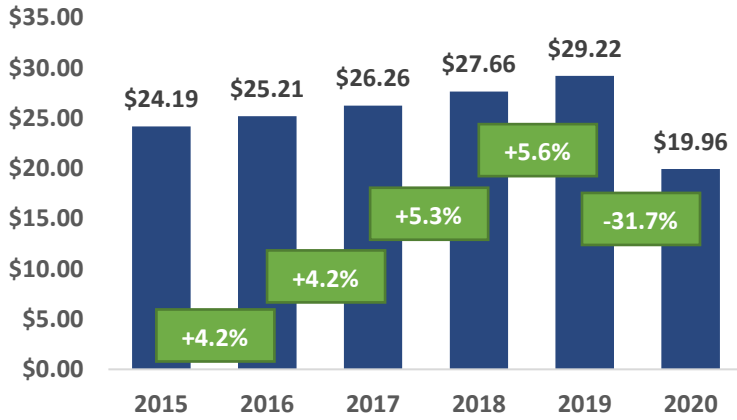
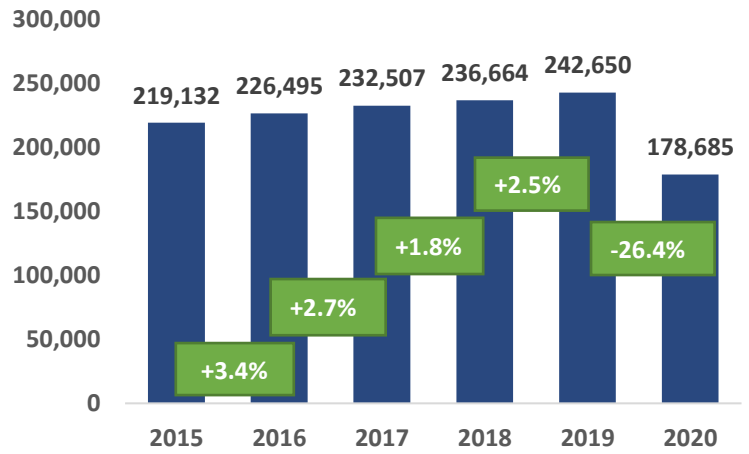


TOURISM ECONOMIC FAST FACTS - 2020

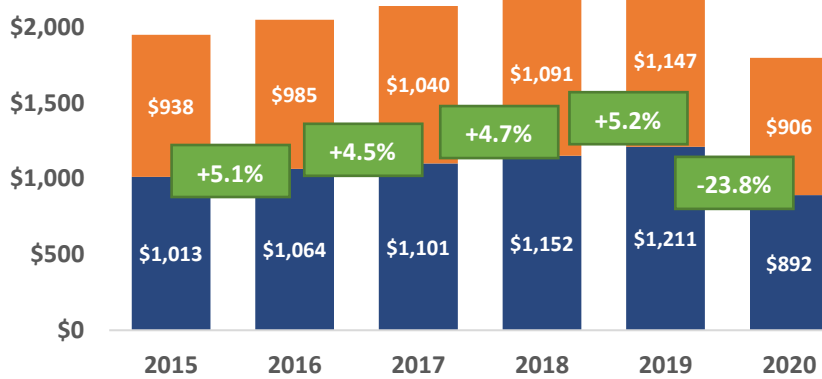
Total Direct Visitor Spending 2015-2020
(domestic & international in billions)



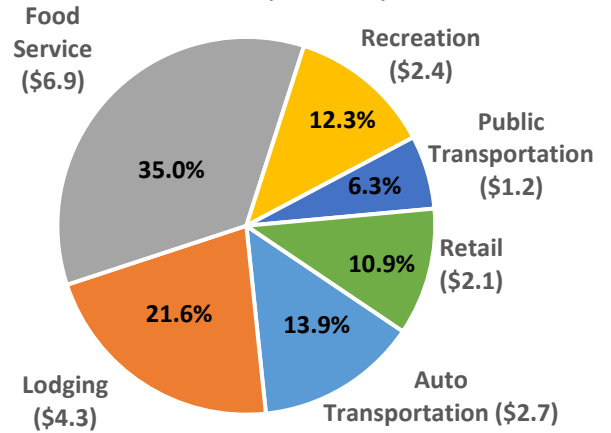
Total Direct Tourism Employment 2015-2020



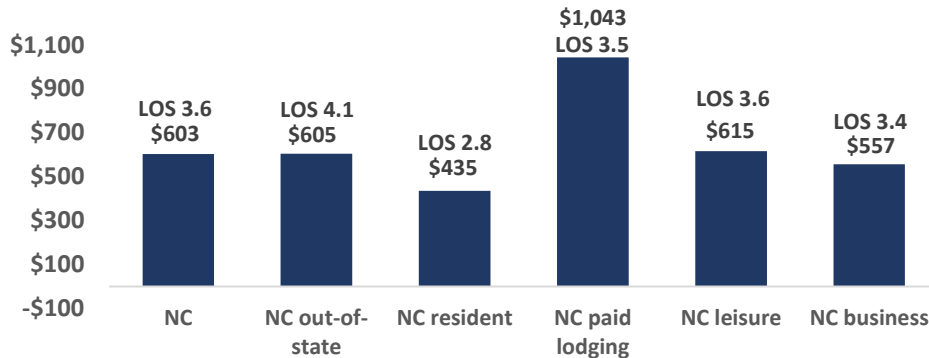
Domestic Tourism Generated State & Local Tax Receipts 2015-2020
(in millions)



Domestic Impact of Tourism by Sector
(in billions)



2020 Average Overnight Party Spending & Length of Stay*



*LOS – length of stay

\$55 million
Visitor spending per day

\$4.9 million
Visitor related taxes generated per day

\$170
Annual resident tax savings

1/59
NC residents directly employed by tourism