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*

Sources: TravelTrakAmerica, 2020
U.S. Travel Association, 2020

$73 million
Visitor spending per day

$5.9 million
Visitor related taxes generated per day

$551
Annual household tax savings

1/45
NC residents directly employed by tourism