

North Carolina - All Counties - 2021 - Sorted by Growth Rate															
	Visitor Spending, 2021 (millions)							Spending Growth Rate (2021/2020)	Employment	Share of State	Labor Income (Millions)	State Taxes (Millions)	Local Taxes (Millions)	State/Local Tax Savings per Resident	
County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
1	Gates	\$2.45	\$2.94	\$1.32	\$0.85	\$1.80	\$9.35	0.0%	83.4%	40	0.0%	\$1.6	\$0.4	\$0.3	\$74.39
2	Buncombe	\$811.72	\$698.29	\$321.83	\$508.56	\$300.60	\$2,641.01	9.1%	81.0%	18,278	9.3%	\$577.1	\$130.9	\$106.9	\$871.54
3	Beaufort	\$32.15	\$41.06	\$17.67	\$11.01	\$25.93	\$127.81	0.4%	70.8%	650	0.3%	\$26.0	\$5.2	\$6.0	\$252.59
4	Moore	\$168.50	\$212.26	\$96.38	\$60.15	\$135.98	\$673.26	2.3%	70.0%	5,111	2.6%	\$193.3	\$28.1	\$24.4	\$516.59
5	Alexander	\$8.82	\$12.76	\$4.67	\$3.02	\$7.27	\$36.54	0.1%	68.1%	200	0.1%	\$7.8	\$1.5	\$1.3	\$79.63
6	Cabarrus	\$100.23	\$168.82	\$80.79	\$42.48	\$88.47	\$480.80	1.7%	67.2%	4,065	2.1%	\$140.4	\$21.4	\$14.7	\$155.62
7	Perquimans	\$3.96	\$8.55	\$2.37	\$1.59	\$2.77	\$19.23	0.1%	67.0%	89	0.0%	\$3.5	\$0.7	\$1.3	\$154.85
8	Bertie	\$5.21	\$6.59	\$2.58	\$1.73	\$4.39	\$20.49	0.1%	65.5%	86	0.0%	\$3.5	\$0.9	\$0.9	\$101.99
9	Randolph	\$37.33	\$63.06	\$21.79	\$14.65	\$35.23	\$172.06	0.6%	65.0%	1,127	0.6%	\$41.4	\$8.2	\$5.0	\$90.90
10	Madison	\$19.63	\$21.82	\$10.60	\$6.90	\$18.12	\$77.07	0.3%	60.7%	389	0.2%	\$16.1	\$2.9	\$3.0	\$277.39
11	Yadkin	\$10.49	\$16.19	\$5.97	\$4.27	\$10.13	\$47.05	0.2%	57.8%	346	0.2%	\$12.2	\$2.0	\$1.5	\$95.56
12	Forsyth Count	\$149.04	\$279.55	\$100.03	\$69.84	\$232.39	\$830.85	2.9%	57.6%	5,512	2.8%	\$209.2	\$38.2	\$25.7	\$165.62
13	New Hanover	\$211.18	\$311.34	\$118.95	\$77.42	\$211.51	\$930.40	3.2%	55.6%	6,142	3.1%	\$246.5	\$34.5	\$38.3	\$319.28
14	Alamance	\$45.71	\$89.14	\$25.53	\$19.50	\$46.02	\$225.91	0.8%	54.7%	1,617	0.8%	\$53.2	\$10.3	\$6.6	\$97.80
15	Bladen	\$13.99	\$18.34	\$7.49	\$4.78	\$12.35	\$56.95	0.2%	54.3%	248	0.1%	\$10.4	\$2.5	\$1.9	\$153.16
16	Henderson	\$94.73	\$126.10	\$54.86	\$33.98	\$81.62	\$391.28	1.4%	54.2%	2,488	1.3%	\$98.6	\$14.9	\$16.6	\$268.73
17	Guilford	\$243.96	\$420.18	\$159.11	\$108.81	\$361.13	\$1,293.19	4.5%	52.2%	9,550	4.8%	\$400.5	\$53.5	\$43.3	\$176.96
18	Orange	\$38.97	\$73.98	\$29.09	\$16.37	\$36.40	\$194.81	0.7%	51.7%	1,514	0.8%	\$53.4	\$8.3	\$6.9	\$100.83
