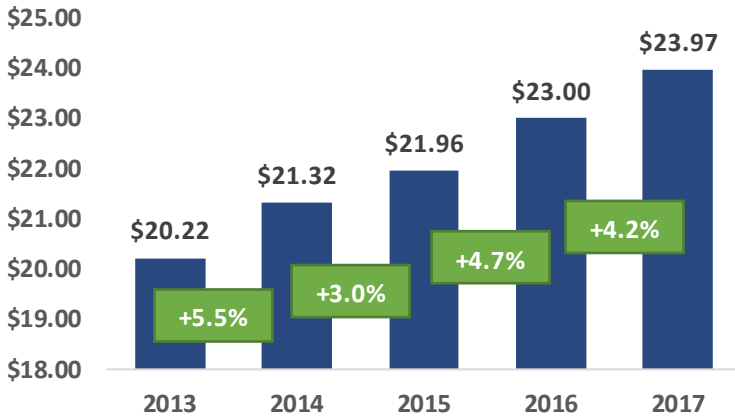
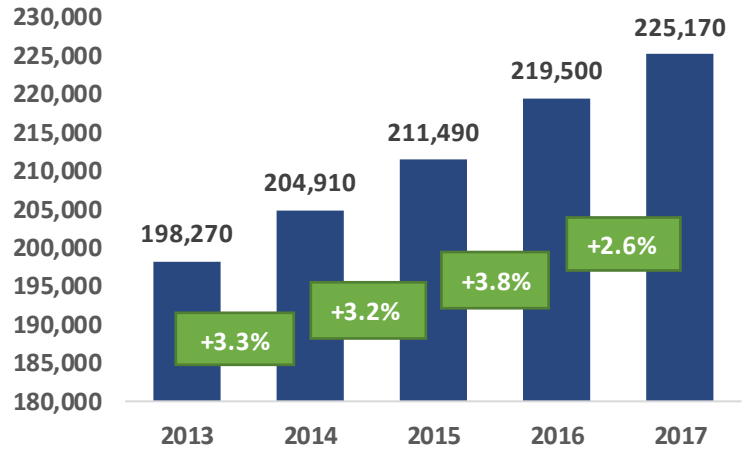


TOURISM ECONOMIC FAST FACTS - 2017

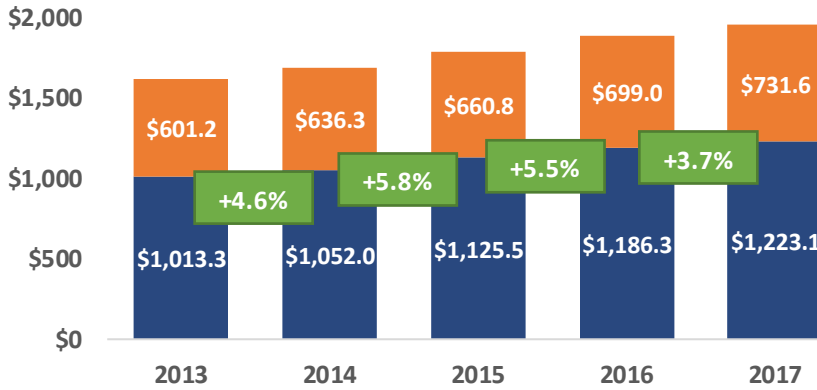
Direct Visitor Spending 2013-2017
(in billions)



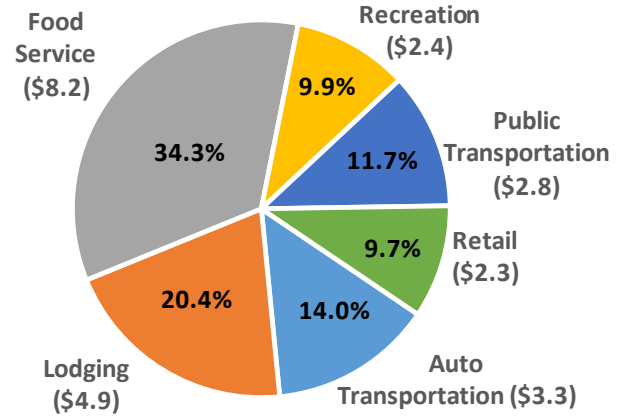
Direct Tourism Employment 2013-2017



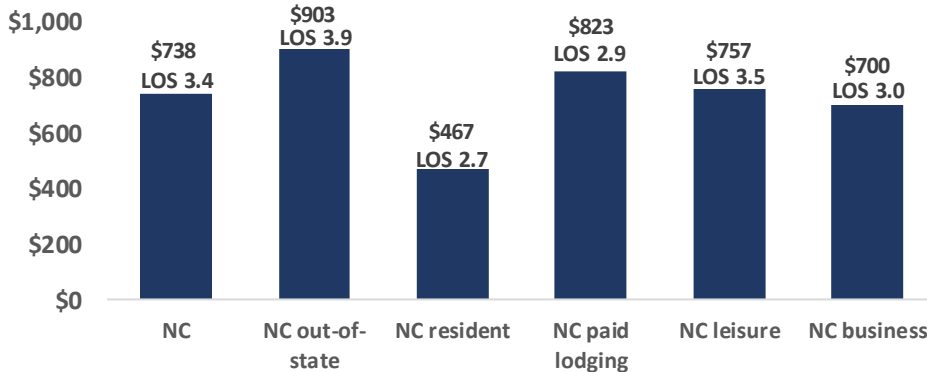
Tourism Generated State & Local Tax Receipts
2013-2017
(in millions)



Impact of Tourism by Sector
(in billions)



2017 Average Overnight Party Spending & Length of Stay*



*LOS - length of stay

\$65 million

Visitor spending per day

\$5.4 million

Visitor related taxes generated per day

\$512

Annual household tax savings

1/50

NC residents directly employed by tourism