paid by international residents on U.S. flag air carriers. In 2015, international airfare receipts totaled \$42 billion, down 5.3 percent from 2014. In the first six months of 2016, international airfare receipts decreased 6.2 against the first quarter of 2015.

Leisure traveler spending totaled \$651 billion in 2015, a 0.9 percent increase from 2014, accounting for 68.7 percent of all traveler expenditures. Business traveler spending increased 4.7 percent over 2014 to \$296 billion in 2015, 31.3 percent of all traveler expenditures.

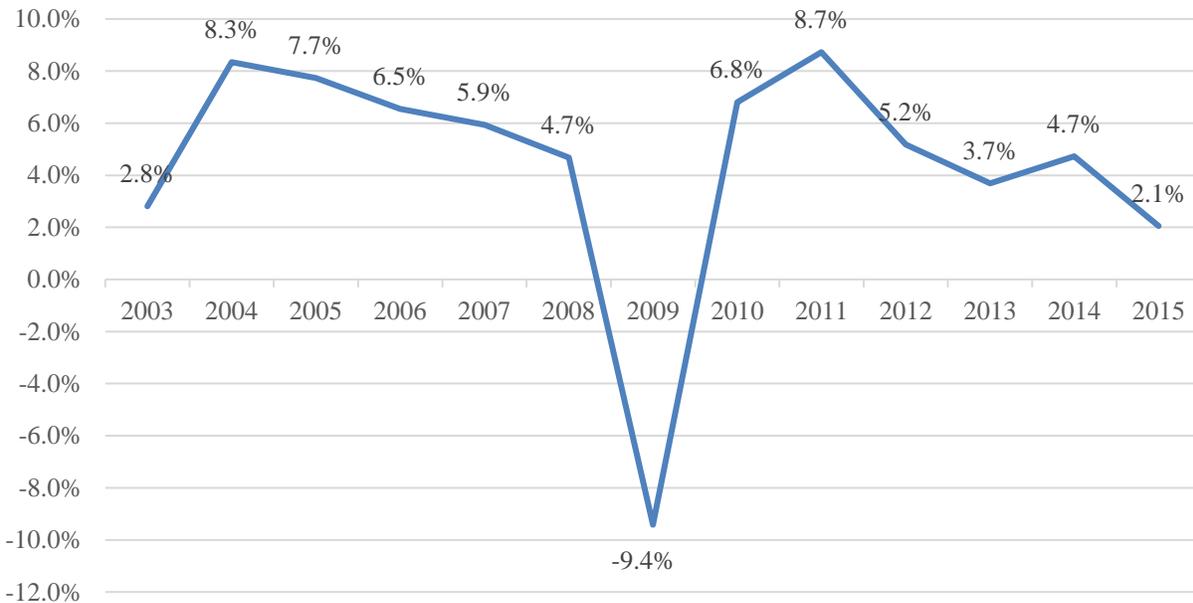
**Table 2: Travel Expenditures - U.S. Nationwide**

Category	2014 Spending (\$Billions)			2015 Spending (\$Billions)		
	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	\$160.6	\$15.0	\$175.6	\$162.9	\$14.9	\$177.8
Auto Transportation	161.2	1.6	162.8	148.0	1.6	149.6
Lodging	142.1	39.5	181.6	154.9	39.9	194.8
Foodservice	191.5	28.9	220.4	206.9	28.4	235.4
Entertainment & Recreation	82.2	10.6	92.7	83.8	10.6	94.5
General Retail Trade	54.8	40.1	94.9	57.5	37.5	95.0
<b>Total</b>	<b>\$792.4</b>	<b>\$135.7</b>	<b>\$928.1</b>	<b>\$814.1</b>	<b>\$133.0</b>	<b>\$947.1</b>

Source: U.S. Travel Association

\* Excludes international passenger fare payments.

**Changes of Direct Travel Expenditures\*  
in the U.S., 2003-2015**



Source: U.S. Travel Association.

\*Excludes international passenger fare payments.

## **Travel Employment in 2015**

The year 2015 continued the banner jobs recovery seen in the years following the Great Recession. After bottoming out in February 2010, the nonfarm payroll employee count, as measured by the Bureau of Labor Statistics (BLS), made a full recovery from the Great Recession in May 2014, surpassing the pre-recession jobs peak of nearly 138.4 million jobs in January 2008. The positive momentum continued: after adding three million jobs during the 12 months of 2014, the economy added another 2.7 million in 2015 to reach 143.1 million by December.

After peaking at 9.6 percent in 2010, the unemployment rate fell to an average monthly rate of 5.3 percent in 2015, starting at 5.7 percent in January and ending at 5.0 percent in December. The unemployment rate fell to 4.9 percent in January and February 2016, but returned to 5.0 percent in April, still above the 4.4 percent pre-recession low.

American service industries, of which the travel industry is a part, played a major role in the jobs recovery, accounting for 84.1 percent of the jobs recovered from 2010-2015. The travel industry joined healthcare, administrative services, accommodation and foodservices and retail trade, as one of the leading growth industries in terms of overall jobs created from 2010 to 2015. Travel accounted for 6.8 percent of nonfarm jobs created from 2010 to 2015, despite holding a 5.8 percent share of all nonfarm jobs in 2015.

In 2015, traveler spending directly supported over 8.2 million U.S. jobs, including both full-time and seasonal/part-time positions, up 1.9 percent from 2014. This job increase constituted 5.2 percent of total nonfarm job growth since 2014.

These 8.2 million travel-generated jobs constituted 5.8 percent of total nonfarm employment in the U.S. in 2015. Without these jobs, the 2015 national unemployment rate of 5.3 percent would have nearly doubled to 10.5 percent, an increase of 5.2 percentage points.

The travel industry remained a strong creator of jobs despite the Great Recession, passing its own pre-recession peak (7.7 million in 2008) in 2014. Between 2005 and 2015, total nonfarm employment in the U.S. increased 5.8 percent while travel-generated employment increased 8.6 percent. Focusing on the post-recession recovery, travel-generated employment increased 10.7 percent from 2010 to 2015, whereas total nonfarm employment increased 8.8 percent from the same years.

**Table 3: Travel Generated Employment - U.S. Nationwide**

Category	2014 Employment (Thousands)			2015 Employment (Thousands)		
	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	891.2	64.3	955.6	923.2	65.1	988.2
Auto Transportation	273.4	2.0	275.4	279.8	2.0	281.8
Lodging	1,245.6	255.2	1,500.8	1,276.3	243.7	1,520.0
Foodservice	2,804.9	417.7	3,222.6	2,907.9	396.8	3,304.7
Entertainment & Recreation	1,161.6	225.2	1,386.8	1,174.8	225.1	1,399.9
General Retail Trade	336.7	164.3	500.9	341.6	151.7	493.4
Travel Planning	165.4	0.0	165.4	169.4	0.0	169.4
<b>Total</b>	<b>6,878.8</b>	<b>1,128.7</b>	<b>8,007.4</b>	<b>7,073.0</b>	<b>1,084.4</b>	<b>8,157.4</b>

Source: U.S. Travel Association

\* Excludes jobs supported by international passenger fare payments.

