

2017 County Tourism Statistics by NC Prosperity Zone

County	2017 Expenditures (\$ millions)	Percent Change (2016 - 2017)	2017 Payroll (\$ millions)	Percent Change (2016 - 2017)	2017 Employment (thousands)	Percent Change (2016 - 2017)	2017 State Tax Receipts (\$ millions)	Percent Change (2016 - 2017)	2017 Local Tax Receipts (\$ millions)	Percent Change (2016 - 2017)
Southeast										
Brunswick	562.63	3.36%	113.49	7.68%	5.77	2.00%	26.08	2.57%	34.59	4.81%
Carteret	362.40	3.05%	69.83	7.36%	3.51	1.70%	16.33	2.26%	21.56	4.50%
Craven	142.10	3.73%	29.06	8.07%	1.17	2.37%	7.79	2.94%	3.13	5.19%
Duplin	41.95	4.97%	5.15	9.36%	0.22	3.60%	2.45	4.17%	1.38	6.45%
Greene	5.89	0.42%	0.62	4.62%	0.03	-0.89%	0.33	-0.35%	0.21	1.84%
Jones	4.16	2.59%	0.60	6.88%	0.02	1.25%	0.26	1.80%	0.13	4.04%
Lenoir	88.85	5.55%	15.92	9.95%	0.65	3.78%	4.99	4.74%	1.74	7.03%
New Hanover	578.22	4.32%	141.30	8.68%	6.32	2.56%	28.11	3.52%	23.47	5.79%
Onslow	230.65	3.78%	45.83	8.12%	1.82	2.43%	12.12	2.99%	8.83	5.25%
Pamlico	18.72	5.66%	2.38	10.07%	0.09	4.27%	0.78	4.85%	2.07	7.14%
Pender	97.05	5.14%	18.03	9.53%	0.84	3.76%	4.67	4.33%	6.81	6.62%
Wayne	169.32	4.25%	24.24	8.61%	1.09	2.89%	10.60	3.45%	2.63	5.72%
Total	\$2,301.93	3.88%	\$466.47	8.22%	21.51	2.36%	\$114.52	3.11%	\$106.57	5.24%
State Totals	\$23,988.01	4.20%	\$6,032.81	8.53%	225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%
Northeast										
Beaufort	86.55	6.38%	12.11	10.82%	0.50	4.33%	4.40	5.56%	5.16	7.88%
Bertie	13.96	5.93%	1.48	10.36%	0.05	4.54%	0.79	5.12%	0.79	7.42%
Camden	2.09	4.18%	0.25	8.53%	0.01	2.82%	0.12	3.38%	0.17	5.65%
Chowan	22.17	4.13%	3.54	8.48%	0.16	2.77%	1.08	3.34%	1.42	5.60%
Currituck	230.86	2.77%	42.91	7.06%	2.09	1.88%	10.81	1.98%	13.31	4.22%
Dare	1,131.94	2.75%	252.18	7.05%	13.37	1.41%	54.18	1.97%	51.41	4.20%
Edgecombe	60.03	3.44%	8.87	7.76%	0.38	2.09%	3.35	2.65%	1.08	4.90%
Gates	6.47	3.94%	0.59	8.29%	0.02	2.58%	0.40	3.15%	0.24	5.41%
Halifax	96.95	5.56%	12.42	9.98%	0.56	4.18%	6.01	4.76%	2.39	7.05%
Hertford	29.09	2.23%	3.96	6.50%	0.18	0.89%	1.75	1.45%	0.74	3.67%
Hyde	37.50	8.17%	7.78	12.69%	0.42	6.75%	1.77	7.34%	2.07	9.69%
Martin	31.75	1.00%	5.09	5.22%	0.24	-0.32%	1.74	0.23%	0.79	2.43%
Nash	292.77	1.45%	60.02	4.06%	3.09	0.12%	15.40	0.67%	8.05	2.88%
Northampton	14.46	0.06%	1.79	4.24%	0.06	-1.25%	0.65	-0.70%	1.25	1.47%
Pasquotank	62.66	0.47%	10.25	4.66%	0.50	-0.85%	3.47	-0.30%	1.44	1.88%
Perquimans	10.86	4.40%	1.41	8.76%	0.05	3.03%	0.45	3.60%	1.25	5.87%
Pitt	246.72	6.62%	52.25	11.07%	2.27	4.59%	12.87	5.80%	5.53	8.12%
Tyrrell	3.67	1.06%	0.38	5.28%	0.02	-0.27%	0.17	0.28%	0.35	2.48%
Washington	15.35	2.24%	2.16	6.52%	0.10	0.91%	0.86	1.46%	0.66	3.69%
Wilson	119.60	3.38%	18.88	7.70%	0.88	2.03%	7.08	2.59%	2.32	4.84%
Total	\$2,515.48	3.25%	\$498.32	7.31%	24.92	1.74%	\$127.37	2.48%	\$100.43	4.66%
State Totals	\$23,988.01	4.20%	\$6,032.81	8.53%	225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%

