

The 2018 Economic Impact of Domestic Travel on North Carolina Counties

Ranked by Percentage Growth in Spending

Prepared for Visit North Carolina

By the U.S. Travel Association

| County | Expenditures | | Payroll | | Employment | | State Tax | | Local Tax | |
|----------------|-------------------------------|---------|--------------------------|---------|---------------------------|-------------------|---------------|-----------|-------------------|----------|
| | Expenditures (\$ Millions) | Percent | Payroll (\$ Millions) | Percent | Employment (Thousands) | Percent Change | State Tax | Local Tax | Percent Change | Receipts |
| | | Change | | Change | | | Receipts | Receipts | | |
| | | 2017/18 | | 2017/18 | | | (\$ Millions) | 2017/18 | (\$ Millions) | 2017/18 |
| 1 ONSLOW | \$249.19 | 8.0% | \$49.31 | 7.6% | 1.88 | 3.1% | \$12.98 | 7.1% | \$9.48 | 7.4% |
| 2 BEAUFORT | 93.26 | 7.7% | 12.99 | 7.3% | 0.51 | 2.9% | 4.70 | 6.8% | 5.53 | 7.1% |
| 3 JOHNSTON | 256.02 | 7.1% | 41.90 | 6.6% | 1.92 | 3.0% | 14.23 | 6.1% | 6.47 | 6.4% |
| 4 CHEROKEE | 52.67 | 7.0% | 8.55 | 6.5% | 0.39 | 2.5% | 2.41 | 6.1% | 3.02 | 6.3% |
| 5 MADISON | 42.24 | 6.8% | 8.79 | 6.4% | 0.37 | 2.5% | 2.16 | 5.9% | 1.94 | 6.2% |
| 6 RICHMOND | 53.03 | 6.7% | 10.02 | 6.3% | 0.45 | 2.6% | 2.80 | 5.8% | 1.01 | 6.1% |
| 7 BRUNSWICK | 599.11 | 6.5% | 120.33 | 6.0% | 5.93 | 2.9% | 27.52 | 5.6% | 36.61 | 5.8% |
| 8 TRANSYLVANIA | 106.32 | 6.5% | 20.64 | 6.0% | 0.87 | 2.9% | 4.09 | 5.6% | 4.91 | 5.8% |
| 9 HENDERSON | 313.37 | 6.4% | 59.60 | 5.9% | 2.50 | 2.8% | 14.11 | 5.4% | 13.49 | 5.7% |
| 10 CLEVELAND | 116.98 | 6.2% | 18.08 | 5.8% | 0.74 | 2.4% | 6.87 | 5.3% | 2.07 | 5.6% |
| 11 BUNCOMBE | 1,212.65 | 6.2% | 281.19 | 5.7% | 12.09 | 2.6% | 61.18 | 5.2% | 39.61 | 5.5% |
| 12 NEW HANOVER | 612.92 | 6.0% | 149.14 | 5.5% | 6.47 | 2.4% | 29.54 | 5.1% | 24.73 | 5.4% |
| 13 MOORE | 520.69 | 6.0% | 124.68 | 5.5% | 6.07 | 2.4% | 26.41 | 5.1% | 15.52 | 5.3% |
| 14 WAKE | 2,400.87 | 6.0% | 805.18 | 5.5% | 23.97 | 2.4% | 114.68 | 5.0% | 64.23 | 5.3% |
| 15 GRANVILLE | 52.44 | 5.9% | 6.95 | 5.5% | 0.32 | 2.3% | 3.07 | 5.0% | 1.49 | 5.3% |
| 16 CUMBERLAND | 574.03 | 5.8% | 110.54 | 5.4% | 4.73 | 2.3% | 30.67 | 4.9% | 12.20 | 5.2% |