U.S. Travel Trends, 2009-2018

**Table 4: U.S. Travel Forecasts**

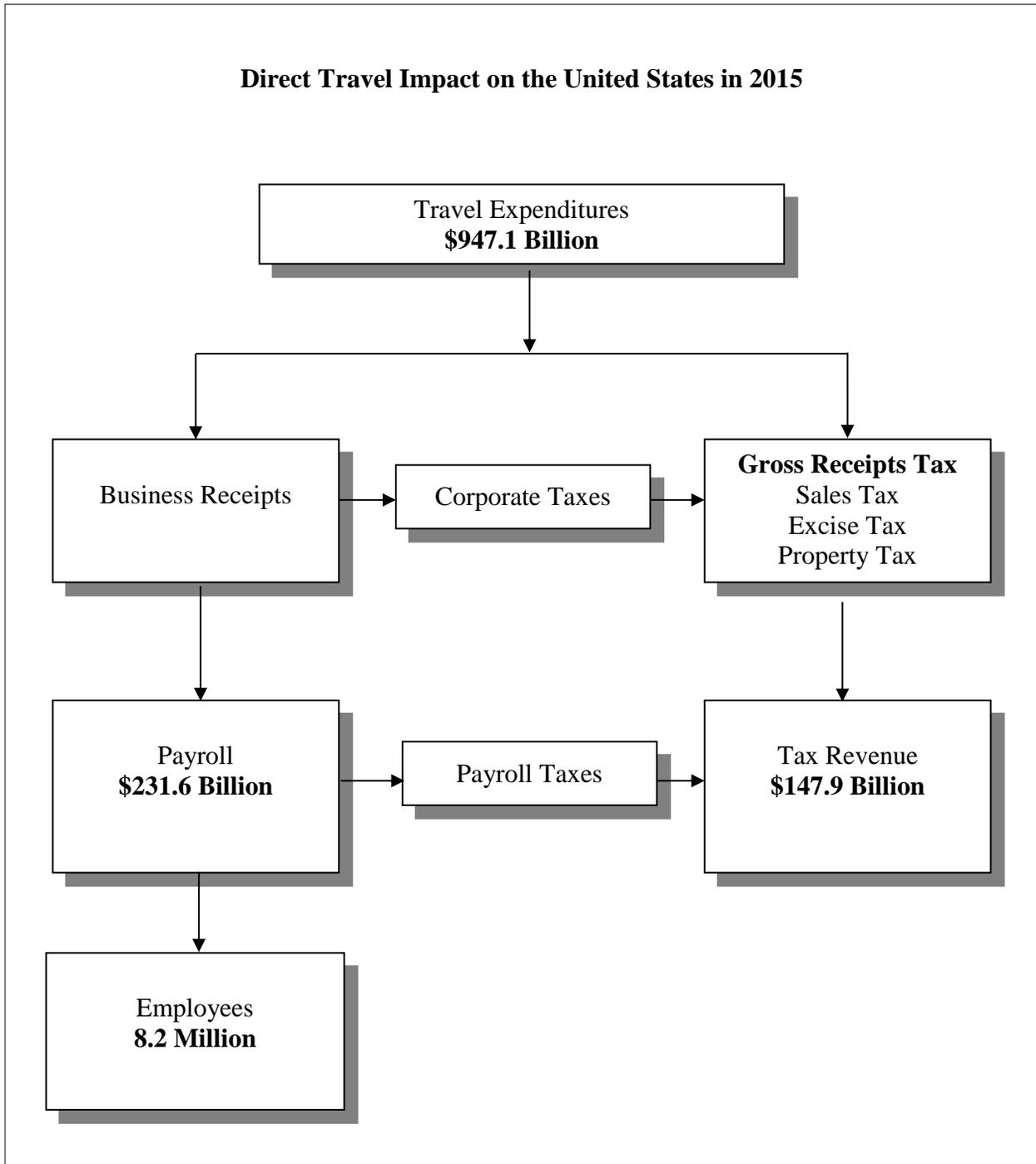
	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Real GDP (\$Billions) *	14,418.7	14,783.8	15,020.6	15,354.6	15,612.2	15,982.3	16,397.2	18,500.8	19,331.9	20,253.2
Unemployment Rate (%)	9.3	9.6	8.9	8.1	7.4	7.4	5.3	4.9	4.6	4.7
Consumer Price Index (CPI) **	214.5	218.1	224.9	229.6	233.0	236.7	237.1	240.0	245.2	250.4
Travel Price Index (TPI) **	241.5	250.7	266.9	273.0	275.6	279.6	272.4	275.1	283.7	293.3
Total Travel Expenditures in U.S. (\$Billions)	699.8	747.4	812.7	854.7	886.2	928.1	947.1	973.0	1,003.1	1,045.6
U.S. Residents	609.1	640.6	694.0	728.0	751.2	792.4	814.1	836.7	860.5	893.4
International Visitors ***	90.7	106.9	118.6	126.7	135.0	135.7	133.0	136.3	142.6	152.1
Total International Visitors to the U.S. (Millions)	55.1	60.0	62.8	66.7	70.0	74.8	77.5	79.1	81.7	85.4
Overseas Arrivals to the U.S. (Millions)	23.8	26.4	27.9	29.8	32.0	34.4	38.4	39.9	41.3	43.7
Total Domestic Person-Trips (Millions)	1,900.1	1,963.7	1,997.5	2,030.3	2,059.6	2,109.3	2,178.2	2,217.1	2,249.7	2,287.5
Business	434.3	446.4	440.7	439.4	444.9	451.0	459.4	462.2	466.1	471.7
Leisure	1,465.8	1,517.3	1,556.8	1,590.9	1,614.7	1,658.3	1,718.8	1,754.9	1,783.6	1,815.8
<b>Percent Change from Previous Year (%)</b>										
Real GDP	-2.8	2.5	1.6	2.2	1.7	2.4	2.6	2.0	2.4	2.3
Consumer Price Index (CPI)	-0.4	1.6	3.2	2.1	1.5	1.6	0.1	1.2	2.2	2.1
Travel Price Index (TPI)	-6.3	3.8	6.5	2.3	0.9	1.5	-2.6	1.0	3.1	3.4
Total Travel Expenditures in U.S.	-9.4	6.8	8.7	5.2	3.7	4.7	2.1	2.7	3.1	4.2
U.S. Residents	-8.8	5.2	8.3	4.9	3.2	5.5	2.7	2.8	2.8	3.8
International Visitors	-13.3	17.8	11.0	6.8	6.5	0.5	-2.0	2.5	4.6	6.7
Total International Visitors to the U.S.	-5.2	8.9	4.7	6.1	5.0	NA <sup>a</sup>	NA <sup>b</sup>	2.1	3.2	4.5
Overseas Arrivals to the U.S.	-6.3	11.0	5.8	6.7	7.7	NA <sup>a</sup>	NA <sup>b</sup>	3.9	3.6	5.7
Total Domestic Person-Trips	-3.3	3.3	1.7	1.6	1.4	2.4	3.3	1.8	1.5	1.7
Business	-5.8	2.8	-1.3	-0.3	1.3	1.4	1.9	0.6	0.9	1.2
Leisure	-2.5	3.5	2.6	2.2	1.5	2.7	3.6	2.1	1.6	1.8

Sources: U.S. Travel Association

\* In chained 2009 dollars. \*\*1982-84=100. \*\*\* International traveler spending does not include international passenger fares.

<sup>a</sup> According to the National Travel and Tourism Office, the completion of the I-94 automation project now provides a more accurate determination of how many nights were spent in the United States which makes it possible to be more inclusive of one-night stays (travelers from overseas countries) given that the arrival-departure record match is now more complete and accurate. With the inclusion of one-night stay travelers in 2014, arrivals data from overseas countries in 2013 and 2014 are basically not comparable.

<sup>b</sup> 2015 changes reflect a combination of additional records counted and market condition. As such, 2015 data is not comparable to earlier years.



Source: U.S. Travel Association, BEA

\*Does not include international passenger fare payments and other economic impact generated by these payments.

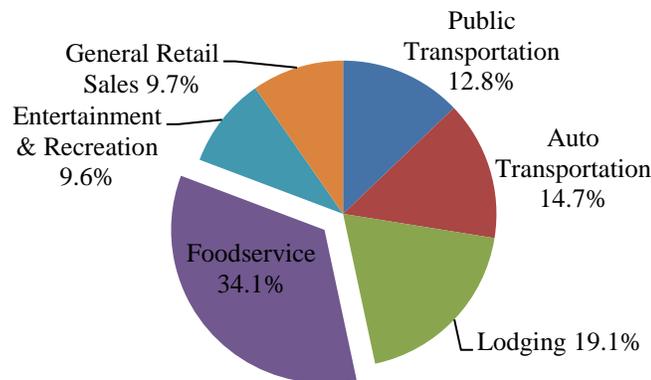
**DOMESTIC TRAVEL IMPACT ON NORTH CAROLINA**

## TRAVEL IMPACT ON NORTH CAROLINA - 2015

### Travel Expenditures

- Domestic and international travelers in North Carolina directly spent \$22.8 billion during 2015 on transportation, lodging, food, entertainment and recreation, and retail trade, representing a 2.9 percent increase from 2014. Domestic traveler expenditures reached nearly \$22.0 billion in 2015, up 3.0 percent from 2014, while international traveler expenditures increased by 0.4 percent to \$829.2 million.
- In 2015, foodservice, the largest domestic traveler spending sector in North Carolina, reached \$7.5 billion and accounted for over one third (34.1%) of the state total domestic travelers' expenditures, up 6.2 percent from 2014.
- Domestic traveler expenditures on lodging ranked second with \$4.2 billion, 19.1 percent of the state total, up 8.1 percent from 2014.
- Domestic travelers spent \$3.2 billion on auto transportation, down 10.4 percent. This big decrease mainly caused by declined gasoline prices.
- Domestic traveler spending on public transportation reached more than \$2.8 billion, up 2.4 percent from 2014.

**Domestic Travel Expenditures  
in North Carolina  
by Industry Sector, 2015**



- 
1. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
  2. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
  3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
  4. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
  5. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.
  6. Entertainment and recreation sector includes amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.
-

Travel Expenditures

**Table 5: Direct Domestic Travel Expenditures in North Carolina by Industry Sector, 2014-2015**

<i>2015 Expenditures</i>	Total (\$ Millions)	% of Domestic Total
Public Transportation	\$2,821.8	12.8%
Auto Transportation	3,223.9	14.7%
Lodging	4,198.4	19.1%
Foodservice	7,488.0	34.1%
Entertainment & Recreation	2,101.3	9.6%
General Retail Sales	2,127.8	9.7%
Domestic Total	21,961.2	100.0%
International Total	829.2	
Grand Total	\$22,790.4	

<i>2014 Expenditures</i>		
Public Transportation	\$2,756.2	12.9%
Auto Transportation	3,597.4	16.9%
Lodging	3,884.3	18.2%
Foodservice	7,047.9	33.1%
Entertainment & Recreation	1,994.2	9.4%
General Retail Sales	2,043.0	9.6%
Domestic Total	21,323.0	100.0%
International Total	825.6	
Grand Total	\$22,148.6	

***Percentage Change  
2015 over 2014***

Public Transportation	2.4%
Auto Transportation	-10.4%
Lodging	8.1%
Foodservice	6.2%
Entertainment & Recreation	5.4%
General Retail Sales	4.2%
Domestic Total	3.0%
International Total	0.4%
Grand Total	2.9%

Source: U.S. Travel Association, Tourism Industries/ITA

Note: \* Total domestic expenditures and percent change from previous year may not match those in county tables due to rounding.