19	Jackson	\$115.20	\$129.70	\$63.68	\$39.63	\$89.21	\$437.41	1.5%	49.5%	2,343	1.2%	\$110.4	\$15.6	\$15.6	\$723.41
20	Graham	\$11.50	\$16.65	\$6.81	\$4.57	\$10.27	\$49.80	0.2%	48.9%	301	0.2%	\$10.4	\$1.7	\$2.6	\$537.59
21	Haywood	\$80.40	\$101.08	\$43.97	\$28.88	\$69.00	\$323.33	1.1%	48.9%	2,001	1.0%	\$79.5	\$12.8	\$11.9	\$397.11
22	Stokes	\$12.01	\$15.37	\$5.69	\$3.93	\$9.33	\$46.33	0.2%	48.6%	236	0.1%	\$8.9	\$1.9	\$1.6	\$78.57
23	Iredell	\$66.80	\$114.31	\$50.49	\$26.16	\$68.42	\$326.18	1.1%	48.2%	2,144	1.1%	\$79.3	\$13.7	\$11.8	\$133.30
24	Lincoln	\$15.82	\$31.53	\$9.44	\$6.79	\$17.98	\$81.56	0.3%	47.9%	529	0.3%	\$19.3	\$3.6	\$2.8	\$72.27
25	Swain	\$88.00	\$96.86	\$49.78	\$30.66	\$69.15	\$334.45	1.2%	47.8%	1,978	1.0%	\$93.4	\$14.7	\$9.5	\$1,724.18
26	Burke	\$26.57	\$44.78	\$16.61	\$10.20	\$23.11	\$121.27	0.4%	46.9%	800	0.4%	\$27.5	\$5.3	\$4.2	\$109.77
27	Davidson	\$42.57	\$71.44	\$29.71	\$15.67	\$56.28	\$215.67	0.7%	46.7%	1,314	0.7%	\$51.1	\$9.4	\$7.9	\$102.10
28	Pasquotank	\$18.86	\$29.77	\$9.71	\$7.80	\$16.21	\$82.36	0.3%	46.5%	506	0.3%	\$16.6	\$3.5	\$2.6	\$149.39
29	Avery	\$62.01	\$74.26	\$36.46	\$20.95	\$45.58	\$239.27	0.8%	45.9%	1,429	0.7%	\$56.6	\$8.6	\$9.2	\$1,001.52
30	Pamlico	\$7.79	\$11.56	\$5.56	\$2.84	\$6.30	\$34.05	0.1%	45.9%	170	0.1%	\$6.3	\$1.1	\$2.2	\$277.62
31	Mecklenburg	\$776.63	\$1,308.03	\$547.77	\$340.64	\$1,113.55	\$4,086.61	14.1%	45.7%	28,438	14.4%	\$1,460.8	\$164.0	\$155.4	\$281.79
32	Surry	\$29.33	\$48.17	\$15.85	\$11.59	\$32.05	\$136.99	0.5%	45.4%	854	0.4%	\$31.7	\$6.0	\$4.4	\$146.22
33	Watauga	\$117.80	\$146.01	\$68.88	\$41.92	\$90.44	\$465.05	1.6%	44.9%	2,916	1.5%	\$111.6	\$16.8	\$18.1	\$650.84
34	Stanly	\$19.19	\$32.54	\$11.24	\$7.65	\$21.83	\$92.45	0.3%	43.9%	587	0.3%	\$21.5	\$4.2	\$3.4	\$123.15

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County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
35	Gaston	\$54.86	\$103.92	\$31.77	\$22.77	\$75.84	\$289.16	1.0%	43.5%	2,012	1.0%	\$73.4	\$13.1	\$8.5	\$93.79
36	McDowell	\$23.42	\$30.46	\$13.23	\$8.08	\$26.00	\$101.18	0.3%	43.5%	575	0.3%	\$22.2	\$3.9	\$3.7	\$171.09
37	Harnett	\$20.72	\$37.63	\$14.15	\$8.16	\$23.85	\$104.52	0.4%	42.8%	758	0.4%	\$26.4	\$4.7	\$3.5	\$60.45
38	Caswell	\$3.54	\$4.47	\$1.88	\$1.31	\$3.44	\$14.64	0.1%	41.9%	73	0.0%	\$2.8	\$0.5	\$0.8	\$57.84