| 17 FORSYTH | 950.57 | 5.8% | 173.19 | 5.4% | 7.28 | 2.2% | 55.82 | 4.9% | 17.50 | 5.2% |
| 18 BURKE | 107.15 | 5.8% | 16.65 | 5.3% | 0.75 | 2.2% | 5.87 | 4.9% | 3.03 | 5.2% |
| 19 IREDELL | 271.66 | 5.8% | 45.14 | 5.3% | 2.00 | 2.2% | 14.85 | 4.8% | 8.35 | 5.1% |
| 20 MCDOWELL | 62.18 | 5.7% | 9.96 | 5.3% | 0.45 | 2.1% | 3.26 | 4.8% | 2.26 | 5.1% |
| 21 BLADEN | 42.86 | 5.7% | 4.78 | 5.2% | 0.20 | 2.1% | 2.59 | 4.8% | 1.24 | 5.1% |
| 22 ALAMANCE | 201.59 | 5.7% | 34.37 | 5.2% | 1.50 | 2.1% | 11.75 | 4.8% | 3.54 | 5.1% |
| 23 CATAWBA | 293.05 | 5.7% | 56.45 | 5.2% | 2.49 | 2.1% | 16.04 | 4.8% | 8.75 | 5.0% |
| 24 WAYNE | 178.92 | 5.7% | 25.51 | 5.2% | 1.11 | 2.0% | 11.10 | 4.7% | 2.76 | 5.0% |
| 25 GASTON | 276.58 | 5.7% | 46.93 | 5.2% | 2.04 | 2.1% | 15.71 | 4.7% | 4.58 | 5.0% |
| 26 ROWAN | 184.67 | 5.7% | 32.32 | 5.2% | 1.48 | 2.1% | 9.74 | 4.7% | 5.99 | 5.0% |
| 27 GUILFORD | 1,487.69 | 5.6% | 394.19 | 5.2% | 14.24 | 2.1% | 76.51 | 4.7% | 33.91 | 5.0% |
| 28 PITT | 260.59 | 5.6% | 54.95 | 5.2% | 2.31 | 2.1% | 13.47 | 4.7% | 5.80 | 5.0% |
| 29 CURRITUCK | 243.81 | 5.6% | 45.12 | 5.2% | 2.13 | 2.0% | 11.31 | 4.7% | 13.97 | 5.0% |
| 30 POLK | 32.44 | 5.6% | 4.98 | 5.1% | 0.23 | 2.0% | 1.69 | 4.7% | 1.85 | 4.9% |
| 31 MECKLENBURG | 5,681.82 | 5.6% | 2,038.02 | 5.1% | 53.30 | 2.0% | 266.52 | 4.7% | 139.51 | 4.9% |
| 32 NASH | 309.08 | 5.6% | 63.09 | 5.1% | 3.15 | 2.0% | 16.12 | 4.6% | 8.45 | 4.9% |
| 33 WILSON | 126.26 | 5.6% | 19.84 | 5.1% | 0.90 | 2.0% | 7.41 | 4.6% | 2.44 | 4.9% |

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| County | Expenditures | | Payroll | | Employment | | State Tax | State Tax | Local Tax | Local Tax |
|---------------|-------------------------------|------------------------------|--------------------------|------------------------------|---------------------------|------------------------------|---------------------------|------------------------------|---------------------------|------------------------------|
| | Expenditures (\$ Millions) | Percent Change 2017/18 | Payroll (\$ Millions) | Percent Change 2017/18 | Employment (Thousands) | Percent Change 2017/18 | Receipts (\$ Millions) | Percent Change 2017/18 | Receipts (\$ Millions) | Percent Change 2017/18 |