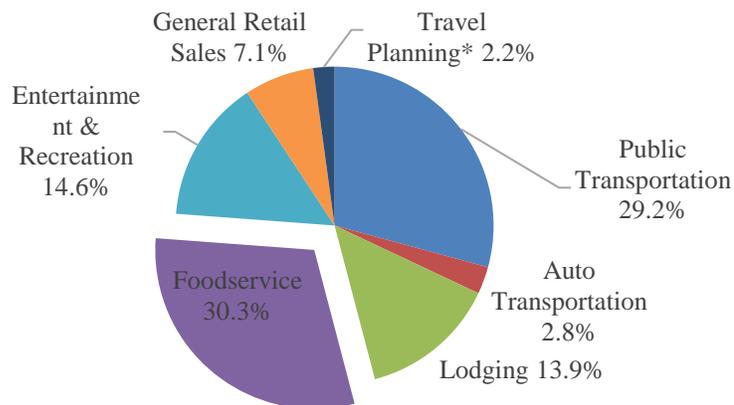
## TRAVEL IMPACT ON NORTH CAROLINA - 2015

### Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving the traveler within the industry sectors from which these travelers purchase goods and services. Each dollar spent on travel generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

- Payroll (wages and salaries) paid by North Carolina travel-related firms and directly attributable to domestic and international traveler spending was \$5.5 billion in 2015, up 7.0 percent from 2014.
- In 2015, domestic traveler expenditures generated \$5.3 billion payroll income in North Carolina, a 7.1 percent increase from 2014, while international traveler expenditures generated \$237.1 million in payroll income, up 4.4 percent over 2014.
- On average in 2015, every dollar spent by domestic and international travelers in North Carolina produced 24 cents in wage and salary income.
- The foodservice sector, the largest payroll income sector among the seven payroll sectors studied in this report, posted \$1.6 billion in payroll income generated by domestic travel in 2015, for an increase of 7.3 percent.

**Domestic Travel Expenditures  
Generated Payroll in North Carolina  
by Industry Sector, 2015**



**Table 6: Direct Travel-Generated Payroll in North Carolina by Industry Sector, 2014-2015**

<i>2015 Payroll</i>	Total (\$ Millions)	% of Domestic Total
Public Transportation	\$1,541.0	29.2%
Auto Transportation	146.4	2.8%
Lodging	733.3	13.9%
Foodservice	1,595.5	30.3%
Entertainment & Recreation	767.8	14.6%
General Retail Sales	374.5	7.1%
Travel Planning*	113.5	2.2%
Domestic Total	5,272.1	100.0%
International Total	237.1	
Grand Total	\$5,509.2	
<b>2014 Payroll</b>		
Public Transportation	\$1,419.8	28.8%
Auto Transportation	138.0	2.8%
Lodging	681.1	13.8%
Foodservice	1,486.4	30.2%
Entertainment & Recreation	728.2	14.8%
General Retail Sales	366.8	7.5%
Travel Planning*	102.3	2.1%
Domestic Total	4,922.6	100.0%
International Total	227.0	
Grand Total	\$5,149.6	
<b>Percentage Change 2015 over 2014</b>		
Public Transportation	8.5%	
Auto Transportation	6.1%	
Lodging	7.7%	
Foodservice	7.3%	
Entertainment & Recreation	5.4%	
General Retail Sales	2.1%	
Travel Planning*	11.0%	
Domestic Total	7.1%	
International Total	4.4%	
Grand Total	7.0%	

Source: U.S. Travel Association, Tourism Industries/ITA

\* Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services.

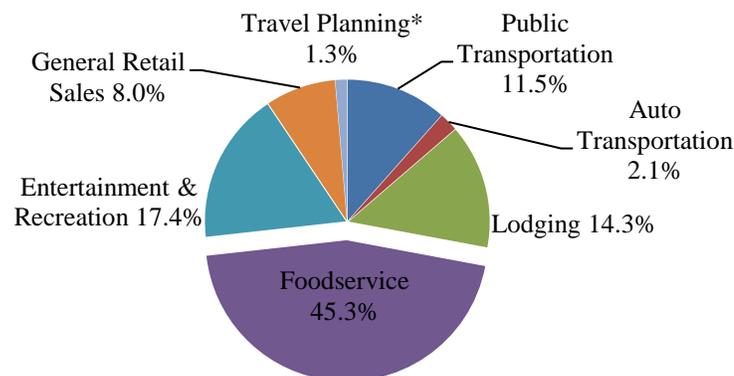
## TRAVEL IMPACT ON NORTH CAROLINA - 2015

### Travel-Generated Employment

The most impressive contribution that travel and tourism makes to the North Carolina economy is the number of businesses and jobs it supports. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations.

- During 2015, domestic and international traveler spending in North Carolina directly generated 220,700 jobs, including full-time and seasonal/part-time positions in the state, up 3.1 percent from 2014.
- On average, every \$103,273 spent by domestic and international travelers in North Carolina supported one job during 2015.
- In 2015, domestic traveler expenditures generated 211,500 jobs, a 3.2 percent increase from 2014, while international traveler expenditures directly generated 9,200 jobs, up 0.7 percent from 2014.
- It is important to note that these travel-related jobs composed 5.2 percent of total non-agricultural employment in North Carolina during 2015. Without these jobs, North Carolina's 2015 unemployment rate of 5.7 percent would have been 4.6 percentage points higher, or the equivalent of 10.4 percent of the labor force.
- The foodservice sector, which includes restaurants and other eating and drinking places, provided more jobs than any other industry sector. During 2015, domestic traveler spending in this sector supported 95,800 jobs, accounting for 45.3 percent of the state total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contribute to the importance of this sector.

**Domestic Travel Expenditures  
Generated Employment  
in North Carolina by Industry Sector, 2015**



Travel-Generated Employment

**Table 7: Direct Travel-Generated Employment in North Carolina by Industry Sector, 2014-2015**

<i>2015 Employment</i>	Total (thousands)	% of Domestic Total
Public Transportation	24.4	11.5%
Auto Transportation	4.5	2.1%
Lodging	30.2	14.3%
Foodservice	95.8	45.3%
Entertainment & Recreation	36.7	17.4%
General Retail Sales	17.0	8.0%
Travel Planning*	2.9	1.3%

Domestic Total	211.5	100.0%
International Total	9.2	
Grand Total	220.7	

**2014 Employment**

Public Transportation	23.7	11.6%
Auto Transportation	4.3	2.1%
Lodging	29.2	14.2%
Foodservice	92.5	45.1%
Entertainment & Recreation	35.7	17.4%
General Retail Sales	16.8	8.2%
Travel Planning*	2.7	1.3%

Domestic Total	204.9	100.0%
International Total	9.1	
Grand Total	214.0	

**Percentage Change**

**2015 over 2014**

Public Transportation	3.0%
Auto Transportation	3.3%
Lodging	3.5%
Foodservice	3.6%
Entertainment & Recreation	2.8%
General Retail Sales	1.6%
Travel Planning*	3.9%

Domestic Total	3.2%
International Total	0.7%
Grand Total	3.1%

Source: U.S. Travel Association, Tourism Industries/ITA

\* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.

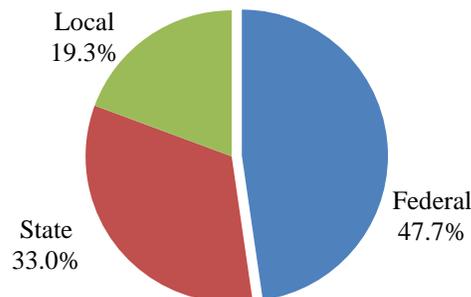
## TRAVEL IMPACT ON NORTH CAROLINA - 2015

### Travel-Generated Tax Revenue

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in North Carolina. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

- In 2015, total tax revenue, including federal, state and local taxes, generated by domestic and international traveler spending in North Carolina was more than \$3.5 billion, up 6.2 percent from 2014. Among this total, \$3.4 billion was directly generated by domestic travelers, up 6.3 percent from 2014, and \$131.1 million was generated by international traveler expenditures, a 3.6 percent increase from 2014.
- Domestic traveler spending in North Carolina generated \$1.6 billion for the federal government in 2015, up 6.8 percent from 2014. This represents 47.7 percent of all domestic travel-generated tax collections in the state. Each dollar spent by domestic travelers in North Carolina produced 7.4 cents for federal tax coffers.
- Spending by domestic travelers in North Carolina generated \$1.1 billion in tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income. This composed 33.0 percent of all domestic travel-generated tax revenue collected in the state for 2015. On average, each travel dollar produced 5.1 cents in state tax receipts.
- During 2015, domestic traveler spending in North Carolina generated \$660.8 million for local government, up 3.9 percent from 2014. This represents 19.3 percent of total domestic travel-generated tax revenue in the state. Each domestic travel dollar produced 3.0 cents for local tax coffers.

**Domestic Travel Expenditures  
Generated Tax Revenue  
in North Carolina by Level of Government, 2015**



**Table 8: Direct Travel-Generated Tax Revenue in North Carolina by Level of Government, 2014-2015**

<i>2015 Tax Revenue</i>	Total (\$ Millions)	% of Domestic Total
Federal	\$1,629.5	47.7%
State	1,125.5	33.0%
Local	660.8	19.3%
Domestic Total	3,415.9	100.0%
International Total	131.1	
Grand Total	\$3,547.0	
<i>2014 Tax Revenue</i>		
Federal	\$1,525.9	47.5%
State	1,052.0	32.7%
Local	636.3	19.8%
Domestic Total	3,214.2	100.0%
International Total	126.5	
Grand Total	\$3,340.7	
<i>Percentage Change 2015 over 2014</i>		
Federal	6.8%	
State	7.0%	
Local	3.9%	
Domestic Total	6.3%	
International Total	3.6%	
Grand Total	6.2%	

Source: U.S. Travel Association, Tourism Industries/ITA

## **DOMESTIC TRAVEL IMPACT ON NORTH CAROLINA COUNTIES-2015**

During 2015, domestic travelers spent nearly \$22.0 billion while traveling in North Carolina, up 3.0 percent from 2014. These expenditures directly generated \$5.3 billion in payroll income and 211,500 jobs. The federal government received \$1.6 billion in tax revenue through the domestic travel industry in North Carolina in 2015. Additionally, domestic traveler expenditures generated \$1.1 billion in tax revenue for the state treasury and \$660,800 million tax revenue for local governments during 2015.

Travel expenditures occurred throughout all 100 counties in North Carolina. The top five counties in North Carolina received \$10.5 billion in direct domestic travel expenditures during 2015, 47.6 percent of the state total. Direct domestic traveler spending in the top five counties generated \$3.2 billion in payroll income and supported 108,200 jobs in 2015.