39	Pitt	\$50.62	\$97.10	\$32.33	\$21.09	\$55.92	\$257.06	0.9%	41.9%	1,804	0.9%	\$63.6	\$10.7	\$8.4	\$112.27
40	Durham	\$131.65	\$231.72	\$93.34	\$58.42	\$262.63	\$777.77	2.7%	41.7%	5,707	2.9%	\$216.3	\$31.0	\$31.6	\$189.92
41	Chatham	\$14.08	\$25.19	\$8.93	\$5.62	\$14.21	\$68.03	0.2%	41.4%	576	0.3%	\$19.1	\$3.1	\$2.7	\$74.45
42	Hyde	\$12.60	\$17.94	\$7.70	\$5.14	\$9.79	\$53.18	0.2%	41.2%	350	0.2%	\$12.9	\$1.9	\$2.6	\$1,008.41
43	Macon	\$84.12	\$101.83	\$45.77	\$29.81	\$62.38	\$323.90	1.1%	40.8%	1,720	0.9%	\$71.9	\$11.3	\$18.2	\$787.70
44	Johnston	\$51.96	\$90.98	\$33.39	\$23.26	\$55.87	\$255.47	0.9%	40.5%	1,780	0.9%	\$65.9	\$11.7	\$9.0	\$92.34
45	Richmond	\$12.24	\$18.42	\$8.01	\$4.85	\$11.47	\$54.99	0.2%	39.7%	400	0.2%	\$14.5	\$2.4	\$1.7	\$95.96
46	Wake	\$487.44	\$689.19	\$397.09	\$487.55	\$279.84	\$2,341.11	8.1%	39.7%	21,357	10.8%	\$689.2	\$118.0	\$125.1	\$210.21
47	Craven	\$34.06	\$59.65	\$22.09	\$13.85	\$30.77	\$160.43	0.6%	39.6%	1,185	0.6%	\$42.5	\$6.9	\$5.2	\$121.31
48	Nash	\$67.66	\$101.84	\$39.24	\$26.76	\$66.01	\$301.51	1.0%	39.2%	2,358	1.2%	\$81.9	\$13.1	\$10.9	\$252.64
49	Halifax	\$26.79	\$39.39	\$16.32	\$10.82	\$25.78	\$119.11	0.4%	38.7%	691	0.3%	\$26.2	\$5.4	\$4.0	\$194.81
50	Union	\$30.34	\$62.62	\$19.58	\$12.72	\$36.55	\$161.81	0.6%	37.6%	1,158	0.6%	\$40.1	\$7.1	\$4.7	\$48.72
51	Davie	\$7.76	\$13.07	\$5.08	\$3.30	\$10.76	\$39.96	0.1%	37.6%	298	0.2%	\$10.8	\$1.7	\$1.2	\$68.13
52	Wilkes	\$24.03	\$35.79	\$12.49	\$8.56	\$20.78	\$101.65	0.4%	37.4%	637	0.3%	\$23.8	\$4.1	\$3.3	\$113.74
53	Onslow	\$70.02	\$118.07	\$42.43	\$26.84	\$81.13	\$338.49	1.2%	37.2%	2,197	1.1%	\$84.0	\$13.4	\$13.7	\$130.93
54	Mitchell	\$9.63	\$12.51	\$5.64	\$3.50	\$8.64	\$39.92	0.1%	36.0%	208	0.1%	\$8.0	\$1.3	\$1.5	\$189.48
55	Vance	\$12.69	\$21.17	\$7.94	\$5.34	\$12.76	\$59.89	0.2%	35.9%	378	0.2%	\$13.6	\$2.6	\$2.1	\$113.01
56	Transylvania	\$45.94	\$53.90	\$25.41	\$16.52	\$36.41	\$178.18	0.6%	35.7%	1,068	0.5%	\$44.1	\$6.0	\$7.5	\$411.79
57	Tyrrell	\$1.53	\$2.03	\$0.98	\$0.64	\$1.32	\$6.49	0.0%	35.6%	28	0.0%	\$1.2	\$0.2	\$0.4	\$202.05
58	Sampson	\$11.52	\$20.32	\$7.78	\$4.81	\$12.33	\$56.76	0.2%	35.4%	351	0.2%	\$13.3	\$2.6	\$2.2	\$82.05
59	Cumberland	\$125.48	\$215.94	\$73.37	\$52.78	\$141.29	\$608.85	2.1%	35.3%	4,556	2.3%	\$163.2	\$26.3	\$20.0	\$138.49
60	Chowan	\$5.95	\$8.77	\$3.59	\$2.41	\$5.08	\$25.79	0.1%	35.1%	164	0.1%	\$6.2	\$1.1	\$1.5	\$188.48