| 34 DURHAM | \$859.47 | 5.5% | \$189.18 | 5.1% | 9.27 | 2.0% | \$45.57 | 4.6% | \$29.00 | 4.9% |
| 35 UNION | 147.46 | 5.5% | 24.66 | 5.1% | 1.10 | 1.9% | 8.11 | 4.6% | 2.66 | 4.9% |
| 36 AVERY | 132.51 | 5.5% | 32.14 | 5.1% | 1.37 | 1.9% | 6.58 | 4.6% | 5.88 | 4.9% |
| 37 JONES | 4.39 | 5.5% | 0.64 | 5.1% | 0.02 | 1.9% | 0.27 | 4.6% | 0.14 | 4.9% |
| 38 CAMDEN | 2.21 | 5.5% | 0.26 | 5.0% | 0.01 | 1.9% | 0.12 | 4.6% | 0.18 | 4.8% |
| 39 PERSON | 38.36 | 5.4% | 5.07 | 5.0% | 0.22 | 1.9% | 2.25 | 4.5% | 0.86 | 4.8% |
| 40 LINCOLN | 59.66 | 5.4% | 10.27 | 5.0% | 0.41 | 1.8% | 3.29 | 4.5% | 1.79 | 4.8% |
| 41 CHATHAM | 36.89 | 5.4% | 4.74 | 5.0% | 0.19 | 1.8% | 2.17 | 4.5% | 0.68 | 4.8% |
| 42 ASHE | 60.73 | 5.3% | 9.56 | 4.9% | 0.44 | 1.8% | 3.12 | 4.4% | 3.28 | 4.7% |
| 43 HARNETT | 94.48 | 5.3% | 14.42 | 4.9% | 0.66 | 1.8% | 5.16 | 4.4% | 2.21 | 4.7% |
| 44 JACKSON | 205.81 | 5.3% | 50.87 | 4.9% | 1.89 | 1.7% | 11.34 | 4.4% | 9.50 | 4.7% |
| 45 FRANKLIN | 25.71 | 5.3% | 3.20 | 4.8% | 0.13 | 1.7% | 1.42 | 4.4% | 0.65 | 4.6% |
| 46 DAVIDSON | 176.22 | 5.3% | 26.35 | 4.8% | 1.08 | 1.7% | 9.80 | 4.4% | 5.77 | 4.6% |
| 47 ALEXANDER | 21.93 | 5.2% | 3.47 | 4.8% | 0.13 | 1.7% | 1.22 | 4.3% | 0.91 | 4.6% |
| 48 LENOIR | 93.48 | 5.2% | 16.68 | 4.8% | 0.67 | 1.7% | 5.20 | 4.3% | 1.82 | 4.6% |
| 49 YANCEY | 40.64 | 5.2% | 7.06 | 4.7% | 0.27 | 1.6% | 1.81 | 4.3% | 2.87 | 4.5% |
| 50 CLAY | 14.02 | 5.2% | 1.65 | 4.7% | 0.06 | 1.6% | 0.58 | 4.3% | 1.57 | 4.5% |
| 51 SURRY | 130.90 | 5.2% | 20.26 | 4.7% | 0.86 | 1.6% | 7.23 | 4.3% | 2.83 | 4.5% |
| 52 GATES | 6.81 | 5.2% | 0.62 | 4.7% | 0.02 | 1.6% | 0.42 | 4.2% | 0.25 | 4.5% |
| 53 ROCKINGHAM | 75.28 | 5.1% | 13.23 | 4.7% | 0.58 | 1.6% | 3.96 | 4.2% | 1.83 | 4.5% |
| 54 ORANGE | 208.00 | 5.1% | 41.91 | 4.6% | 1.94 | 1.5% | 11.13 | 4.1% | 4.52 | 4.4% |
| 55 RANDOLPH | 153.58 | 5.0% | 25.12 | 4.6% | 1.05 | 1.5% | 9.27 | 4.1% | 2.51 | 4.4% |
| 56 CABARRUS | 469.31 | 5.0% | 111.00 | 4.6% | 4.65 | 1.5% | 26.57 | 4.1% | 8.27 | 4.4% |
| 57 PAMLICO | 19.65 | 5.0% | 2.49 | 4.5% | 0.09 | 1.4% | 0.81 | 4.0% | 2.16 | 4.3% |
| 58 CRAVEN | 149.15 | 5.0% | 30.37 | 4.5% | 1.18 | 1.4% | 8.11 | 4.0% | 3.27 | 4.3% |