### **DOMESTIC TRAVEL IMPACT IN TOP 5 COUNTIES**

**Mecklenburg County**, including the city of Charlotte, led all counties in domestic traveler expenditures, payroll income, jobs, and state and local taxes directly generated by domestic traveler spending in 2015. Domestic traveler spending in Mecklenburg County was \$5.0 billion, accounting for 22.9 percent of the state total. These expenditures generated \$1.7 billion in payroll income and supported 49,900 jobs for the county economy in 2015.

**Wake County** ranked second with \$2.1 billion in domestic traveler spending in 2015, representing 9.4 percent of the state total. The payroll income and jobs directly attributable to domestic traveler spending reached \$663.9 million and 21,900 jobs.

**Guilford County** posted \$1.3 billion in domestic traveler expenditures to rank third. These expenditures generated \$328.1 million in payroll income as well as 13,100 jobs within the county in 2015.

**Dare County** received \$1.1 billion from domestic travelers in 2015. These domestic traveler expenditures benefited the county with \$223.0 million in payroll income and 12,700 jobs.

**Buncombe County** ranked fifth with \$1.0 billion in direct domestic traveler expenditures during 2015. These receipts from domestic travelers generated \$221.7 million in payroll income and 10,600 jobs.

Top Five Counties

**Table 9: Domestic Travel Impact in North Carolina - Top 5 counties, 2014-2015**

**2015 Travel Impact**

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
MECKLENBURG	\$5,037.9	\$1,725.9	49.9	\$238.9	\$122.4
WAKE	2,072.0	663.9	21.9	100.0	54.8
GUILFORD	1,296.3	328.1	13.1	67.4	29.2
DARE	1,052.7	223.0	12.7	50.5	47.0
BUNCOMBE	1,001.0	221.7	10.6	51.0	32.4
<b>FIVE COUNTY TOTAL</b>	<b>\$10,459.9</b>	<b>\$3,162.6</b>	<b>108.2</b>	<b>\$507.8</b>	<b>\$285.9</b>
<b>STATE TOTALS</b>	<b>\$21,961.2</b>	<b>\$5,272.1</b>	<b>211.5</b>	<b>\$1,125.5</b>	<b>\$660.8</b>
<b>FIVE COUNTY SHARE</b>	<b>47.6%</b>	<b>60.0%</b>	<b>0.5</b>	<b>45.1%</b>	<b>43.3%</b>

**2014 Travel Impact**

MECKLENBURG	\$4,891.9	\$1,615.3	48.3	\$223.3	\$117.9
WAKE	2,006.2	616.9	21.1	93.2	52.6
GUILFORD	1,263.6	306.9	12.8	63.2	28.3
DARE	1,019.3	207.2	12.3	47.1	45.1
BUNCOMBE	963.0	204.7	10.2	47.3	30.9
<b>FIVE COUNTY TOTAL</b>	<b>\$10,144.0</b>	<b>\$2,950.9</b>	<b>104.8</b>	<b>\$474.1</b>	<b>\$274.8</b>
<b>STATE TOTALS</b>	<b>\$21,323.0</b>	<b>\$4,922.6</b>	<b>204.9</b>	<b>\$1,052.0</b>	<b>\$636.3</b>
<b>FIVE COUNTY SHARE</b>	<b>47.6%</b>	<b>59.9%</b>	<b>51.1%</b>	<b>45.1%</b>	<b>43.2%</b>

**Percent Change  
2015 over 2014**

MECKLENBURG	3.0%	6.8%	3.2%	7.0%	3.9%
WAKE	3.3%	7.6%	3.6%	7.3%	4.2%
GUILFORD	2.6%	6.9%	2.9%	6.6%	3.5%
DARE	3.3%	7.6%	3.3%	7.3%	4.2%
BUNCOMBE	3.9%	8.3%	4.0%	8.0%	4.8%
<b>FIVE COUNTY TOTAL</b>	<b>3.1%</b>	<b>7.2%</b>	<b>3.3%</b>	<b>7.1%</b>	<b>4.1%</b>
<b>STATE TOTALS</b>	<b>3.0%</b>	<b>7.1%</b>	<b>3.2%</b>	<b>7.0%</b>	<b>3.9%</b>

Source: U.S. Travel Association

## COUNTY TABLES

The following tables list the results of the County Economic Impact Component of the U.S. Travel Association's Travel Economic Impact Model for North Carolina in 2015 and 2014. The estimates presented are for direct domestic travel expenditures and related economic impact.

- Table A shows the counties listed alphabetically, with 2015 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue for each.
- Table B ranks the counties in order of 2015 travel expenditures from highest to lowest.
- Table C shows the percent distribution for each impact measure in 2015.
- Table D shows the percent change in 2015 over 2014 estimates for each of the measures of economic impact.
- Table E shows the counties listed alphabetically, with 2014 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue for each.

Table A: Alphabetical by County, 2015

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table A: Alphabetical by County, 2015</b>					
County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
ALAMANCE	\$171.88	\$27.99	1.35	\$10.13	\$2.99
ALEXANDER	18.83	2.85	0.12	1.06	0.77
ALLEGHANY	22.48	4.13	0.18	1.07	1.50
ANSON	16.48	2.06	0.10	0.97	0.40
ASHE	51.59	7.76	0.40	2.68	2.76
AVERY	113.61	26.32	1.25	5.70	4.99
BEAUFORT	77.71	10.34	0.46	3.96	4.56
BERTIE	13.18	1.33	0.05	0.74	0.73
BLADEN	37.99	4.07	0.19	2.32	1.09
BRUNSWICK	508.88	97.62	5.33	23.63	30.77
BUNCOMBE	1,000.95	221.68	10.64	51.04	32.36
BURKE	94.00	13.95	0.70	5.21	2.63
CABARRUS	411.58	92.97	4.32	23.55	7.18
CALDWELL	51.16	7.87	0.35	2.81	1.57
CAMDEN	1.97	0.22	0.01	0.11	0.16
CARTERET	336.96	61.75	3.33	15.22	19.71
CASWELL	8.46	0.90	0.04	0.40	0.60
CATAWBA	252.79	46.51	2.28	13.99	7.47
CHATHAM	32.46	3.99	0.18	1.93	0.59
CHEROKEE	42.44	6.58	0.34	1.97	2.41
CHOWAN	20.02	3.04	0.15	0.98	1.26
CLAY	12.60	1.41	0.06	0.52	1.39
CLEVELAND	101.10	14.92	0.68	6.00	1.77
COLUMBUS	52.49	6.43	0.30	3.04	1.43
CRAVEN	130.55	25.39	1.10	7.17	2.83
CUMBERLAND	504.19	93.59	4.40	27.23	10.61
CURRITUCK	146.93	28.18	1.58	6.31	6.79

Table A: Alphabetical by County, 2015

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table A: Alphabetical by County, 2015 (Continued)</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
DARE	1,052.69	223.03	12.71	50.48	47.03
DAVIDSON	155.06	22.27	1.00	8.72	5.02
DAVIE	34.73	6.40	0.29	1.95	0.62
DUPLIN	39.16	4.59	0.21	2.29	1.27
DURHAM	727.04	152.84	8.30	38.97	24.28
EDGECOMBE	55.98	7.87	0.36	3.13	0.99
FORSYTH	809.30	140.83	6.59	48.04	14.75
FRANKLIN	22.64	2.69	0.13	1.27	0.57
GASTON	241.57	39.14	1.89	13.87	3.96
GATES	6.21	0.55	0.02	0.39	0.23
GRAHAM	25.54	4.49	0.25	1.20	1.70
GRANVILLE	45.69	5.79	0.29	2.71	1.29
GREENE	5.60	0.56	0.03	0.32	0.20
GUILFORD	1,296.29	328.05	13.13	67.39	29.24
HALIFAX	89.72	10.99	0.53	5.57	2.17
HARNETT	80.41	11.72	0.60	4.44	1.86
HAYWOOD	167.56	35.76	1.71	9.29	6.24
HENDERSON	257.95	46.85	2.20	11.74	10.99
HERTFORD	27.73	3.59	0.18	1.67	0.70
HOKE	10.81	1.36	0.07	0.61	0.17
HYDE	33.54	6.61	0.38	1.59	1.82
IREDELL	233.80	37.10	1.82	12.92	7.11
JACKSON	175.92	41.53	1.71	9.79	8.04
JOHNSTON	221.72	34.65	1.77	12.46	5.55
JONES	3.99	0.55	0.02	0.25	0.12
LEE	71.64	12.87	0.62	4.15	1.44
LENOIR	81.11	13.82	0.61	4.56	1.57

Table A: Alphabetical by County, 2015

<b>2015 Impact of Travel on North Carolina</b>						
<b>Table A: Alphabetical by County, 2015 (Continued)</b>						
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
LINCOLN	52.38	8.61	0.38	2.92	1.56	
MACON	154.23	27.28	1.26	6.95	12.22	
MADISON	35.85	7.12	0.33	1.85	1.63	
MARTIN	30.29	4.62	0.23	1.67	0.74	
MCDOWELL	54.30	8.31	0.42	2.88	1.95	
MECKLENBURG	5,037.90	1,725.89	49.87	238.87	122.42	
MITCHELL	22.12	3.44	0.16	0.98	0.95	
MONTGOMERY	27.65	2.86	0.11	1.29	2.83	
MOORE	441.84	101.04	5.45	22.66	13.03	
NASH	276.18	54.69	2.98	14.56	7.47	
NEW HANOVER	520.86	121.05	5.84	25.37	20.80	
NORTHAMPTON	13.64	1.61	0.05	0.62	1.16	
ONslow	216.18	40.85	1.75	11.39	8.14	
ORANGE	184.45	35.50	1.82	9.98	3.97	
PAMLICO	17.11	2.07	0.08	0.71	1.87	
PASQUOTANK	59.47	9.25	0.49	3.30	1.34	
PENDER	92.34	16.31	0.82	4.45	6.38	
PERQUIMANS	9.80	1.21	0.04	0.41	1.11	
PERSON	35.41	4.47	0.22	2.10	0.78	
PITT	218.83	44.07	2.07	11.44	4.82	
POLK	26.76	3.92	0.20	1.41	1.51	
RANDOLPH	131.34	20.52	0.95	8.01	2.12	
RICHMOND	46.91	8.50	0.42	2.50	0.88	
ROBESON	137.88	21.04	1.11	8.05	2.73	
ROCKINGHAM	67.65	11.35	0.55	3.60	1.63	
ROWAN	160.47	26.83	1.36	8.55	5.15	
RUTHERFORD	164.09	23.81	1.22	9.88	4.93	

