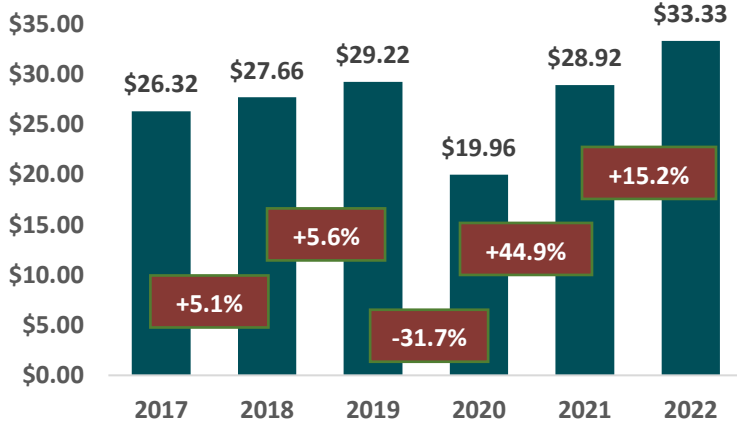
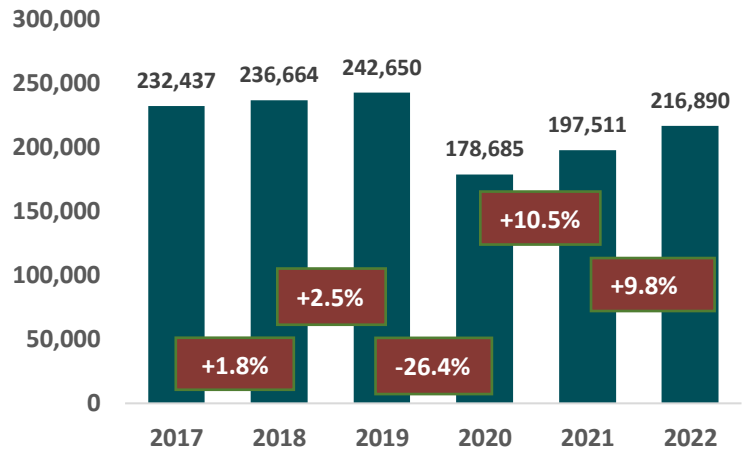


TOURISM ECONOMIC FAST FACTS - 2022

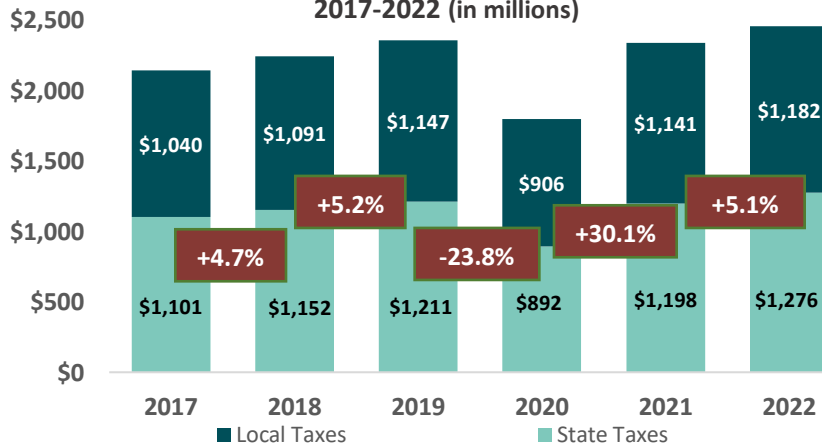
Total Direct Visitor Spending 2017-2022
(domestic & international in billions)



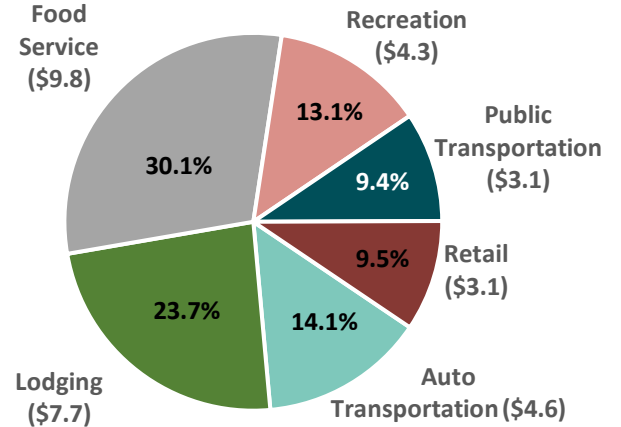
Total Direct Tourism Employment 2017-2022



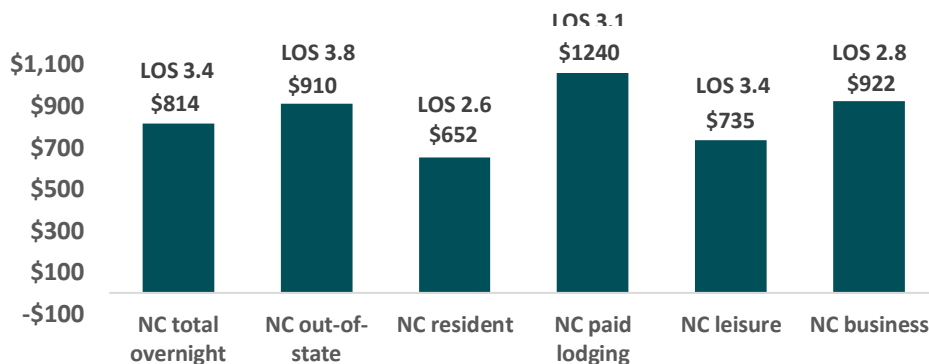
Domestic Tourism Generated State & Local Tax Receipts 2017-2022
(in millions)



Domestic Impact of Tourism by Sector
(in billions)



2022 Average Overnight Party Spending & Length of Stay*



*LOS – length of stay

\$91 million

Visitor spending per day

\$6.7 million

Visitor related taxes generated per day

\$512

Annual household tax savings

1/50

NC residents directly employed by tourism