| 59 DARE | 1,187.38 | 4.9% | 263.40 | 4.4% | 13.55 | 1.4% | 56.34 | 4.0% | 53.60 | 4.3% |
| 60 MACON | 178.37 | 4.8% | 33.04 | 4.4% | 1.39 | 1.7% | 7.95 | 3.9% | 14.27 | 4.2% |
| 61 MARTIN | 33.28 | 4.8% | 5.32 | 4.4% | 0.24 | 1.7% | 1.81 | 3.9% | 0.82 | 4.2% |
| 62 CALDWELL | 55.59 | 4.8% | 8.94 | 4.4% | 0.36 | 1.3% | 3.02 | 3.9% | 1.72 | 4.2% |
| 63 LEE | 82.64 | 4.8% | 15.54 | 4.4% | 0.68 | 1.6% | 4.74 | 3.9% | 1.67 | 4.2% |
| 64 PENDER | 101.71 | 4.8% | 18.81 | 4.4% | 0.85 | 1.3% | 4.85 | 3.9% | 7.09 | 4.2% |
| 65 HERTFORD | 30.48 | 4.8% | 4.13 | 4.3% | 0.19 | 1.6% | 1.82 | 3.9% | 0.77 | 4.1% |
| 66 PASQUOTANK | 65.65 | 4.8% | 10.69 | 4.3% | 0.51 | 1.2% | 3.60 | 3.8% | 1.50 | 4.1% |
| 67 COLUMBUS | 58.85 | 4.7% | 7.51 | 4.3% | 0.32 | 1.6% | 3.37 | 3.8% | 1.62 | 4.1% |

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| County | Expenditures (\$ Millions) | Expenditures | Payroll (\$ Millions) | Payroll | Employment (Thousands) | Employment | State Tax Receipts (\$ Millions) | State Tax | Local Tax Receipts (\$ Millions) | Local Tax |
|---------------------|-------------------------------|------------------------------|--------------------------|------------------------------|---------------------------|------------------------------|--|------------------------------|--|-------------|
| | | Percent Change 2017/18 | | Percent Change 2017/18 | | Percent Change 2017/18 | | Percent Change 2017/18 | | |
| 68 HYDE | \$39.26 | 4.7% | \$8.10 | 4.2% | 0.42 | 1.6% | \$1.84 | 3.8% | \$2.16 | 4.0% |
| 69 SWAIN | 215.17 | 4.7% | 65.31 | 4.2% | 2.25 | 1.4% | 13.31 | 3.8% | 4.78 | 4.0% |
| 70 HALIFAX | 101.45 | 4.6% | 12.94 | 4.2% | 0.57 | 1.3% | 6.23 | 3.7% | 2.48 | 4.0% |
| 71 ROBESON | 159.84 | 4.6% | 25.54 | 4.2% | 1.21 | 1.2% | 9.23 | 3.7% | 3.20 | 4.0% |
| 72 BERTIE | 14.60 | 4.6% | 1.54 | 4.1% | 0.05 | 1.0% | 0.81 | 3.7% | 0.82 | 3.9% |
| 73 RUTHERFORD | 189.49 | 4.5% | 28.78 | 4.1% | 1.34 | 1.6% | 11.28 | 3.6% | 5.75 | 3.9% |
| 74 STANLY | 84.81 | 4.5% | 11.96 | 4.1% | 0.52 | 1.3% | 4.92 | 3.6% | 2.54 | 3.9% |
| 75 TYRRELL | 3.83 | 4.5% | 0.39 | 4.0% | 0.02 | 1.4% | 0.18 | 3.6% | 0.37 | 3.9% |
| 76 GRAHAM | 29.40 | 4.5% | 5.41 | 4.0% | 0.28 | 1.4% | 1.37 | 3.6% | 1.98 | 3.9% |