Table A: Alphabetical by County, 2015

<b>2015 Impact of Travel on North Carolina</b>						
<b>Table A: Alphabetical by County, 2015 (Continued)</b>						
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
SAMPSON	48.29	6.36	0.29	2.73	1.53	
SCOTLAND	42.22	7.05	0.37	2.34	0.74	
STANLY	76.18	10.26	0.49	4.46	2.26	
STOKES	23.40	3.06	0.13	1.20	0.91	
SURRY	116.62	17.24	0.81	6.51	2.49	
SWAIN	193.21	56.02	2.13	12.08	4.25	
TRANSYLVANIA	88.86	16.47	0.77	3.45	4.06	
TYRRELL	3.57	0.35	0.02	0.17	0.34	
UNION	126.00	20.13	0.99	7.00	2.25	
VANCE	46.17	6.37	0.29	2.79	1.35	
WAKE	2,072.03	663.92	21.90	100.04	54.85	
WARREN	25.44	3.16	0.12	0.94	2.25	
WASHINGTON	14.69	1.97	0.09	0.83	0.62	
WATAUGA	231.44	52.24	2.64	11.61	9.03	
WAYNE	156.15	21.26	1.03	9.80	2.38	
WILKES	72.19	10.83	0.54	3.58	1.73	
WILSON	111.25	16.70	0.83	6.60	2.13	
YADKIN	36.16	6.36	0.35	1.95	0.88	
<u>YANCEY</u>	<u>34.73</u>	<u>5.76</u>	<u>0.24</u>	<u>1.56</u>	<u>2.43</u>	
<b>STATE TOTALS</b>	<b>\$21,961.21</b>	<b>\$5,272.11</b>	<b>211.49</b>	<b>\$1,125.54</b>	<b>\$660.84</b>	

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Table B: Ranking of Counties by Expenditure Levels, 2015

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table B: Ranking of Counties by Expenditure Levels, 2015</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
MECKLENBURG	\$5,037.90	\$1,725.89	49.87	238.87	122.42
WAKE	2,072.03	663.92	21.90	100.04	54.85
GUILFORD	1,296.29	328.05	13.13	67.39	29.24
DARE	1,052.69	223.03	12.71	50.48	47.03
BUNCOMBE	1,000.95	221.68	10.64	51.04	32.36
FORSYTH	809.30	140.83	6.59	48.04	14.75
DURHAM	727.04	152.84	8.30	38.97	24.28
NEW HANOVER	520.86	121.05	5.84	25.37	20.80
BRUNSWICK	508.88	97.62	5.33	23.63	30.77
CUMBERLAND	504.19	93.59	4.40	27.23	10.61
MOORE	441.84	101.04	5.45	22.66	13.03
CABARRUS	411.58	92.97	4.32	23.55	7.18
CARTERET	336.96	61.75	3.33	15.22	19.71
NASH	276.18	54.69	2.98	14.56	7.47
HENDERSON	257.95	46.85	2.20	11.74	10.99
CATAWBA	252.79	46.51	2.28	13.99	7.47
GASTON	241.57	39.14	1.89	13.87	3.96
IREDELL	233.80	37.10	1.82	12.92	7.11
WATAUGA	231.44	52.24	2.64	11.61	9.03
JOHNSTON	221.72	34.65	1.77	12.46	5.55
PITT	218.83	44.07	2.07	11.44	4.82
ONslow	216.18	40.85	1.75	11.39	8.14
SWAIN	193.21	56.02	2.13	12.08	4.25
ORANGE	184.45	35.50	1.82	9.98	3.97
JACKSON	175.92	41.53	1.71	9.79	8.04
ALAMANCE	171.88	27.99	1.35	10.13	2.99
HAYWOOD	167.56	35.76	1.71	9.29	6.24

Table B: Ranking of Counties by Expenditure Levels, 2015

<b>2015 Impact of Travel on North Carolina</b>						
<b>Table B: Ranking of Counties by Expenditure Levels, 2015 (Continued)</b>						
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
RUTHERFORD	164.09	23.81	1.22	9.88	4.93	
ROWAN	160.47	26.83	1.36	8.55	5.15	
WAYNE	156.15	21.26	1.03	9.80	2.38	
DAVIDSON	155.06	22.27	1.00	8.72	5.02	
MACON	154.23	27.28	1.26	6.95	12.22	
CURRITUCK	146.93	28.18	1.58	6.31	6.79	
ROBESON	137.88	21.04	1.11	8.05	2.73	
RANDOLPH	131.34	20.52	0.95	8.01	2.12	
CRAVEN	130.55	25.39	1.10	7.17	2.83	
UNION	126.00	20.13	0.99	7.00	2.25	
SURRY	116.62	17.24	0.81	6.51	2.49	
AVERY	113.61	26.32	1.25	5.70	4.99	
WILSON	111.25	16.70	0.83	6.60	2.13	
CLEVELAND	101.10	14.92	0.68	6.00	1.77	
BURKE	94.00	13.95	0.70	5.21	2.63	
PENDER	92.34	16.31	0.82	4.45	6.38	
HALIFAX	89.72	10.99	0.53	5.57	2.17	
TRANSYLVANIA	88.86	16.47	0.77	3.45	4.06	
LENOIR	81.11	13.82	0.61	4.56	1.57	
HARNETT	80.41	11.72	0.60	4.44	1.86	
BEAUFORT	77.71	10.34	0.46	3.96	4.56	
STANLY	76.18	10.26	0.49	4.46	2.26	
WILKES	72.19	10.83	0.54	3.58	1.73	
LEE	71.64	12.87	0.62	4.15	1.44	
ROCKINGHAM	67.65	11.35	0.55	3.60	1.63	
PASQUOTANK	59.47	9.25	0.49	3.30	1.34	
EDGECOMBE	55.98	7.87	0.36	3.13	0.99	

Table B: Ranking of Counties by Expenditure Levels, 2015

<b>2015 Impact of Travel on North Carolina</b>						
<b>Table B: Ranking of Counties by Expenditure Levels, 2015 (Continued)</b>						
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$Millions)</u>	
MCDOWELL	54.30	8.31	0.42	2.88	1.95	
COLUMBUS	52.49	6.43	0.30	3.04	1.43	
LINCOLN	52.38	8.61	0.38	2.92	1.56	
ASHE	51.59	7.76	0.40	2.68	2.76	
CALDWELL	51.16	7.87	0.35	2.81	1.57	
SAMPSON	48.29	6.36	0.29	2.73	1.53	
RICHMOND	46.91	8.50	0.42	2.50	0.88	
VANCE	46.17	6.37	0.29	2.79	1.35	
GRANVILLE	45.69	5.79	0.29	2.71	1.29	
CHEROKEE	42.44	6.58	0.34	1.97	2.41	
SCOTLAND	42.22	7.05	0.37	2.34	0.74	
DUPLIN	39.16	4.59	0.21	2.29	1.27	
BLADEN	37.99	4.07	0.19	2.32	1.09	
YADKIN	36.16	6.36	0.35	1.95	0.88	
MADISON	35.85	7.12	0.33	1.85	1.63	
PERSON	35.41	4.47	0.22	2.10	0.78	
DAVIE	34.73	6.40	0.29	1.95	0.62	
YANCEY	34.73	5.76	0.24	1.56	2.43	
HYDE	33.54	6.61	0.38	1.59	1.82	
CHATHAM	32.46	3.99	0.18	1.93	0.59	
MARTIN	30.29	4.62	0.23	1.67	0.74	
HERTFORD	27.73	3.59	0.18	1.67	0.70	
MONTGOMERY	27.65	2.86	0.11	1.29	2.83	
POLK	26.76	3.92	0.20	1.41	1.51	
GRAHAM	25.54	4.49	0.25	1.20	1.70	
WARREN	25.44	3.16	0.12	0.94	2.25	
STOKES	23.40	3.06	0.13	1.20	0.91	

Table B: Ranking of Counties by Expenditure Levels, 2015

<b>2015 Impact of Travel on North Carolina</b>						
<b>Table B: Ranking of Counties by Expenditure Levels, 2015 (Continued)</b>						
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
FRANKLIN	22.64	2.69	0.13	1.27	0.57	
ALLEGHANY	22.48	4.13	0.18	1.07	1.50	
MITCHELL	22.12	3.44	0.16	0.98	0.95	
CHOWAN	20.02	3.04	0.15	0.98	1.26	
ALEXANDER	18.83	2.85	0.12	1.06	0.77	
PAMLICO	17.11	2.07	0.08	0.71	1.87	
ANSON	16.48	2.06	0.10	0.97	0.40	
WASHINGTON	14.69	1.97	0.09	0.83	0.62	
NORTHAMPTON	13.64	1.61	0.05	0.62	1.16	
BERTIE	13.18	1.33	0.05	0.74	0.73	
CLAY	12.60	1.41	0.06	0.52	1.39	
HOKE	10.81	1.36	0.07	0.61	0.17	
PERQUIMANS	9.80	1.21	0.04	0.41	1.11	
CASWELL	8.46	0.90	0.04	0.40	0.60	
GATES	6.21	0.55	0.02	0.39	0.23	
GREENE	5.60	0.56	0.03	0.32	0.20	
JONES	3.99	0.55	0.02	0.25	0.12	
TYRRELL	3.57	0.35	0.02	0.17	0.34	
<u>CAMDEN</u>	<u>1.97</u>	<u>0.22</u>	<u>0.01</u>	<u>0.11</u>	<u>0.16</u>	
<b>STATE TOTALS</b>	<b>\$21,961.21</b>	<b>\$5,272.11</b>	<b>211.49</b>	<b>\$1,125.54</b>	<b>\$660.84</b>	

