

## North Carolina - All Counties Sorted by Total Spending

Rank	County	Visitor Spending, 2020 (millions)						Growth Rate (2020/2019)
		Lodging*	F&B	Recreation	Retail	Transport**	Total	
1	Mecklenburg County	\$518.81	\$978.58	\$351.92	\$242.78	\$712.93	\$2,805.02	-51.0%
2	Wake County	\$412.73	\$517.34	\$236.97	\$356.08	\$153.03	\$1,676.15	-42.6%
3	Buncombe County	\$402.90	\$451.24	\$166.37	\$301.01	\$137.80	\$1,459.33	-34.9%
4	Dare County	\$357.75	\$467.07	\$182.96	\$144.52	\$257.52	\$1,409.82	-2.2%
5	Guilford County	\$157.41	\$308.37	\$95.27	\$74.95	\$213.53	\$849.53	-47.8%
6	Brunswick County	\$177.66	\$239.21	\$93.51	\$72.30	\$148.49	\$731.16	-1.3%
7	New Hanover County	\$125.36	\$215.02	\$68.72	\$53.49	\$135.42	\$598.02	-22.6%
8	Durham County	\$94.19	\$181.59	\$61.18	\$43.27	\$168.46	\$548.69	-49.5%
9	Forsyth County	\$90.74	\$199.87	\$57.20	\$47.42	\$132.07	\$527.31	-47.1%
10	Carteret County	\$118.54	\$163.65	\$63.29	\$47.97	\$93.82	\$487.27	-3.4%
11	Cumberland County	\$89.77	\$170.22	\$48.90	\$40.59	\$100.37	\$449.85	-27.9%
12	Moore County	\$89.20	\$137.06	\$51.80	\$36.93	\$80.98	\$395.97	-31.7%
13	Currituck County	\$93.50	\$124.47	\$44.71	\$37.66	\$75.06	\$375.40	2.9%
14	Watauga County	\$77.85	\$107.60	\$42.00	\$31.48	\$61.94	\$320.88	-8.6%
15	Jackson County	\$72.88	\$93.12	\$37.80	\$29.46	\$59.42	\$292.68	-0.8%
16	Cabarrus County	\$55.24	\$111.87	\$46.48	\$26.78	\$47.13	\$287.51	-44.2%
17	Henderson County	\$57.69	\$89.49	\$31.23	\$24.28	\$51.05	\$253.73	-27.3%
18	Onslow County	\$49.38	\$92.65	\$25.98	\$20.70	\$57.93	\$246.65	-18.2%
19	Macon County	\$56.32	\$77.74	\$29.35	\$22.56	\$44.10	\$230.07	-0.4%
20	Swain County	\$58.02	\$70.43	\$30.28	\$22.70	\$44.87	\$226.30	-0.8%
21	Catawba County	\$43.53	\$86.49	\$24.89	\$19.77	\$45.77	\$220.45	-27.0%
22	Iredell County	\$42.97	\$82.44	\$31.69	\$18.55	\$44.52	\$220.17	-28.7%
23	Haywood County	\$50.89	\$73.90	\$26.93	\$20.44	\$44.97	\$217.13	-2.7%
24	Nash County	\$46.50	\$78.54	\$25.41	\$20.33	\$45.79	\$216.57	-31.5%
25	Rutherford County	\$50.94	\$70.10	\$24.93	\$19.23	\$39.15	\$204.34	4.0%
26	Gaston County	\$36.79	\$78.34	\$20.17	\$16.85	\$49.33	\$201.47	-30.9%
27	Johnston County	\$36.78	\$70.40	\$20.68	\$17.47	\$36.53	\$181.87	-33.1%
28	Pitt County	\$34.27	\$74.43	\$19.13	\$15.64	\$37.71	\$181.19	-35.2%
29	Avery County	\$40.96	\$53.64	\$22.50	\$15.47	\$31.43	\$164.02	-2.8%
30	Davidson County	\$27.38	\$52.93	\$17.61	\$11.52	\$37.62	\$147.06	-19.3%
31	Alamance County	\$27.25	\$62.85	\$14.92	\$13.35	\$27.61	\$145.99	-31.1%
32	Wayne County	\$28.62	\$54.40	\$14.94	\$12.45	\$31.39	\$141.80	-24.2%
33	Rowan County	\$26.69	\$51.23	\$15.40	\$11.81	\$34.82	\$139.94	-28.8%
34	Pender County	\$31.46	\$46.46	\$16.34	\$12.44	\$25.15	\$131.85	7.6%
35	Transylvania County	\$32.24	\$42.20	\$18.22	\$13.09	\$25.56	\$131.31	-3.6%
36	Orange County	\$25.45	\$53.81	\$16.36	\$12.29	\$20.49	\$128.40	-47.7%
37	Robeson County	\$26.10	\$46.51	\$13.03	\$11.23	\$24.74	\$121.62	-25.2%
38	Union County	\$21.55	\$48.84	\$12.75	\$9.61	\$24.81	\$117.56	-23.7%
39	Craven County	\$23.41	\$45.39	\$14.44	\$10.16	\$21.49	\$114.89	-31.9%
40	Cleveland County	\$21.72	\$41.96	\$11.07	\$8.94	\$23.48	\$107.16	-18.0%
41	Randolph County	\$20.95	\$41.08	\$12.10	\$9.39	\$20.79	\$104.31	-35.2%
42	Wilson County	\$19.70	\$37.72	\$10.00	\$8.38	\$24.18	\$99.98	-24.0%
43	Surry County	\$18.93	\$35.54	\$10.79	\$8.34	\$20.61	\$94.21	-30.5%
44	Halifax County	\$18.43	\$30.76	\$10.61	\$8.05	\$18.02	\$85.87	-23.2%