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Sandhills (South Central)										
Bladen	40.55	4.78%	4.54	9.16%	0.20	3.41%	2.47	3.98%	1.18	6.25%
Columbus	56.20	5.03%	7.21	9.41%	0.31	3.45%	3.25	4.22%	1.56	6.51%
Cumberland	542.31	3.11%	104.88	6.42%	4.63	1.76%	29.23	2.32%	11.60	4.56%
Hoke	11.91	4.29%	1.58	8.65%	0.08	2.92%	0.67	3.49%	0.19	5.76%
Montgomery	29.99	2.39%	3.27	6.67%	0.12	1.05%	1.39	1.61%	3.13	3.84%
Moore	491.28	4.66%	118.14	9.03%	5.92	3.29%	25.14	3.86%	14.73	6.13%
Richmond	49.70	3.87%	9.43	8.20%	0.43	2.51%	2.64	3.07%	0.95	5.33%
Robeson	152.81	5.54%	24.52	9.95%	1.20	3.69%	8.90	4.73%	3.07	7.03%
Sampson	52.21	3.19%	7.23	7.50%	0.30	1.84%	2.94	2.40%	1.69	4.64%
Scotland	45.02	3.01%	7.91	7.31%	0.38	1.66%	2.49	2.22%	0.80	4.46%
Total	\$1,471.98	4.01%	\$288.70	8.02%	\$13.58	2.68%	\$79.14	3.22%	\$38.89	5.44%
State Totals	\$23,988.01	4.20%	\$6,032.81	8.53%	225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%
North Central										
Chatham	34.99	3.51%	4.52	7.84%	0.19	2.16%	2.08	2.72%	0.65	4.97%
Durham	814.32	4.90%	180.01	9.28%	9.09	3.53%	43.56	4.10%	27.64	6.38%
Franklin	24.42	3.75%	3.06	8.09%	0.13	2.39%	1.36	2.96%	0.63	5.21%
Granville	49.51	5.08%	6.59	9.47%	0.31	3.70%	2.93	4.28%	1.42	6.56%
Harnett	89.70	5.41%	13.75	9.82%	0.65	4.03%	4.94	4.61%	2.11	6.90%
Johnston	239.09	2.75%	39.29	7.04%	1.86	1.40%	13.41	1.96%	6.08	4.19%
Lee	78.84	4.70%	14.89	9.07%	0.67	3.33%	4.56	3.90%	1.61	6.18%
Orange	197.99	2.67%	40.07	6.96%	1.91	1.33%	10.69	1.89%	4.33	4.12%
Person	36.38	0.02%	4.83	4.20%	0.22	-1.29%	2.15	-0.75%	0.82	1.43%
Vance	50.07	4.02%	7.27	8.37%	0.31	2.66%	3.02	3.23%	1.49	5.49%
Wake	2,265.91	4.36%	763.18	8.73%	23.42	3.00%	109.19	3.57%	60.99	5.84%
Warren	25.75	1.24%	3.38	5.47%	0.12	-0.09%	0.95	0.46%	2.31	2.67%
Total	\$3,906.99	4.25%	\$1,080.84	8.67%	38.89	2.94%	\$198.85	3.44%	\$110.07	5.73%
State Totals	\$23,988.01	4.20%	\$6,032.81	8.53%	225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%
Piedmont Triad (Central)										
Alamance	190.73	5.99%	32.66	10.42%	1.47	4.60%	11.21	5.18%	3.37	7.49%
Caswell	9.16	2.67%	1.02	6.96%	0.04	1.33%	0.43	1.89%	0.66	4.12%
Davidson	167.39	4.82%	25.14	9.20%	1.06	3.45%	9.39	4.02%	5.51	6.30%
Davie	37.94	3.95%	7.35	8.29%	0.31	2.59%	2.12	3.15%	0.69	5.41%
Forsyth	898.38	6.11%	164.38	10.54%	7.12	4.13%	53.22	5.29%	16.64	7.60%
Guilford	1,408.40	4.38%	374.79	8.74%	13.95	3.01%	73.08	3.58%	32.30	5.85%
Randolph	146.23	5.21%	24.02	9.61%	1.03	3.55%	8.90	4.41%	2.40	6.70%
Rockingham	71.60	0.98%	12.64	5.20%	0.57	-0.34%	3.80	0.21%	1.76	2.40%
Stokes	25.42	5.08%	3.50	9.47%	0.14	3.70%	1.31	4.27%	1.01	6.56%
Surry	124.46	2.66%	19.35	6.95%	0.85	1.32%	6.94	1.87%	2.70	4.11%
Yadkin	39.08	3.00%	7.22	7.30%	0.37	1.65%	2.11	2.21%	0.96	4.45%
Total	\$3,118.78	4.86%	\$672.06	9.16%	26.90	3.28%	\$172.52	4.10%	\$68.00	6.23%
State Totals	\$23,988.01	4.20%	\$6,032.81	8.53%	225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%