61	Rowan	\$36.08	\$63.72	\$22.74	\$15.13	\$49.80	\$187.47	0.6%	34.0%	1,366	0.7%	\$48.6	\$8.2	\$7.6	\$106.48
62	Rutherford	\$71.48	\$86.27	\$37.17	\$23.83	\$54.20	\$272.96	0.9%	33.6%	1,590	0.8%	\$63.2	\$12.3	\$9.8	\$343.15
63	Brunswick	\$239.60	\$301.38	\$140.61	\$92.72	\$200.81	\$975.11	3.4%	33.4%	4,929	2.5%	\$191.9	\$32.3	\$45.9	\$556.73
64	Cleveland	\$29.20	\$50.73	\$18.28	\$11.23	\$33.45	\$142.90	0.5%	33.4%	887	0.4%	\$33.1	\$6.2	\$3.9	\$100.86
65	Washington	\$3.71	\$5.67	\$2.27	\$1.44	\$3.50	\$16.59	0.1%	33.2%	90	0.0%	\$3.7	\$0.7	\$0.7	\$132.60
66	Anson	\$4.26	\$7.45	\$2.61	\$1.54	\$5.21	\$21.07	0.1%	32.9%	135	0.1%	\$4.8	\$1.0	\$0.7	\$76.08
67	Catawba	\$58.89	\$105.88	\$39.01	\$25.33	\$62.82	\$291.93	1.0%	32.4%	2,222	1.1%	\$77.8	\$13.0	\$11.3	\$149.65
68	Carteret	\$162.34	\$203.56	\$93.77	\$59.79	\$123.92	\$643.38	2.2%	32.0%	3,567	1.8%	\$134.8	\$21.5	\$29.4	\$756.92

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County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
69	Lenoir	\$22.36	\$36.46	\$13.69	\$8.41	\$20.90	\$101.82	0.4%	31.5%	666	0.3%	\$25.8	\$4.6	\$3.1	\$138.92
70	Person	\$10.05	\$16.20	\$5.45	\$3.96	\$10.52	\$46.19	0.2%	31.4%	259	0.1%	\$9.4	\$2.0	\$1.4	\$87.69
71	Cherokee	\$23.45	\$30.23	\$11.77	\$8.61	\$19.21	\$93.27	0.3%	31.1%	574	0.3%	\$18.2	\$3.1	\$4.1	\$250.98
72	Columbus	\$13.28	\$21.46	\$8.44	\$5.35	\$12.84	\$61.36	0.2%	30.7%	363	0.2%	\$13.5	\$2.8	\$2.2	\$101.27
73	Scotland	\$10.83	\$17.56	\$6.49	\$4.68	\$12.52	\$52.08	0.2%	29.8%	375	0.2%	\$13.4	\$2.3	\$1.5	\$111.06
74	Dare	\$464.45	\$573.65	\$268.38	\$174.11	\$346.06	\$1,826.65	6.3%	29.6%	12,295	6.2%	\$453.9	\$67.6	\$79.2	\$3,930.15
75	Jones	\$1.46	\$1.57	\$0.78	\$0.50	\$1.55	\$5.86	0.0%	29.4%	30	0.0%	\$1.3	\$0.3	\$0.2	\$53.06
76	Polk	\$13.61	\$17.37	\$8.15	\$5.10	\$11.78	\$56.00	0.2%	28.4%	301	0.2%	\$11.0	\$2.0	\$2.4	\$228.93
77	Rockingham	\$15.52	\$28.98	\$9.41	\$6.30	\$17.66	\$77.88	0.3%	28.4%	592	0.3%	\$20.3	\$3.4	\$2.8	\$68.15
78	Franklin	\$7.47	\$12.57	\$4.37	\$2.83	\$7.78	\$35.02	0.1%	28.3%	187	0.1%	\$7.7	\$1.5	\$1.0	\$35.51
79	Robeson	\$33.91	\$55.24	\$19.73	\$13.78	\$33.03	\$155.68	0.5%	28.0%	1,112	0.6%	\$38.7	\$7.2	\$5.1	\$108.05
80	Yancey	\$17.83	\$20.95	\$9.59	\$6.15	\$13.47	\$68.00	0.2%	27.2%	324	0.2%	\$14.0	\$2.4	\$3.7	\$329.01
