

North Carolina - All Counties - 2023 - Sorted by Total Spending															
	Visitor Spending, 2023 (millions)							Spending Growth Rate (2023/2022)	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	Mecklenburg	\$1,338.32	\$1,720.45	\$763.93	\$401.73	\$1,622.23	\$5,846.66	16.4%	9.6%	36,310	16.0%	\$1,957.0	\$206.0	\$185.7	\$336.60
2	Wake	\$808.16	\$938.64	\$606.12	\$543.79	\$391.65	\$3,288.36	9.2%	11.4%	25,984	11.4%	\$900.1	\$153.8	\$162.5	\$265.73
3	Buncombe	\$900.96	\$787.03	\$366.19	\$540.73	\$371.94	\$2,966.86	8.3%	3.0%	19,862	8.7%	\$672.8	\$135.6	\$107.2	\$879.89
4	Dare	\$583.94	\$636.56	\$317.52	\$184.85	\$424.31	\$2,147.18	6.0%	8.8%	12,564	5.5%	\$472.1	\$70.4	\$77.9	\$3,891.20
5	Guilford	\$349.47	\$508.39	\$199.25	\$120.62	\$503.95	\$1,681.67	4.7%	8.7%	11,580	5.1%	\$514.2	\$62.5	\$49.4	\$203.50
6	Brunswick	\$297.97	\$346.89	\$168.13	\$104.93	\$255.45	\$1,173.37	3.3%	7.5%	5,595	2.5%	\$230.5	\$35.5	\$48.4	\$524.97
7	Durham	\$233.20	\$303.21	\$131.81	\$69.33	\$388.07	\$1,125.62	3.2%	10.5%	7,582	3.3%	\$304.0	\$39.8	\$38.9	\$233.80
8	New Hanover	\$288.57	\$349.04	\$136.73	\$82.86	\$264.97	\$1,122.17	3.1%	5.9%	6,790	3.0%	\$278.9	\$37.0	\$40.3	\$323.85
9	Forsyth	\$206.54	\$328.45	\$126.38	\$77.63	\$317.05	\$1,056.05	3.0%	6.9%	6,753	3.0%	\$272.3	\$43.9	\$28.7	\$184.69
10	Moore	\$202.98	\$242.19	\$115.44	\$65.47	\$179.04	\$805.11	2.3%	7.4%	5,977	2.6%	\$234.5	\$30.8	\$26.1	\$532.10
11	Carteret	\$199.93	\$219.35	\$104.19	\$60.93	\$147.89	\$732.29	2.1%	5.3%	3,749	1.7%	\$143.8	\$21.9	\$28.7	\$725.93
12	Cumberland	\$139.94	\$236.76	\$84.46	\$54.74	\$181.20	\$697.09	2.0%	4.6%	4,942	2.2%	\$176.4	\$26.9	\$20.1	\$139.05
13	Cabarrus	\$154.00	\$201.21	\$99.67	\$47.05	\$122.96	\$624.89	1.8%	10.3%	4,821	2.1%	\$171.5	\$24.7	\$16.4	\$171.51
14	Currituck	\$176.78	\$159.94	\$75.67	\$46.91	\$114.06	\$573.35	1.6%	4.3%	2,502	1.1%	\$115.1	\$16.4	\$21.8	\$1,211.74
15	Watauga	\$138.05	\$154.05	\$73.97	\$43.46	\$107.98	\$517.51	1.5%	3.2%	3,064	1.3%	\$127.7	\$17.2	\$18.4	\$649.11
16	Jackson	\$114.80	\$135.09	\$71.30	\$40.32	\$106.48	\$468.00	1.3%	3.4%	2,470	1.1%	\$121.6	\$15.3	\$15.3	\$687.05
17	Henderson	\$96.79	\$137.13	\$61.18	\$34.03	\$97.65	\$426.78	1.2%	3.3%	2,673	1.2%	\$112.5	\$15.1	\$16.4	\$264.31