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Table C: Percent Distribution by County, 2015

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table C: Percent Distribution by County, 2015</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ALAMANCE	0.78%	0.53%	0.64%	0.90%	0.45%
ALEXANDER	0.09%	0.05%	0.05%	0.09%	0.12%
ALLEGHANY	0.10%	0.08%	0.08%	0.10%	0.23%
ANSON	0.08%	0.04%	0.05%	0.09%	0.06%
ASHE	0.23%	0.15%	0.19%	0.24%	0.42%
AVERY	0.52%	0.50%	0.59%	0.51%	0.75%
BEAUFORT	0.35%	0.20%	0.22%	0.35%	0.69%
BERTIE	0.06%	1.85%	2.52%	2.10%	4.66%
BLADEN	0.17%	4.20%	5.03%	4.54%	4.90%
BRUNSWICK	2.32%	1.85%	2.52%	2.10%	4.66%
BUNCOMBE	4.56%	4.20%	5.03%	4.54%	4.90%
BURKE	0.43%	0.26%	0.33%	0.46%	0.40%
CABARRUS	1.87%	1.76%	2.04%	2.09%	1.09%
CALDWELL	0.23%	0.15%	0.16%	0.25%	0.24%
CAMDEN	0.01%	0.00%	0.00%	0.01%	0.02%
CARTERET	1.53%	1.17%	1.58%	1.35%	2.98%
CASWELL	0.04%	0.02%	0.02%	0.04%	0.09%
CATAWBA	1.15%	0.88%	1.08%	1.24%	1.13%
CHATHAM	0.15%	0.08%	0.09%	0.17%	0.09%
CHEROKEE	0.19%	0.12%	0.16%	0.17%	0.36%
CHOWAN	0.09%	0.06%	0.07%	0.09%	0.19%
CLAY	0.06%	0.03%	0.03%	0.05%	0.21%
CLEVELAND	0.46%	0.28%	0.32%	0.53%	0.27%
COLUMBUS	0.24%	0.12%	0.14%	0.27%	0.22%
CRAVEN	0.59%	0.48%	0.52%	0.64%	0.43%
CUMBERLAND	2.30%	1.78%	2.08%	2.42%	1.60%
CURRITUCK	0.67%	0.53%	0.74%	0.56%	1.03%

Table C: Percent Distribution by County, 2015

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table C: Percent Distribution by County, 2015 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
DARE	4.79%	4.23%	6.01%	4.49%	7.12%
DAVIDSON	0.71%	0.42%	0.47%	0.77%	0.76%
DAVIE	0.16%	0.12%	0.14%	0.17%	0.09%
DUPLIN	0.18%	0.09%	0.10%	0.20%	0.19%
DURHAM	3.31%	2.90%	3.92%	3.46%	3.67%
EDGECOMBE	0.25%	0.15%	0.17%	0.28%	0.15%
FORSYTH	3.69%	2.67%	3.12%	4.27%	2.23%
FRANKLIN	0.10%	0.05%	0.06%	0.11%	0.09%
GASTON	1.10%	0.74%	0.89%	1.23%	0.60%
GATES	0.03%	0.01%	0.01%	0.03%	0.03%
GRAHAM	0.12%	0.09%	0.12%	0.11%	0.26%
GRANVILLE	0.21%	0.11%	0.14%	0.24%	0.19%
GREENE	0.03%	0.01%	0.01%	0.03%	0.03%
GUILFORD	5.90%	6.22%	6.21%	5.99%	4.42%
HALIFAX	0.41%	0.21%	0.25%	0.49%	0.33%
HARNETT	0.37%	0.22%	0.28%	0.39%	0.28%
HAYWOOD	0.76%	0.68%	0.81%	0.83%	0.94%
HENDERSON	1.17%	0.89%	1.04%	1.04%	1.66%
HERTFORD	0.13%	0.07%	0.08%	0.15%	0.11%
HOKE	0.05%	0.03%	0.03%	0.05%	0.03%
HYDE	0.15%	0.13%	0.18%	0.14%	0.28%
IREDELL	1.06%	0.70%	0.86%	1.15%	1.08%
JACKSON	0.80%	0.79%	0.81%	0.87%	1.22%
JOHNSTON	1.01%	0.66%	0.83%	1.11%	0.84%
JONES	0.02%	0.01%	0.01%	0.02%	0.02%
LEE	0.33%	0.24%	0.30%	0.37%	0.22%
LENOIR	0.37%	0.26%	0.29%	0.41%	0.24%

Table C: Percent Distribution by County, 2015

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table C: Percent Distribution by County, 2015 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LINCOLN	0.24%	0.16%	0.18%	0.26%	0.24%
MACON	0.70%	0.52%	0.60%	0.62%	1.85%
MADISON	0.16%	0.14%	0.16%	0.16%	0.25%
MARTIN	0.14%	0.09%	0.11%	0.15%	0.11%
MCDOWELL	0.25%	0.16%	0.20%	0.26%	0.30%
MECKLENBURG	22.94%	32.74%	23.58%	21.22%	18.53%
MITCHELL	0.10%	0.07%	0.08%	0.09%	0.14%
MONTGOMERY	0.13%	0.05%	0.05%	0.11%	0.43%
MOORE	2.01%	1.92%	2.58%	2.01%	1.97%
NASH	1.26%	1.04%	1.41%	1.29%	1.13%
NEW HANOVER	2.37%	2.30%	2.76%	2.25%	3.15%
NORTHAMPTON	0.06%	0.03%	0.03%	0.06%	0.18%
ONSLOW	0.98%	0.77%	0.83%	1.01%	1.23%
ORANGE	0.84%	0.67%	0.86%	0.89%	0.60%
PAMLICO	0.08%	0.04%	0.04%	0.06%	0.28%
PASQUOTANK	0.27%	0.18%	0.23%	0.29%	0.20%
PENDER	0.42%	0.31%	0.39%	0.40%	0.96%
PERQUIMANS	0.04%	0.02%	0.02%	0.04%	0.17%
PERSON	0.16%	0.08%	0.10%	0.19%	0.12%
PITT	1.00%	0.84%	0.98%	1.02%	0.73%
POLK	0.12%	0.07%	0.09%	0.12%	0.23%
RANDOLPH	0.60%	0.39%	0.45%	0.71%	0.32%
RICHMOND	0.21%	0.16%	0.20%	0.22%	0.13%
ROBESON	0.63%	0.40%	0.53%	0.71%	0.41%
ROCKINGHAM	0.31%	0.22%	0.26%	0.32%	0.25%
ROWAN	0.73%	0.51%	0.64%	0.76%	0.78%
RUTHERFORD	0.75%	0.45%	0.58%	0.88%	0.75%

Table C: Percent Distribution by County, 2015

<b>2015 Impact of Travel on North Carolina</b>						
<b>Table C: Percent Distribution by County, 2015 (Continued)</b>						
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>	
SAMPSON	0.22%	0.12%	0.14%	0.24%	0.23%	
SCOTLAND	0.19%	0.13%	0.17%	0.21%	0.11%	
STANLY	0.35%	0.19%	0.23%	0.40%	0.34%	
STOKES	0.11%	0.06%	0.06%	0.11%	0.14%	
SURRY	0.53%	0.33%	0.38%	0.58%	0.38%	
SWAIN	0.88%	1.06%	1.01%	1.07%	0.64%	
TRANSYLVANIA	0.40%	0.31%	0.36%	0.31%	0.61%	
TYRRELL	0.02%	0.01%	0.01%	0.01%	0.05%	
UNION	0.57%	0.38%	0.47%	0.62%	0.34%	
VANCE	0.21%	0.12%	0.14%	0.25%	0.20%	
WAKE	9.43%	12.59%	10.35%	8.89%	8.30%	
WARREN	0.12%	0.06%	0.06%	0.08%	0.34%	
WASHINGTON	0.07%	0.04%	0.04%	0.07%	0.09%	
WATAUGA	1.05%	0.99%	1.25%	1.03%	1.37%	
WAYNE	0.71%	0.40%	0.49%	0.87%	0.36%	
WILKES	0.33%	0.21%	0.25%	0.32%	0.26%	
WILSON	0.51%	0.32%	0.39%	0.59%	0.32%	
YADKIN	0.16%	0.12%	0.16%	0.17%	0.13%	
<u>YANCEY</u>	<u>0.16%</u>	<u>0.11%</u>	<u>0.11%</u>	<u>0.14%</u>	<u>0.37%</u>	
<b>STATE TOTALS</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	

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Table D: Percent Change from 2014

