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*

$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

Sources: TravelTrakAmerica, 2021
Tourism Economics, 2021