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		Lodging*	F&B	Recreation	Retail	Transport**	Total	
45	Burke County	\$17.22	\$33.46	\$9.44	\$7.20	\$15.25	\$82.57	-23.9%
46	Ashe County	\$20.34	\$27.61	\$10.29	\$7.81	\$16.10	\$82.15	6.0%
47	Lenoir County	\$16.45	\$29.89	\$8.87	\$6.81	\$15.39	\$77.41	-15.8%
48	Beaufort County	\$16.93	\$26.58	\$9.37	\$7.01	\$14.96	\$74.84	-22.7%
49	Wilkes County	\$16.32	\$28.05	\$8.45	\$6.61	\$14.53	\$73.96	-12.2%
50	Harnett County	\$14.31	\$28.62	\$7.61	\$6.06	\$16.58	\$73.18	-24.9%
51	Cherokee County	\$17.17	\$24.78	\$8.10	\$6.87	\$14.24	\$71.16	-7.7%
52	McDowell County	\$15.66	\$23.32	\$7.84	\$6.18	\$17.51	\$70.51	-7.0%
53	Lee County	\$13.73	\$28.52	\$7.15	\$6.31	\$13.34	\$69.05	-17.4%
54	Stanly County	\$12.70	\$24.24	\$7.16	\$5.52	\$14.64	\$64.25	-27.0%
55	Rockingham County	\$11.90	\$24.16	\$6.55	\$5.16	\$12.88	\$60.65	-24.5%
56	Pasquotank County	\$11.96	\$21.78	\$5.98	\$5.71	\$10.78	\$56.20	-19.4%
57	Lincoln County	\$9.83	\$23.10	\$5.95	\$4.76	\$11.48	\$55.13	-9.7%
58	Yancey County	\$13.45	\$17.92	\$6.80	\$5.23	\$10.07	\$53.47	16.4%
59	Edgecombe County	\$10.75	\$19.08	\$6.12	\$4.50	\$12.38	\$52.82	-16.8%
60	Caldwell County	\$10.04	\$19.69	\$5.30	\$4.22	\$12.37	\$51.62	-17.0%
61	Warren County	\$12.01	\$15.53	\$6.69	\$4.80	\$10.59	\$49.61	32.3%
62	Chatham County	\$9.67	\$18.88	\$5.66	\$4.13	\$9.76	\$48.09	-24.0%
63	Madison County	\$11.43	\$15.15	\$5.90	\$4.59	\$10.89	\$47.97	-1.3%
64	Columbus County	\$10.02	\$17.75	\$5.38	\$4.18	\$9.61	\$46.93	-23.7%
65	Vance County	\$9.18	\$16.71	\$5.12	\$4.10	\$8.94	\$44.06	-22.1%
66	Polk County	\$10.42	\$14.37	\$5.64	\$4.27	\$8.92	\$43.61	9.2%
67	Sampson County	\$8.22	\$16.16	\$4.98	\$3.92	\$8.64	\$41.92	-24.5%
68	Montgomery County	\$9.38	\$13.70	\$5.16	\$3.99	\$9.45	\$41.68	-1.7%
69	Scotland County	\$8.21	\$14.51	\$4.60	\$3.56	\$9.24	\$40.12	-16.9%
70	Granville County	\$8.35	\$15.10	\$4.71	\$3.32	\$7.94	\$39.42	-27.3%
71	Richmond County	\$8.51	\$14.40	\$4.50	\$3.64	\$8.31	\$39.36	-27.0%
72	Hyde County	\$8.94	\$12.64	\$4.97	\$4.02	\$7.10	\$37.67	-13.3%
73	Bladen County	\$8.21	\$12.73	\$4.40	\$3.43	\$8.12	\$36.90	-18.5%
74	Alleghany County	\$8.32	\$12.67	\$4.50	\$3.45	\$6.78	\$35.73	4.1%
75	Person County	\$7.45	\$13.10	\$3.86	\$3.18	\$7.58	\$35.16	-16.0%
76	Graham County	\$7.55	\$11.73	\$4.03	\$3.31	\$6.82	\$33.44	-20.1%
77	Duplin County	\$5.77	\$11.70	\$2.97	\$2.47	\$9.09	\$31.99	-26.7%
78	Stokes County	\$7.36	\$11.19	\$3.58	\$2.86	\$6.20	\$31.18	11.4%
79	Yadkin County	\$6.19	\$11.23	\$3.31	\$2.90	\$6.18	\$29.81	-29.2%
80	Mitchell County	\$6.77	\$10.06	\$3.73	\$2.78	\$6.00	\$29.35	-2.3%
81	Davie County	\$5.59	\$10.30	\$3.03	\$2.59	\$7.53	\$29.04	-32.9%
82	Franklin County	\$5.63	\$10.49	\$3.06	\$2.36	\$5.76	\$27.29	-0.2%
83	Clay County	\$6.07	\$8.47	\$3.07	\$2.43	\$5.46	\$25.51	14.2%
84	Hertford County	\$5.13	\$9.25	\$2.84	\$2.22	\$5.99	\$25.43	-13.3%
85	Martin County	\$5.05	\$8.87	\$2.85	\$2.01	\$4.81	\$23.58	-31.4%
86	Pamlico County	\$5.50	\$8.13	\$2.90	\$2.30	\$4.51	\$23.34	-7.4%
87	Alexander County	\$4.63	\$8.30	\$2.49	\$1.99	\$4.33	\$21.73	-6.7%
88	Northampton County	\$5.26	\$7.15	\$2.77	\$2.15	\$4.24	\$21.56	8.5%