18	Onslow	\$99.43	\$132.72	\$50.82	\$27.10	\$102.06	\$412.12	1.2%	8.5%	2,485	1.1%	\$94.7	\$14.5	\$14.3	\$134.63
19	Iredell	\$87.07	\$124.45	\$57.01	\$27.71	\$87.20	\$383.44	1.1%	4.2%	2,428	1.1%	\$90.2	\$14.5	\$12.6	\$135.37
20	Swain	\$88.38	\$101.93	\$51.87	\$31.08	\$80.74	\$354.00	1.0%	1.4%	2,016	0.9%	\$96.8	\$14.2	\$9.0	\$1,665.49
21	Gaston	\$76.33	\$115.70	\$39.25	\$24.19	\$96.99	\$352.46	1.0%	4.9%	2,309	1.0%	\$86.8	\$14.3	\$8.9	\$97.53
22	Haywood	\$87.00	\$105.86	\$46.09	\$29.22	\$81.98	\$350.15	1.0%	4.2%	2,131	0.9%	\$88.1	\$12.8	\$11.7	\$389.36
23	Macon	\$84.54	\$109.63	\$52.03	\$30.01	\$73.89	\$350.09	1.0%	3.8%	1,706	0.8%	\$83.0	\$11.4	\$17.6	\$753.73
24	Catawba	\$73.35	\$120.32	\$45.80	\$27.39	\$81.37	\$348.22	1.0%	5.1%	2,495	1.1%	\$86.7	\$14.0	\$12.0	\$157.86
25	Nash	\$78.56	\$112.89	\$46.33	\$27.74	\$82.61	\$348.14	1.0%	4.0%	2,675	1.2%	\$94.2	\$13.5	\$11.2	\$256.21
26	Pitt	\$65.47	\$111.84	\$39.60	\$23.06	\$72.91	\$312.88	0.9%	7.5%	2,082	0.9%	\$75.2	\$11.8	\$9.3	\$120.44
27	Davidson	\$68.65	\$88.59	\$42.17	\$18.43	\$88.33	\$306.17	0.9%	5.2%	1,611	0.7%	\$69.9	\$11.7	\$9.3	\$119.75
28	Johnston	\$61.68	\$103.42	\$40.18	\$23.81	\$69.86	\$298.95	0.8%	4.9%	2,003	0.9%	\$76.4	\$12.4	\$9.2	\$89.24
29	Rutherford	\$75.04	\$88.58	\$38.11	\$23.74	\$64.36	\$289.83	0.8%	2.6%	1,673	0.7%	\$69.8	\$11.9	\$9.4	\$325.78
30	Alamance	\$57.11	\$101.15	\$31.16	\$21.08	\$60.82	\$271.33	0.8%	7.9%	1,841	0.8%	\$61.6	\$11.0	\$6.9	\$99.46
31	Orange	\$61.88	\$93.20	\$39.98	\$19.37	\$52.49	\$266.92	0.7%	13.0%	1,990	0.9%	\$73.6	\$10.3	\$8.3	\$123.11
32	Avery	\$64.21	\$79.31	\$39.78	\$21.90	\$54.26	\$259.45	0.7%	4.8%	1,531	0.7%	\$66.2	\$8.5	\$9.0	\$1,000.40
33	Rowan	\$45.26	\$70.83	\$25.02	\$15.55	\$61.40	\$218.06	0.6%	4.1%	1,483	0.7%	\$52.3	\$8.6	\$7.7	\$107.36
34	Wayne	\$42.34	\$68.97	\$25.33	\$15.19	\$50.78	\$202.61	0.6%	5.4%	1,280	0.6%	\$46.9	\$8.6	\$5.0	\$114.14

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County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
35	Pender	\$52.21	\$60.13	\$30.33	\$16.77	\$39.69	\$199.12	0.6%	5.0%	1,000	0.4%	\$40.4	\$6.4	\$9.1	\$226.37
36	Union	\$37.18	\$73.09	\$24.98	\$14.72	\$48.54	\$198.52	0.6%	6.1%	1,290	0.6%	\$45.6	\$7.8	\$5.0	\$50.01
37	Transylvania	\$48.10	\$57.81	\$28.86	\$17.26	\$43.08	\$195.10	0.5%	3.5%	1,175	0.5%	\$50.9	\$6.0	\$7.4	\$399.64
