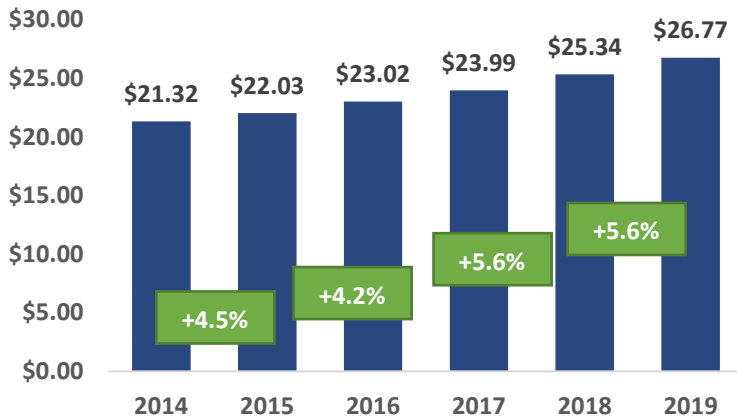
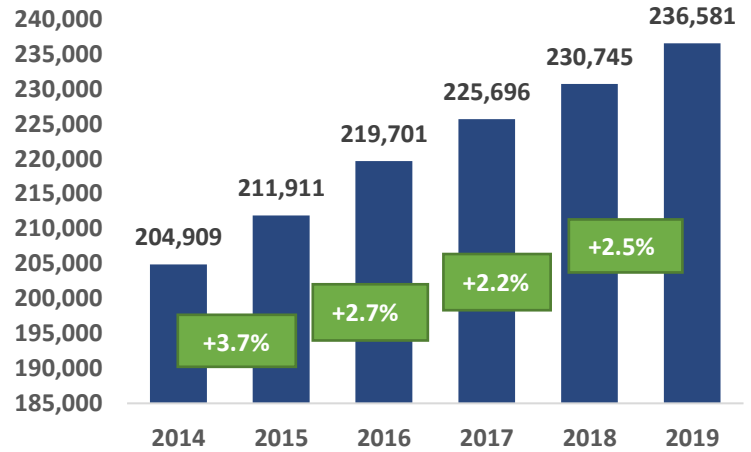


# TOURISM ECONOMIC FAST FACTS - 2019

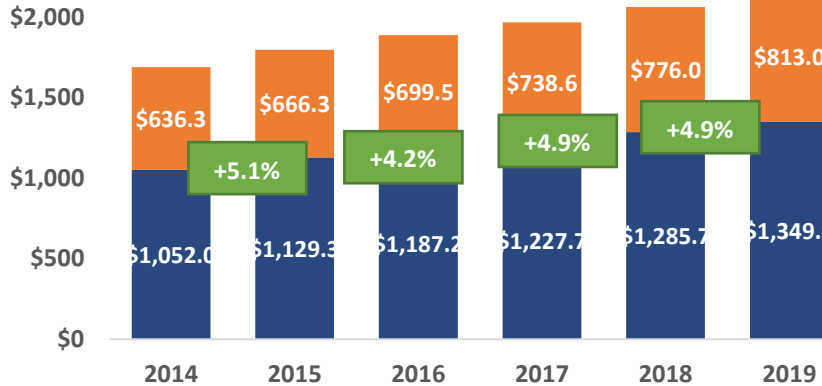
Direct Visitor Spending 2015-2019  
(in billions)



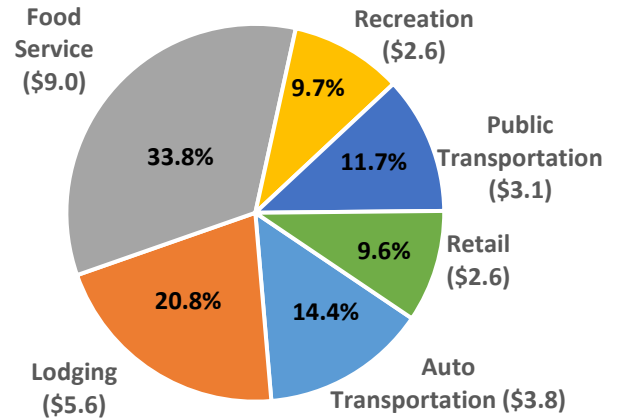
Direct Tourism Employment 2015-2019



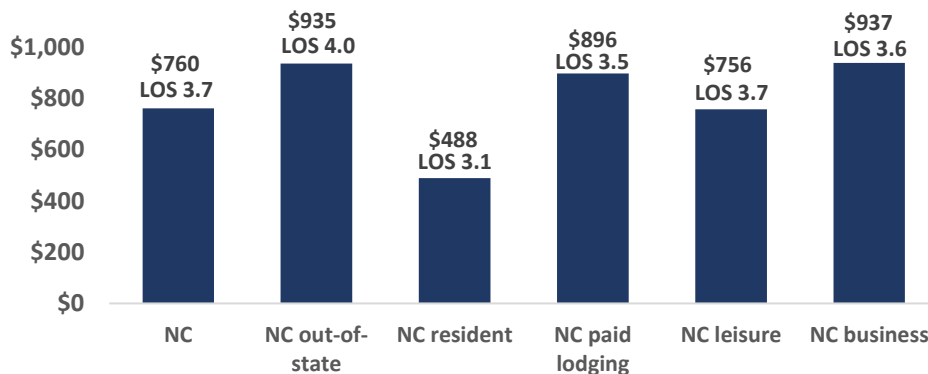
Tourism Generated State & Local Tax Receipts  
2015-2019  
(in millions)



Impact of Tourism by Sector  
(in billions)



2019 Average Overnight Party Spending & Length of Stay\*



\*LOS – length of stay

**\$73 million**  
Visitor spending per day

**\$5.9 million**  
Visitor related taxes generated per day

**\$552**  
Annual household tax savings

**1/45**  
NC residents directly employed by tourism