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		Lodging*	F&B	Recreation	Retail	Transport**	Total	
89	Chowan County	\$4.26	\$6.93	\$2.35	\$1.86	\$3.69	\$19.08	-21.1%
90	Anson County	\$3.11	\$5.89	\$1.75	\$1.28	\$3.82	\$15.85	-13.7%
91	Washington County	\$2.73	\$4.50	\$1.48	\$1.16	\$2.58	\$12.46	-24.3%
92	Bertie County	\$2.72	\$4.33	\$1.52	\$1.15	\$2.67	\$12.39	-15.4%
93	Perquimans County	\$2.06	\$5.59	\$1.26	\$1.01	\$1.60	\$11.52	-15.9%
94	Hoke County	\$2.47	\$3.11	\$1.38	\$1.05	\$3.18	\$11.19	-13.5%
95	Caswell County	\$2.33	\$3.47	\$1.19	\$0.98	\$2.35	\$10.31	-6.0%
96	Greene County	\$1.90	\$3.25	\$1.05	\$0.80	\$1.55	\$8.55	21.4%
97	Gates County	\$1.19	\$1.72	\$0.64	\$0.53	\$1.02	\$5.10	-23.6%
98	Tyrrell County	\$1.09	\$1.59	\$0.64	\$0.51	\$0.96	\$4.79	2.0%
99	Jones County	\$1.09	\$1.29	\$0.54	\$0.42	\$1.19	\$4.53	3.6%
100	Camden County	\$0.51	\$0.97	\$0.30	\$0.25	\$0.58	\$2.61	-22.2%
<b>North Carolina</b>		<b>\$4,378.45</b>	<b>\$6,950.24</b>	<b>\$2,442.61</b>	<b>\$2,199.65</b>	<b>\$3,988.34</b>	<b>\$19,959.29</b>	<b>-31.7%</b>

\* Lodging includes 2nd home spending.

\*\* Transport includes both ground and air transportation.

Source: Tourism Economics, 2021



Share of State

- 14.1%
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