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Southwest										
Anson	17.44	4.82%	2.27	9.20%	0.11	3.45%	1.03	4.01%	0.44	6.29%
Cabarrus	446.84	3.10%	106.14	7.40%	4.58	1.75%	25.52	2.31%	7.93	4.55%
Cleveland	110.11	2.89%	17.09	7.19%	0.73	1.54%	6.53	2.10%	1.96	4.34%
Gaston	261.75	3.91%	44.60	8.26%	2.00	2.55%	14.99	3.12%	4.36	5.38%
Iredell	256.88	3.79%	42.87	8.12%	1.96	2.43%	14.17	2.99%	7.94	5.25%
Lincoln	56.60	5.59%	9.79	10.00%	0.40	4.20%	3.15	4.78%	1.71	7.07%
Mecklenburg	5,381.42	4.22%	1,938.56	8.57%	52.25	2.85%	254.66	3.42%	132.95	5.68%
Rowan	174.79	4.67%	30.73	9.04%	1.45	3.30%	9.30	3.87%	5.70	6.14%
Stanly	81.14	2.17%	11.49	6.44%	0.51	0.83%	4.74	1.39%	2.44	3.61%
Union	139.75	4.76%	23.47	9.14%	1.08	3.39%	7.75	3.96%	2.54	6.24%
Total	\$6,926.73	4.10%	\$2,226.99	8.50%	65.06	2.75%	\$341.84	3.29%	\$167.97	5.59%
State Totals	\$23,988.01	4.20%	\$6,032.81	8.53%	225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%
Northwest										
Alexander	20.84	4.72%	3.31	9.10%	0.12	3.35%	1.17	3.92%	0.87	6.20%
Alleghany	24.77	3.96%	4.78	8.30%	0.19	2.59%	1.18	3.16%	1.68	5.42%
Ashe	57.65	4.90%	9.12	9.28%	0.43	3.53%	2.99	4.10%	3.13	6.38%
Avery	125.59	5.14%	30.59	9.53%	1.35	3.38%	6.29	4.33%	5.61	6.62%
Burke	101.28	2.76%	15.81	7.05%	0.74	1.42%	5.60	1.97%	2.88	4.21%
Caldwell	53.04	0.89%	8.56	5.10%	0.35	-0.43%	2.91	0.11%	1.65	2.31%
Catawba	277.27	4.73%	53.64	9.10%	2.44	3.02%	15.31	3.93%	8.33	6.21%
McDowell	58.83	3.89%	9.47	8.23%	0.44	2.07%	3.11	3.10%	2.15	5.36%
Mitchell	24.10	4.59%	3.94	8.96%	0.17	3.22%	1.07	3.79%	1.06	6.07%
Watauga	253.72	2.08%	60.22	6.34%	2.83	0.74%	12.70	1.30%	10.06	3.52%
Wilkes	78.08	4.27%	12.32	8.63%	0.57	2.91%	3.86	3.47%	1.90	5.74%
Yancey	38.64	4.73%	6.74	9.11%	0.26	3.36%	1.74	3.93%	2.75	6.21%
Total	\$1,113.81	3.70%	\$218.52	8.00%	9.91	2.14%	\$57.92	2.91%	\$42.07	5.22%
State Totals	\$23,988.01	4.20%	\$6,032.81	8.53%	225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%
Western										
Buncombe	1,142.19	6.58%	265.99	11.03%	11.79	4.43%	58.13	5.77%	37.54	8.08%
Cherokee	49.23	2.17%	8.03	6.44%	0.38	0.83%	2.28	1.39%	2.84	3.61%
Clay	13.33	0.50%	1.57	4.70%	0.06	-0.81%	0.55	-0.27%	1.50	1.92%
Graham	28.14	4.55%	5.20	8.92%	0.27	3.18%	1.32	3.75%	1.91	6.02%
Haywood	182.27	1.95%	40.90	6.21%	1.82	0.61%	10.09	1.17%	6.90	3.38%
Henderson	294.64	7.13%	56.28	11.61%	2.44	4.83%	13.38	6.31%	12.76	8.64%
Jackson	195.44	3.71%	48.52	8.04%	1.85	2.35%	10.86	2.92%	9.08	5.17%
Macon	170.12	3.65%	31.65	7.98%	1.36	2.29%	7.65	2.85%	13.70	5.11%
Madison	39.54	3.72%	8.26	8.05%	0.36	2.36%	2.04	2.93%	1.83	5.18%
Polk	30.73	8.31%	4.74	12.83%	0.22	6.89%	1.61	7.48%	1.76	9.84%
Rutherford	181.25	4.19%	27.65	8.54%	1.32	2.82%	10.89	3.39%	5.53	5.65%
Swain	205.58	1.50%	62.67	5.74%	2.22	0.17%	12.83	0.72%	4.60	2.93%
Transylvania	99.85	5.37%	19.46	9.77%	0.84	3.99%	3.87	4.56%	4.64	6.85%
Total	\$2,632.31	5.12%	\$580.92	9.43%	24.93	3.33%	\$135.51	4.20%	\$104.59	6.48%
State Totals	\$23,988.01	4.20%	\$6,032.81	8.53%	225.70	2.73%	\$1,227.65	3.40%	\$738.58	5.59%

*Preliminary data from The 2017 Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, 2018.