| 77 NORTHAMPTON | 15.10 | 4.5% | 1.86 | 4.0% | 0.06 | 1.4% | 0.68 | 3.5% | 1.30 | 3.8% |
| 78 HOKE | 12.44 | 4.4% | 1.64 | 4.0% | 0.08 | 1.4% | 0.69 | 3.5% | 0.20 | 3.8% |
| 79 VANCE | 52.23 | 4.3% | 7.55 | 3.9% | 0.31 | 1.2% | 3.12 | 3.4% | 1.55 | 3.7% |
| 80 HAYWOOD | 189.94 | 4.2% | 42.44 | 3.8% | 1.84 | 1.3% | 10.42 | 3.3% | 7.15 | 3.6% |
| 81 MONTGOMERY | 31.25 | 4.2% | 3.39 | 3.7% | 0.12 | 1.3% | 1.44 | 3.3% | 3.24 | 3.6% |
| 82 CARTERET | 377.05 | 4.0% | 72.35 | 3.6% | 3.55 | 1.3% | 16.84 | 3.1% | 22.29 | 3.4% |
| 83 DAVIE | 39.47 | 4.0% | 7.61 | 3.6% | 0.31 | 1.3% | 2.19 | 3.1% | 0.71 | 3.4% |
| 84 WASHINGTON | 15.97 | 4.0% | 2.24 | 3.6% | 0.10 | 1.1% | 0.89 | 3.1% | 0.68 | 3.4% |
| 85 WATAUGA | 263.90 | 4.0% | 62.37 | 3.6% | 2.87 | 1.3% | 13.10 | 3.1% | 10.40 | 3.4% |
| 86 SCOTLAND | 46.72 | 3.8% | 8.17 | 3.3% | 0.39 | 1.1% | 2.56 | 2.9% | 0.82 | 3.1% |
| 87 WILKES | 81.01 | 3.8% | 12.73 | 3.3% | 0.57 | 1.1% | 3.97 | 2.8% | 1.96 | 3.1% |
| 88 EDGECOMBE | 62.26 | 3.7% | 9.16 | 3.3% | 0.38 | 1.1% | 3.45 | 2.8% | 1.11 | 3.1% |
| 89 GREENE | 6.11 | 3.6% | 0.64 | 3.2% | 0.03 | 1.1% | 0.34 | 2.7% | 0.22 | 3.0% |
| 90 CASWELL | 9.48 | 3.5% | 1.05 | 3.1% | 0.04 | 1.0% | 0.45 | 2.6% | 0.68 | 2.9% |
| 91 WARREN | 26.65 | 3.5% | 3.48 | 3.0% | 0.12 | 0.9% | 0.97 | 2.6% | 2.38 | 2.8% |
| 92 DUPLIN | 43.38 | 3.4% | 5.30 | 3.0% | 0.22 | 1.0% | 2.51 | 2.5% | 1.42 | 2.8% |
| 93 YADKIN | 40.40 | 3.4% | 7.44 | 2.9% | 0.37 | 1.0% | 2.16 | 2.5% | 0.99 | 2.8% |
| 94 STOKES | 26.20 | 3.1% | 3.59 | 2.6% | 0.14 | 0.9% | 1.33 | 2.2% | 1.03 | 2.5% |
| 95 ANSON | 17.97 | 3.0% | 2.33 | 2.6% | 0.11 | 0.9% | 1.05 | 2.1% | 0.45 | 2.4% |
| 96 MITCHELL | 24.83 | 3.0% | 4.04 | 2.6% | 0.18 | 1.0% | 1.09 | 2.1% | 1.08 | 2.4% |
| 97 CHOWAN | 22.82 | 2.9% | 3.62 | 2.5% | 0.16 | 0.8% | 1.10 | 2.0% | 1.45 | 2.3% |
| 98 ALLEGHANY | 25.43 | 2.7% | 4.90 | 2.5% | 0.19 | 0.7% | 1.20 | 1.8% | 1.71 | 2.0% |
| 99 PERQUIMANS | 11.14 | 2.6% | 1.45 | 2.4% | 0.05 | 0.7% | 0.46 | 1.7% | 1.28 | 1.9% |
| 100 SAMPSON | 53.31 | 2.1% | 7.36 | 1.8% | 0.30 | 0.5% | 2.98 | 1.2% | 1.71 | 1.5% |
| STATE TOTALS | \$ 25,320.2 | 5.6% | \$6,342.7 | 5.1% | 230.3 | 2.0% | \$ 1,284.4 | 4.6% | \$ 774.6 | 4.9% |