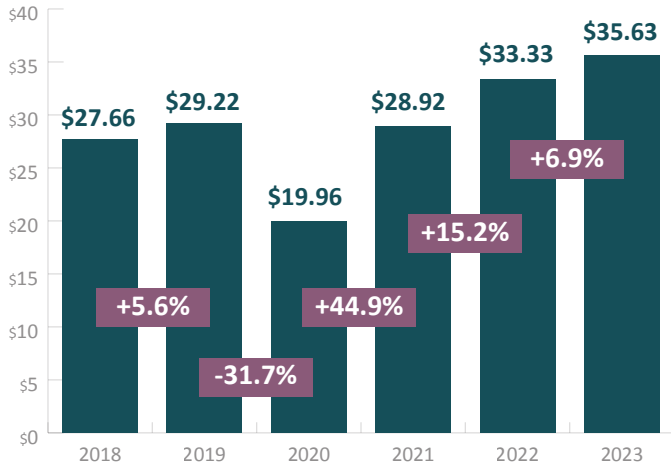


# TOURISM ECONOMIC FAST FACTS – 2023

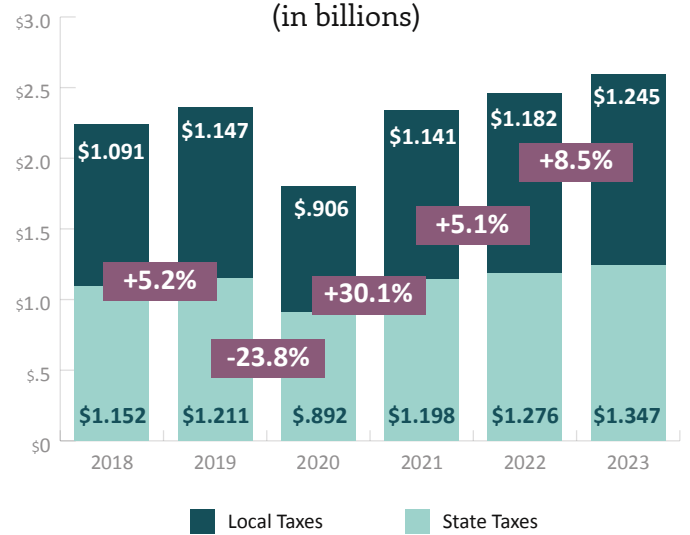
Visit North Carolina



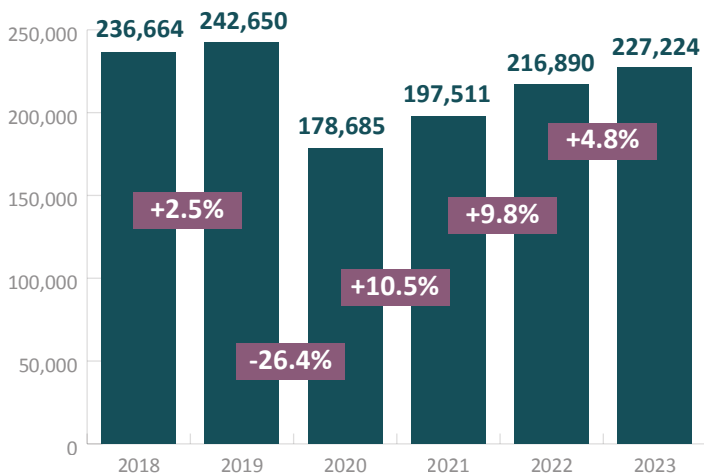
**Total Direct Visitor Spending 2018-2023**  
(domestic & international in billions)



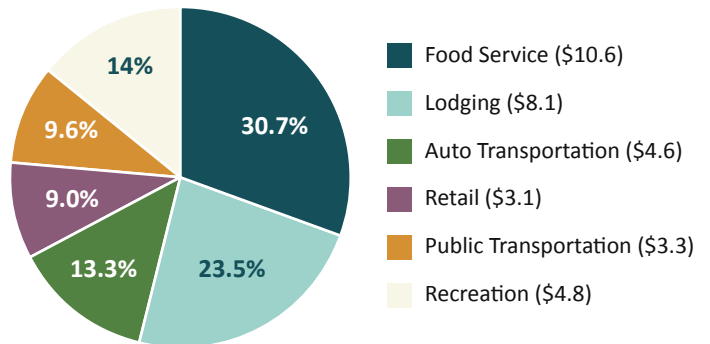
**Domestic Tourism Generated State & Local Tax Receipts 2018-2023**  
(in billions)



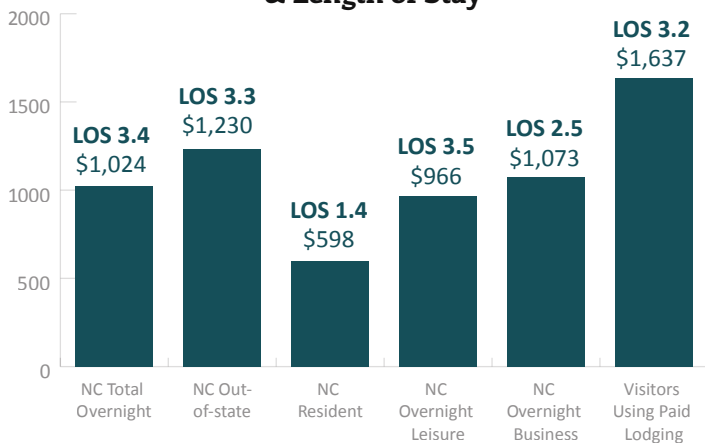
**Total Direct Tourism Employment 2018-2023**



**Domestic Impact of Tourism by Sector**



**2023 Average Overnight Party Spending & Length of Stay**



**\$97.6 MILLION**

Visitor spending per day

**\$7.1 MILLION**

Visitor-related taxes generated per day

**220,764**

NC residents directly employed by tourism

**\$518**

Annual household tax savings