38	Randolph	\$41.90	\$66.79	\$23.23	\$15.24	\$42.34	\$189.50	0.5%	6.1%	1,145	0.5%	\$43.9	\$8.3	\$5.0	\$89.75
39	Craven	\$39.30	\$63.80	\$24.70	\$13.98	\$36.33	\$178.11	0.5%	4.4%	1,288	0.6%	\$44.6	\$6.9	\$5.1	\$117.24
40	Robeson	\$36.68	\$58.53	\$21.27	\$13.66	\$38.00	\$168.14	0.5%	5.1%	1,173	0.5%	\$41.1	\$6.9	\$4.9	\$101.04
41	Surry	\$33.09	\$51.88	\$16.16	\$11.70	\$38.63	\$151.47	0.4%	3.0%	911	0.4%	\$37.8	\$6.1	\$4.4	\$147.77
42	Cleveland	\$31.30	\$51.15	\$19.64	\$11.03	\$36.69	\$149.82	0.4%	-1.6%	943	0.4%	\$37.4	\$6.0	\$3.8	\$96.01
43	Wilson	\$27.90	\$49.95	\$17.91	\$10.55	\$37.38	\$143.70	0.4%	6.3%	972	0.4%	\$33.6	\$5.9	\$4.0	\$124.81
44	Beaufort	\$33.70	\$46.12	\$20.41	\$11.03	\$31.22	\$142.48	0.4%	5.9%	724	0.3%	\$28.7	\$5.3	\$6.1	\$256.68
45	Burke	\$31.86	\$48.68	\$18.50	\$10.33	\$28.39	\$137.75	0.4%	3.0%	865	0.4%	\$30.2	\$5.4	\$4.1	\$107.85
46	Halifax	\$31.72	\$43.29	\$17.84	\$10.74	\$30.87	\$134.46	0.4%	10.4%	773	0.3%	\$31.9	\$5.7	\$4.2	\$208.98
47	Harnett	\$22.04	\$43.29	\$17.88	\$9.21	\$31.77	\$124.18	0.3%	4.7%	792	0.3%	\$27.4	\$4.9	\$3.5	\$58.70
48	Wilkes	\$27.08	\$37.88	\$13.88	\$9.04	\$26.58	\$114.47	0.3%	5.1%	701	0.3%	\$27.3	\$4.3	\$3.4	\$117.85
49	Lenoir	\$24.83	\$38.87	\$15.57	\$8.69	\$26.46	\$114.41	0.3%	4.2%	732	0.3%	\$28.9	\$4.7	\$3.1	\$141.16
50	Ashe	\$27.05	\$33.71	\$15.44	\$10.13	\$26.27	\$112.59	0.3%	2.7%	554	0.2%	\$22.5	\$3.8	\$4.4	\$300.79
51	McDowell	\$25.81	\$32.13	\$14.27	\$8.12	\$31.63	\$111.96	0.3%	3.8%	661	0.3%	\$27.3	\$4.0	\$3.9	\$175.81
52	Stanly	\$22.40	\$36.06	\$13.26	\$8.29	\$28.24	\$108.24	0.3%	4.2%	662	0.3%	\$23.6	\$4.4	\$3.5	\$119.62
53	Lee	\$19.54	\$40.06	\$13.63	\$8.56	\$22.80	\$104.59	0.3%	8.6%	706	0.3%	\$27.5	\$4.3	\$3.0	\$108.97
54	Cherokee	\$26.82	\$31.76	\$12.12	\$8.60	\$22.08	\$101.38	0.3%	2.6%	589	0.3%	\$20.3	\$3.1	\$4.1	\$241.59
55	Lincoln	\$19.81	\$35.15	\$11.16	\$7.07	\$22.49	\$95.68	0.3%	3.0%	607	0.3%	\$23.1	\$3.9	\$2.9	\$71.13
56	Rockingham	\$19.58	\$33.63	\$11.35	\$6.74	\$22.56	\$93.86	0.3%	6.4%	688	0.3%	\$23.7	\$3.8	\$3.1	\$73.89
57	Pasquotank	\$18.44	\$32.71	\$10.72	\$8.09	\$20.25	\$90.21	0.3%	6.7%	535	0.2%	\$19.1	\$3.6	\$2.7	\$150.98
58	Madison	\$20.10	\$23.40	\$11.24	\$7.26	\$21.36	\$83.36	0.2%	2.6%	393	0.2%	\$15.8	\$2.8	\$2.9	\$256.91
59	Chatham	\$15.75	\$28.52	\$10.48	\$6.38	\$18.46	\$79.59	0.2%	5.1%	651	0.3%	\$23.4	\$3.3	\$2.9	\$76.75
