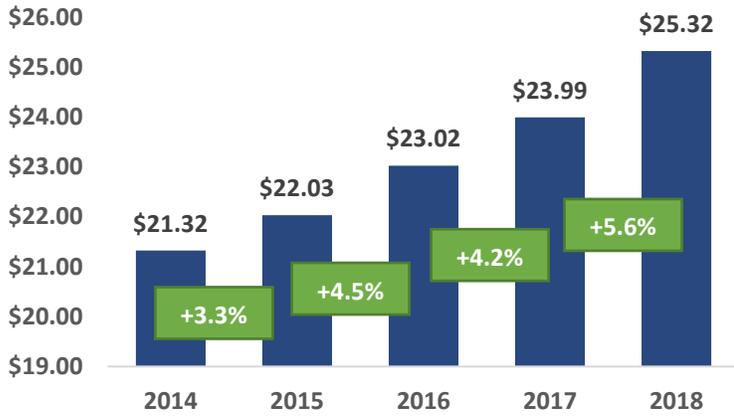
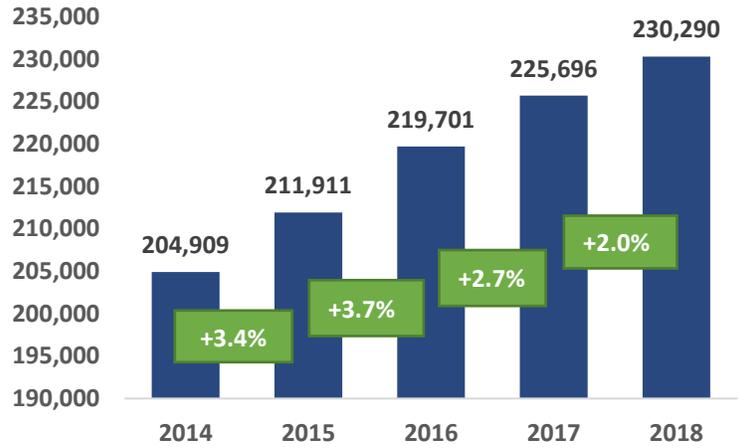


TOURISM ECONOMIC FAST FACTS - 2018

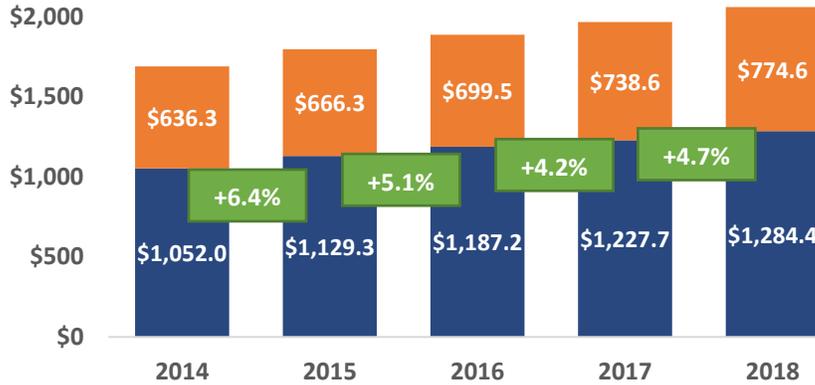
Direct Visitor Spending 2014-2018
(in billions)



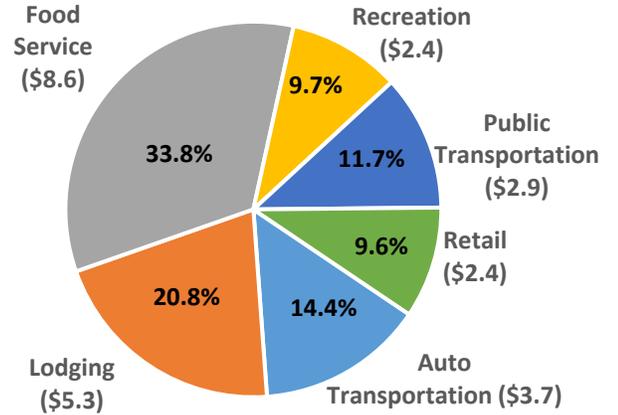
Direct Tourism Employment 2014-2018



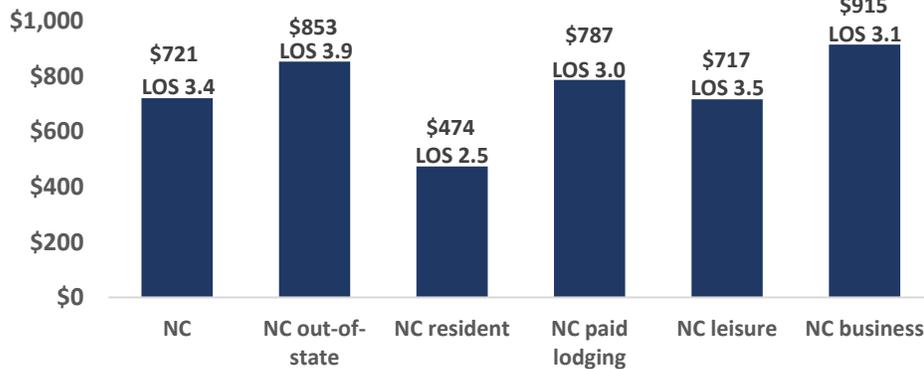
Tourism Generated State & Local Tax Receipts
2014-2018
(in millions)



Impact of Tourism by Sector
(in billions)



2018 Average Overnight Party Spending & Length of Stay*



*LOS – length of stay

\$69 million

Visitor spending per day

\$5.6 million

Visitor related taxes generated per day

\$532

Annual household tax savings

1/45

NC residents directly employed by tourism