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table D: Percent Change from 2014</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ALAMANCE	1.36%	5.63%	1.65%	5.30%	2.24%
ALEXANDER	0.57%	4.81%	0.85%	4.48%	1.45%
ALLEGHANY	-3.15%	0.92%	-2.89%	0.61%	-2.31%
ANSON	-3.00%	1.08%	-2.73%	0.77%	-2.16%
ASHE	3.03%	7.37%	3.32%	7.04%	3.93%
AVERY	2.69%	5.95%	2.40%	6.68%	3.58%
BEAUFORT	2.68%	7.01%	2.97%	6.67%	3.58%
BERTIE	0.38%	3.71%	0.24%	4.28%	1.25%
BLADEN	3.13%	7.47%	3.41%	7.13%	4.02%
BRUNSWICK	2.53%	6.85%	2.81%	6.51%	3.42%
BUNCOMBE	3.94%	8.32%	4.01%	7.98%	4.84%
BURKE	2.91%	7.25%	3.20%	6.91%	3.81%
CABARRUS	2.89%	6.79%	3.08%	6.88%	3.78%
CALDWELL	2.43%	6.74%	2.71%	6.41%	3.32%
CAMDEN	0.28%	4.50%	0.56%	4.17%	1.15%
CARTERET	3.77%	7.94%	4.00%	7.80%	4.67%
CASWELL	3.18%	7.90%	3.94%	7.19%	4.07%
CATAWBA	4.51%	8.17%	4.27%	8.58%	5.42%
CHATHAM	2.42%	6.73%	2.71%	6.40%	3.31%
CHEROKEE	7.76%	11.72%	7.35%	8.94%	5.77%
CHOWAN	2.82%	7.15%	3.11%	6.82%	3.71%
CLAY	-3.06%	1.02%	-2.79%	0.70%	-2.22%
CLEVELAND	4.51%	8.91%	4.65%	8.58%	5.42%
COLUMBUS	2.83%	7.16%	3.12%	6.83%	3.72%
CRAVEN	2.53%	6.84%	2.81%	6.51%	3.42%
CUMBERLAND	2.86%	4.99%	2.47%	6.85%	3.75%
CURRITUCK	1.90%	6.19%	2.19%	5.86%	2.79%

Table D: Percent Change from 2014

<b>2015 Impact of Travel on North Carolina</b>						
<b>Table D: Percent Change from 2014 (Continued)</b>						
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>	
DARE	3.28%	7.62%	3.31%	7.29%	4.17%	
DAVIDSON	3.51%	7.86%	3.79%	7.53%	4.40%	
DAVIE	3.50%	7.86%	3.79%	7.52%	4.40%	
DUPLIN	2.08%	6.38%	2.36%	6.05%	2.97%	
DURHAM	3.90%	8.27%	4.19%	7.93%	4.80%	
EDGECOMBE	0.84%	5.09%	1.12%	4.76%	1.72%	
FORSYTH	3.06%	7.40%	3.35%	7.07%	3.96%	
FRANKLIN	3.26%	7.61%	3.55%	7.27%	4.16%	
GASTON	3.13%	7.47%	3.42%	7.14%	4.02%	
GATES	0.58%	4.81%	0.85%	4.48%	1.45%	
GRAHAM	-0.66%	3.26%	0.17%	3.20%	0.20%	
GRANVILLE	3.23%	7.58%	3.52%	7.25%	4.13%	
GREENE	0.17%	4.39%	0.45%	4.06%	1.04%	
GUILFORD	2.58%	6.90%	2.87%	6.57%	3.47%	
HALIFAX	2.29%	6.60%	2.58%	6.27%	3.18%	
HARNETT	3.17%	7.52%	3.46%	7.18%	4.07%	
HAYWOOD	3.69%	8.06%	3.98%	7.72%	4.59%	
HENDERSON	4.68%	8.29%	4.03%	8.75%	5.59%	
HERTFORD	2.36%	6.67%	2.65%	6.34%	3.25%	
HOKE	-1.63%	2.51%	-1.36%	2.19%	-0.78%	
HYDE	1.11%	5.37%	1.39%	5.04%	1.99%	
IREDELL	3.21%	7.55%	3.49%	7.21%	4.10%	
JACKSON	2.78%	7.10%	3.06%	6.77%	3.67%	
JOHNSTON	3.15%	7.49%	3.44%	7.16%	4.05%	
JONES	0.47%	4.70%	0.74%	4.37%	1.34%	
LEE	3.08%	7.42%	3.37%	7.09%	3.98%	
LENOIR	-1.00%	3.17%	-0.73%	2.84%	-0.14%	

Table D: Percent Change from 2014

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table D: Percent Change from 2014 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LINCOLN	3.33%	7.68%	3.62%	7.35%	4.23%
MACON	3.66%	8.02%	3.95%	7.69%	4.56%
MADISON	3.43%	7.78%	3.71%	7.44%	4.32%
MARTIN	0.32%	4.55%	0.60%	4.22%	1.19%
MCDOWELL	3.27%	7.62%	3.56%	7.29%	4.17%
MECKLENBURG	2.99%	6.85%	3.19%	6.99%	3.88%
MITCHELL	0.67%	4.91%	0.95%	4.58%	1.54%
MONTGOMERY	4.54%	8.95%	4.83%	8.61%	5.45%
MOORE	0.67%	4.42%	1.13%	4.58%	1.54%
NASH	4.09%	8.11%	4.24%	8.13%	4.99%
NEW HANOVER	2.55%	6.87%	2.84%	6.54%	3.44%
NORTHAMPTON	2.60%	6.92%	2.89%	6.59%	3.49%
ONslow	-0.51%	3.68%	-0.24%	3.35%	0.35%
ORANGE	1.54%	5.82%	1.82%	5.49%	2.42%
PAMLICO	0.69%	4.78%	0.97%	4.61%	1.57%
PASQUOTANK	4.40%	8.79%	4.68%	8.45%	5.30%
PENDER	3.03%	7.37%	3.32%	7.03%	3.93%
PERQUIMANS	-2.01%	2.12%	-1.74%	1.80%	-1.16%
PERSON	3.09%	7.43%	3.37%	7.09%	3.98%
PITT	2.30%	6.61%	2.58%	6.28%	3.19%
POLK	11.81%	16.51%	12.12%	16.15%	12.78%
RANDOLPH	2.29%	6.60%	2.58%	6.27%	3.18%
RICHMOND	4.40%	8.80%	4.69%	8.46%	5.31%
ROBESON	3.46%	7.81%	3.74%	7.48%	4.36%
ROCKINGHAM	3.36%	7.71%	3.64%	7.37%	4.25%
ROWAN	4.31%	8.70%	4.60%	8.37%	5.22%
RUTHERFORD	4.12%	8.50%	4.41%	8.17%	5.02%

Table D: Percent Change from 2014

<b>2015 Impact of Travel on North Carolina</b>					
<b>Table D: Percent Change from 2014 (Continued)</b>					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
SAMPSON	2.38%	6.69%	2.66%	6.35%	3.26%
SCOTLAND	2.79%	7.11%	3.07%	6.78%	3.68%
STANLY	2.95%	7.29%	3.24%	6.95%	3.85%
STOKES	0.83%	5.08%	1.11%	4.75%	1.71%
SURRY	2.75%	7.08%	3.04%	6.74%	3.64%
SWAIN	3.36%	7.72%	3.65%	7.38%	4.26%
TRANSYLVANIA	2.83%	7.16%	3.11%	6.82%	3.72%
TYRRELL	0.70%	4.93%	0.97%	4.61%	1.57%
UNION	4.56%	8.97%	4.85%	8.63%	5.47%
VANCE	4.69%	9.10%	4.98%	8.76%	5.60%
WAKE	3.28%	7.63%	3.57%	7.29%	4.18%
WARREN	-2.17%	1.95%	-1.90%	1.63%	-1.32%
WASHINGTON	0.30%	4.53%	0.58%	4.20%	1.17%
WATAUGA	2.51%	6.83%	2.56%	6.50%	3.40%
WAYNE	3.24%	7.58%	3.52%	7.25%	4.13%
WILKES	3.07%	7.40%	3.35%	7.07%	3.96%
WILSON	4.02%	8.40%	4.30%	8.06%	4.92%
YADKIN	3.13%	7.47%	3.41%	7.13%	4.02%
<u>YANCEY</u>	<u>0.62%</u>	<u>4.86%</u>	<u>0.90%</u>	<u>4.53%</u>	<u>1.49%</u>
<b>STATE TOTALS</b>	<b>2.99%</b>	<b>7.10%</b>	<b>3.21%</b>	<b>6.99%</b>	<b>3.86%</b>

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Table E: Alphabetical by County, 2014

<b>2014 Impact of Travel on North Carolina</b>					
<b>Table E: Alphabetical by County, 2014</b>					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ALAMANCE	\$169.57	\$26.50	1.33	\$9.62	\$2.92
ALEXANDER	18.72	2.72	0.11	1.01	0.76
ALLEGHANY	23.21	4.09	0.18	1.07	1.53
ANSON	16.99	2.04	0.10	0.96	0.41
ASHE	50.07	7.23	0.38	2.50	2.65
AVERY	110.64	24.84	1.22	5.34	4.82
BEAUFORT	75.68	9.66	0.44	3.71	4.40
BERTIE	13.13	1.28	0.05	0.71	0.72
BLADEN	36.84	3.79	0.19	2.17	1.05
BRUNSWICK	496.32	91.36	5.19	22.19	29.75
BUNCOMBE	963.00	204.66	10.23	47.27	30.86
BURKE	91.34	13.01	0.68	4.87	2.54
CABARRUS	400.03	87.06	4.19	22.03	6.92
CALDWELL	49.95	7.37	0.34	2.64	1.52
CAMDEN	1.97	0.21	0.01	0.11	0.16
CARTERET	324.72	57.21	3.20	14.12	18.84
CASWELL	8.20	0.83	0.04	0.38	0.57
CATAWBA	241.87	43.00	2.19	12.88	7.09
CHATHAM	31.69	3.73	0.18	1.82	0.57
CHEROKEE	39.38	5.89	0.31	1.80	2.28
CHOWAN	19.47	2.83	0.15	0.91	1.22
CLAY	13.00	1.40	0.06	0.52	1.42
CLEVELAND	96.74	13.70	0.65	5.53	1.68
COLUMBUS	51.05	6.00	0.29	2.85	1.38
CRAVEN	127.33	23.76	1.07	6.74	2.74
CUMBERLAND	490.18	89.15	4.29	25.48	10.22
CURRITUCK	144.18	26.53	1.54	5.96	6.60