60	Yancey	\$18.56	\$22.56	\$10.64	\$6.54	\$16.26	\$74.55	0.2%	3.7%	361	0.2%	\$15.4	\$2.4	\$3.6	\$316.38
61	Warren	\$18.54	\$21.28	\$10.41	\$5.96	\$16.83	\$73.02	0.2%	10.8%	251	0.1%	\$11.4	\$2.0	\$3.6	\$293.22
62	Caldwell	\$13.81	\$24.42	\$8.15	\$5.08	\$19.96	\$71.42	0.2%	4.4%	458	0.2%	\$17.3	\$2.8	\$2.4	\$64.65
63	Edgecombe	\$13.39	\$23.53	\$8.99	\$5.57	\$19.23	\$70.73	0.2%	2.1%	358	0.2%	\$14.1	\$2.7	\$1.8	\$90.93
64	Vance	\$15.44	\$23.13	\$9.50	\$5.93	\$16.02	\$70.02	0.2%	8.1%	445	0.2%	\$16.2	\$2.8	\$2.3	\$119.76
65	Sampson	\$14.31	\$22.65	\$9.06	\$5.03	\$15.59	\$66.64	0.2%	5.3%	344	0.2%	\$14.6	\$2.7	\$2.2	\$83.21
66	Columbus	\$12.29	\$22.46	\$8.34	\$5.35	\$14.91	\$63.34	0.2%	4.3%	377	0.2%	\$14.4	\$2.7	\$2.1	\$96.23
67	Hyde	\$16.81	\$19.70	\$8.45	\$5.23	\$11.69	\$61.87	0.2%	6.1%	392	0.2%	\$14.1	\$2.0	\$2.6	\$1,005.48
68	Granville	\$13.31	\$20.04	\$9.18	\$4.49	\$13.96	\$60.98	0.2%	3.5%	323	0.1%	\$13.7	\$2.5	\$1.9	\$70.39

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County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
69	Richmond	\$12.58	\$19.58	\$9.14	\$4.84	\$13.90	\$60.04	0.2%	6.2%	413	0.2%	\$15.3	\$2.4	\$1.6	\$93.83
70	Polk	\$13.14	\$17.75	\$7.98	\$5.46	\$14.31	\$58.64	0.2%	1.5%	316	0.1%	\$11.7	\$1.9	\$2.3	\$208.91
71	Scotland	\$12.07	\$18.69	\$7.44	\$4.58	\$14.92	\$57.70	0.2%	3.8%	395	0.2%	\$13.5	\$2.2	\$1.4	\$104.45
72	Bladen	\$8.88	\$19.42	\$8.56	\$4.90	\$14.23	\$55.99	0.2%	8.6%	272	0.1%	\$11.6	\$2.3	\$1.8	\$139.44
73	Graham	\$14.67	\$17.90	\$7.20	\$4.63	\$11.58	\$55.98	0.2%	2.0%	347	0.2%	\$12.6	\$1.8	\$2.6	\$547.44
74	Person	\$11.66	\$18.66	\$6.40	\$4.41	\$14.10	\$55.22	0.2%	6.6%	314	0.1%	\$11.6	\$2.2	\$1.6	\$94.49
75	Montgomery	\$11.36	\$16.47	\$8.12	\$4.69	\$14.42	\$55.05	0.2%	4.2%	247	0.1%	\$10.9	\$1.8	\$3.4	\$198.27
76	Yadkin	\$11.43	\$17.29	\$6.78	\$4.45	\$12.52	\$52.46	0.1%	3.4%	394	0.2%	\$14.6	\$2.1	\$1.5	\$95.06
77	Stokes	\$13.31	\$16.35	\$6.98	\$4.00	\$11.54	\$52.18	0.1%	1.7%	279	0.1%	\$11.3	\$2.0	\$1.7	\$81.31
78	Alleghany	\$10.91	\$15.65	\$7.01	\$4.15	\$10.60	\$48.31	0.1%	1.3%	283	0.1%	\$11.0	\$1.6	\$2.2	\$329.09
79	Mitchell	\$11.14	\$14.16	\$6.74	\$3.68	\$10.88	\$46.60	0.1%	5.2%	239	0.1%	\$10.1	\$1.4	\$1.6	\$200.73
80	Davie	\$9.08	\$14.39	\$5.91	\$3.37	\$13.34	\$46.08	0.1%	6.1%	322	0.1%	\$12.5	\$1.8	\$1.2	\$68.01