81	Warren	\$15.75	\$18.52	\$9.41	\$5.64	\$13.70	\$63.01	0.2%	27.0%	232	0.1%	\$10.8	\$1.9	\$3.5	\$292.34
82	Granville	\$10.53	\$17.77	\$7.62	\$3.91	\$10.19	\$50.03	0.2%	26.9%	275	0.1%	\$11.6	\$2.3	\$1.8	\$67.41
83	Lee	\$17.92	\$34.00	\$10.20	\$7.86	\$17.59	\$87.56	0.3%	26.8%	610	0.3%	\$22.7	\$4.0	\$2.8	\$105.46
84	Ashe	\$26.43	\$32.61	\$14.33	\$9.09	\$21.54	\$104.00	0.4%	26.6%	526	0.3%	\$20.6	\$3.8	\$4.6	\$318.90
85	Currituck	\$117.95	\$147.45	\$69.88	\$44.52	\$93.37	\$473.17	1.6%	26.0%	2,379	1.2%	\$100.0	\$15.3	\$21.5	\$1,257.58
86	Edgecombe	\$13.72	\$22.68	\$8.58	\$5.28	\$16.02	\$66.29	0.2%	25.5%	340	0.2%	\$14.1	\$2.8	\$1.9	\$97.66
87	Pender	\$39.97	\$55.18	\$23.63	\$15.50	\$31.01	\$165.29	0.6%	25.4%	924	0.5%	\$37.1	\$6.0	\$8.9	\$243.32
88	Wilson	\$25.13	\$44.67	\$14.94	\$10.20	\$30.37	\$125.30	0.4%	25.3%	899	0.5%	\$31.6	\$5.8	\$4.0	\$124.75
89	Duplin	\$7.23	\$13.36	\$4.24	\$2.95	\$12.22	\$40.01	0.1%	25.0%	237	0.1%	\$9.5	\$1.8	\$1.7	\$74.45
90	Northampton	\$6.77	\$8.39	\$3.86	\$2.44	\$5.47	\$26.94	0.1%	24.9%	110	0.1%	\$5.0	\$0.9	\$1.6	\$147.50
91	Martin	\$6.23	\$10.45	\$3.96	\$2.30	\$6.34	\$29.28	0.1%	24.2%	222	0.1%	\$7.7	\$1.3	\$1.1	\$109.85
92	Caldwell	\$12.33	\$22.27	\$7.57	\$4.98	\$16.36	\$63.52	0.2%	23.0%	419	0.2%	\$15.7	\$2.8	\$2.4	\$64.36
93	Montgomery	\$11.81	\$15.68	\$7.20	\$4.59	\$11.95	\$51.23	0.2%	22.9%	218	0.1%	\$10.1	\$1.8	\$3.4	\$203.89
94	Alleghany	\$10.28	\$14.61	\$6.25	\$3.98	\$8.65	\$43.76	0.2%	22.5%	258	0.1%	\$9.9	\$1.6	\$2.2	\$342.57
95	Wayne	\$34.29	\$62.92	\$21.11	\$14.48	\$39.64	\$172.44	0.6%	21.6%	1,119	0.6%	\$41.5	\$8.3	\$5.0	\$114.57
96	Hoke	\$2.89	\$3.45	\$1.98	\$1.19	\$4.03	\$13.53	0.0%	21.0%	96	0.0%	\$3.3	\$0.6	\$0.4	\$18.96
97	Clay	\$7.35	\$9.73	\$4.16	\$2.78	\$6.44	\$30.46	0.1%	19.4%	126	0.1%	\$5.2	\$0.9	\$1.9	\$255.46
98	Camden	\$0.63	\$1.04	\$0.41	\$0.31	\$0.71	\$3.10	0.0%	18.7%	19	0.0%	\$0.7	\$0.1	\$0.2	\$27.94
99	Hertford	\$6.05	\$10.19	\$3.77	\$2.46	\$7.43	\$29.89	0.1%	17.6%	190	0.1%	\$7.0	\$1.4	\$1.1	\$121.96
100	Greene	\$1.99	\$3.34	\$1.28	\$0.81	\$1.68	\$9.10	0.0%	6.5%	57	0.0%	\$2.0	\$0.4	\$0.4	\$38.27
State	\$6,524.2	\$9,262.2	\$3,949.3	\$3,066.8	\$6,117.4	\$28,919.8	100%	44.9%	197,511	100%	\$7,668.3	\$1,209.6	\$1,148.2	\$223.80	

* Lodging includes 2nd home spending.

** Transport includes both ground and air transportation.

Source: Tourism Economics, 2022