Table E: Alphabetical by County, 2014

**2014 Impact of Travel on North Carolina**  
**Table E: Alphabetical by County, 2014 (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
DARE	1,019.30	207.24	12.30	47.06	45.15
DAVIDSON	149.81	20.65	0.97	8.11	4.81
DAVIE	33.56	5.93	0.28	1.81	0.59
DUPLIN	38.36	4.32	0.20	2.16	1.23
DURHAM	699.76	141.16	7.97	36.10	23.16
EDGECOMBE	55.52	7.49	0.36	2.99	0.97
FORSYTH	785.26	131.12	6.38	44.87	14.19
FRANKLIN	21.92	2.50	0.12	1.18	0.55
GASTON	234.24	36.42	1.82	12.94	3.80
GATES	6.17	0.52	0.02	0.37	0.23
GRAHAM	25.71	4.35	0.25	1.17	1.70
GRANVILLE	44.26	5.38	0.28	2.52	1.24
GREENE	5.59	0.54	0.03	0.30	0.20
GUILFORD	1,263.64	306.87	12.76	63.24	28.26
HALIFAX	87.70	10.31	0.52	5.24	2.10
HARNETT	77.94	10.90	0.58	4.14	1.79
HAYWOOD	161.59	33.09	1.64	8.63	5.97
HENDERSON	246.41	43.27	2.12	10.79	10.41
HERTFORD	27.09	3.36	0.17	1.57	0.67
HOKE	10.99	1.33	0.07	0.60	0.17
HYDE	33.17	6.28	0.38	1.51	1.79
IREDELL	226.54	34.50	1.76	12.05	6.83
JACKSON	171.16	38.78	1.66	9.17	7.75
JOHNSTON	214.94	32.24	1.71	11.63	5.33
JONES	3.97	0.53	0.02	0.24	0.12
LEE	69.49	11.98	0.60	3.88	1.38
LENOIR	81.93	13.39	0.62	4.44	1.57

Table E: Alphabetical by County, 2014

**2014 Impact of Travel on North Carolina**  
**Table E: Alphabetical by County, 2014**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LINCOLN	50.69	8.00	0.37	2.72	1.49
MACON	148.78	25.26	1.22	6.45	11.68
MADISON	34.67	6.61	0.32	1.73	1.57
MARTIN	30.19	4.42	0.23	1.60	0.73
MCDOWELL	52.58	7.72	0.41	2.68	1.87
MECKLENBURG	4,891.86	1,615.29	48.33	223.27	117.85
MITCHELL	21.97	3.28	0.16	0.94	0.94
MONTGOMERY	26.45	2.63	0.11	1.19	2.69
MOORE	438.92	96.76	5.39	21.66	12.83
NASH	265.32	50.58	2.86	13.46	7.12
NEW HANOVER	507.90	113.27	5.68	23.82	20.11
NORTHAMPTON	13.29	1.50	0.05	0.58	1.12
ONSLow	217.29	39.40	1.75	11.02	8.11
ORANGE	181.65	33.55	1.79	9.46	3.88
PAMLICO	16.99	1.98	0.08	0.68	1.84
PASQUOTANK	56.97	8.50	0.47	3.04	1.28
PENDER	89.63	15.19	0.79	4.16	6.13
PERQUIMANS	10.00	1.19	0.04	0.40	1.12
PERSON	34.34	4.16	0.21	1.96	0.75
PITT	213.91	41.34	2.01	10.76	4.67
POLK	23.93	3.37	0.18	1.21	1.34
RANDOLPH	128.39	19.25	0.93	7.54	2.06
RICHMOND	44.93	7.81	0.40	2.31	0.84
ROBESON	133.27	19.52	1.07	7.49	2.62
ROCKINGHAM	65.45	10.54	0.53	3.35	1.57
ROWAN	153.83	24.68	1.30	7.89	4.89
RUTHERFORD	157.59	21.94	1.17	9.13	4.69

Table E: Alphabetical by County, 2014

**2014 Impact of Travel on North Carolina**  
**Table E: Alphabetical by County, 2014 (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
SAMPSON	47.17	5.96	0.28	2.57	1.48
SCOTLAND	41.07	6.58	0.36	2.19	0.71
STANLY	74.00	9.56	0.48	4.17	2.17
STOKES	23.21	2.91	0.13	1.15	0.90
SURRY	113.50	16.10	0.79	6.10	2.41
SWAIN	186.93	52.00	2.05	11.25	4.07
TRANSYLVANIA	86.41	15.37	0.74	3.23	3.92
TYRRELL	3.55	0.34	0.01	0.16	0.33
UNION	120.50	18.47	0.95	6.45	2.13
VANCE	44.10	5.84	0.28	2.57	1.28
WAKE	2,006.23	616.87	21.14	93.24	52.65
WARREN	26.01	3.10	0.13	0.92	2.28
WASHINGTON	14.64	1.88	0.09	0.79	0.62
WATAUGA	225.77	48.90	2.57	10.90	8.73
WAYNE	151.26	19.76	0.99	9.13	2.29
WILKES	70.04	10.09	0.52	3.34	1.66
WILSON	106.96	15.41	0.80	6.11	2.03
YADKIN	35.07	5.91	0.34	1.82	0.84
<u>YANCEY</u>	<u>34.51</u>	<u>5.50</u>	<u>0.24</u>	<u>1.50</u>	<u>2.39</u>
<b>STATE TOTALS</b>	<b>\$21,323.02</b>	<b>\$4,922.61</b>	<b>204.91</b>	<b>\$1,051.99</b>	<b>\$636.28</b>

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**APPENDICES**

## Appendix A: Travel Economic Impact Model

### Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at the U.S. Travel Association (formerly known as the Travel Industry Association) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 18 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

### Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day or overnight trips to places 50 miles or more, one way, from the traveler's origin.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 18 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

Travel *expenditure* is assumed to take place whenever one traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 18 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination and some en route.

*Economic impact* is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

*Employment* represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

## **Description of the Model**

### *Estimates of Travel Expenditures*

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Eighteen (18) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 18 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by the U.S. Travel Association, the Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

### *Estimates of Business Receipts, Payroll and Employment*

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 18 travel categories are associated with a type of

travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

#### Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of North Carolina State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in North Carolina.

#### Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, U.S. Travel Association's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

### **Limitations of the Study**

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

## **Appendix B: Glossary of Terms – TEIM**

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

## Appendix C: Travel-Related Industry Measurement

**Travel industry categories:** With the transition to NAICS, the U.S. Travel Association has adjusted its selection of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, U.S. Travel Association's Travel Economic Impact Model tracks business activity in seven (7) major travel-related industry groups. The industry groups and subcategories used in the model are outlined below, followed by a detailed table of NAICS Codes. The share of travel in each of listed industries will depend on travel spending estimates for the related categories and are different from industries and areas.

**Automobile Transportation:** Gasoline service stations, passenger car rental, motor vehicle/parts dealers, automotive repairs and maintenance.

**Entertainment/Recreation industry:** Entertainment, art and recreation industry.

**Foodservice industry:** Eating & drinking places, and grocery stores.

**Retail Trade industry:** General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops, and other retail stores.

**Lodging industry:** This industry includes hotels, motels, and motor hotels, camps and trailer parks.

**Public Transportation industry:** Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

**Travel Arrangement industry:** This includes travel agencies, tour operators, and other travel arrangement & reservation services.

### Accommodations

7211 Traveler Accommodations  
7212 Recreational Vehicle Parks & Campgrounds

### Auto Transportation

532111 Passenger Car Rental  
447 Gasoline Stations  
4411 Automobile Dealers  
4412 Other Motor Vehicle Dealers  
4413 Automotive Parts, Accessories and Tire Stores  
8111 Automotive Repair and Maintenance

### Entertainment and Recreation

711 Performing Arts, Spectator Sports & Related Industries  
712 Museums, Historical Sites & Similar Institutions  
713 Amusement, Gambling & Recreation

### Food

7221 Full service Restaurants  
7222 Limited Service Eating Places  
7224 Drinking Places  
445 Food and Beverage stores

### Public Transportation

481 Passenger Air Transportation  
4881 Airport Support Activities  
4821 Rail Transportation  
4852 Interurban and Rural Bus Transportation  
4853 Taxi & Limousine Services  
485510 Charter Bus  
483112 Deep Sea Passenger Transportation  
483114 Coastal and Great Lakes Passenger Transportation  
483212 Inland Water Passenger Transportation  
487 Scenic & Sightseeing Transportation

### Retail

451 Sporting Goods, Hobby, Book, and Music Stores  
452 General Merchandise Stores  
453 Miscellaneous Store Retailers  
443 Electronics and Appliance Stores  
444 Building Material and Garden Equipment and Supplies Dealers  
446 Health and Personal Care Stores  
448 Clothing and Clothing Accessories Stores

### Travel Arrangement

5615 Travel Arrangement & Reservation Services  
(includes travel agencies and tour operators)

## **Appendix D: Sources of Data**

This appendix presents the sources of data used in this report.

### **Organizations**

Airlines for America (A4A), (formerly known as Air Transport Association of America - ATA)  
American Automobile Association  
Amtrak  
Bureau of the Census, U.S. Department of Commerce  
Bureau of Economic Analysis, U.S. Department of Commerce  
Bureau of Labor Statistics, U.S. Department of Labor  
Bureau of Transportation Statistics, U.S. Department of Transportation  
Federal Aviation Administration, U.S. Department of Transportation  
Federal Highway Administration, U.S. Department of Transportation  
National Park Service  
North Carolina Department of Commerce - Division of Tourism, Film & Sports Development  
North Carolina Department of Transportation  
North Carolina Department of Revenue  
North Carolina Employment Security Commission  
Smith Travel Research  
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce  
U.S. Travel Association