81	Duplin	\$7.24	\$14.35	\$4.67	\$3.01	\$14.72	\$43.99	0.1%	4.6%	266	0.1%	\$10.0	\$1.8	\$1.6	\$68.42
82	Franklin	\$8.46	\$14.55	\$5.81	\$3.05	\$10.28	\$42.15	0.1%	10.6%	216	0.1%	\$9.7	\$1.6	\$1.1	\$35.71
83	Pamlico	\$8.05	\$12.68	\$6.49	\$2.96	\$7.57	\$37.76	0.1%	3.7%	194	0.1%	\$6.6	\$1.1	\$2.2	\$266.53
84	Martin	\$8.22	\$11.34	\$4.26	\$2.46	\$7.64	\$33.92	0.1%	7.1%	273	0.1%	\$9.0	\$1.3	\$1.1	\$115.35
85	Alexander	\$5.69	\$12.15	\$4.23	\$2.86	\$7.85	\$32.77	0.1%	-3.4%	201	0.1%	\$7.9	\$1.3	\$1.2	\$68.97
86	Clay	\$7.67	\$9.83	\$3.98	\$2.76	\$7.25	\$31.49	0.1%	1.3%	136	0.1%	\$6.0	\$0.9	\$1.9	\$239.02
87	Hertford	\$5.86	\$10.47	\$3.99	\$2.43	\$8.46	\$31.21	0.1%	6.7%	194	0.1%	\$7.1	\$1.3	\$1.0	\$119.69
88	Chowan	\$6.44	\$9.92	\$4.31	\$2.70	\$6.74	\$30.11	0.1%	4.8%	181	0.1%	\$7.1	\$1.1	\$1.5	\$191.65
89	Northampton	\$7.81	\$8.60	\$4.24	\$2.55	\$6.87	\$30.07	0.1%	4.7%	116	0.1%	\$5.5	\$0.9	\$1.5	\$147.07
90	Bertie	\$6.58	\$7.15	\$2.94	\$1.86	\$5.93	\$24.47	0.1%	4.5%	93	0.0%	\$3.6	\$0.9	\$0.9	\$109.04
91	Anson	\$5.09	\$8.16	\$3.08	\$1.56	\$6.57	\$24.46	0.1%	3.9%	150	0.1%	\$5.5	\$1.0	\$0.7	\$77.38
92	Perquimans	\$3.95	\$8.95	\$2.61	\$1.57	\$3.35	\$20.43	0.1%	3.1%	96	0.0%	\$4.0	\$0.7	\$1.3	\$146.32
93	Caswell	\$5.69	\$5.48	\$2.51	\$1.48	\$4.66	\$19.83	0.1%	7.7%	92	0.0%	\$3.4	\$0.6	\$0.8	\$65.39
94	Washington	\$4.40	\$5.83	\$2.50	\$1.44	\$4.24	\$18.41	0.1%	3.3%	89	0.0%	\$3.6	\$0.7	\$0.7	\$128.40
95	Hoke	\$3.24	\$3.58	\$2.11	\$1.22	\$4.93	\$15.09	0.0%	3.8%	105	0.0%	\$3.5	\$0.6	\$0.4	\$18.37
96	Greene	\$2.33	\$3.98	\$1.65	\$0.93	\$2.42	\$11.30	0.0%	7.9%	73	0.0%	\$2.6	\$0.4	\$0.4	\$42.54
97	Gates	\$2.47	\$2.97	\$1.36	\$0.86	\$2.22	\$9.89	0.0%	1.0%	43	0.0%	\$1.7	\$0.4	\$0.3	\$70.67
98	Tyrrell	\$1.72	\$2.07	\$1.02	\$0.64	\$1.49	\$6.94	0.0%	3.1%	29	0.0%	\$1.2	\$0.2	\$0.4	\$173.25
99	Jones	\$1.46	\$1.77	\$0.81	\$0.48	\$1.80	\$6.32	0.0%	1.0%	32	0.0%	\$1.5	\$0.3	\$0.2	\$49.62
100	Camden	\$0.84	\$1.29	\$0.54	\$0.34	\$0.98	\$4.00	0.0%	11.3%	25	0.0%	\$1.0	\$0.1	\$0.2	\$31.21
State	\$8,560.7	\$10,813.4	\$4,881.4	\$3,328.6	\$8,047.8	\$35,631.9	100%	6.9%	227,224	100%	\$9,271.5	\$1,347.4	\$1,245.1	\$239.26	

* Lodging includes 2nd home spending.

** Transport includes both ground and air transportation.

Source: Tourism Economics, 2024