

### North Carolina - Regions - 2023

	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
Region/ County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State							
<b>Southeast</b>														
Brunswick	\$297.97	\$346.89	\$168.13	\$104.93	\$255.45	\$1,173.37	3.3%	7.5%	5,595	2.5%	\$230.48	\$35.55	\$48.43	\$524.97
Carteret	\$199.93	\$219.35	\$104.19	\$60.93	\$147.89	\$732.29	2.1%	5.3%	3,749	1.7%	\$143.79	\$21.87	\$28.67	\$725.93
Craven	\$39.30	\$63.80	\$24.70	\$13.98	\$36.33	\$178.11	0.5%	4.4%	1,288	0.6%	\$44.58	\$6.88	\$5.12	\$117.24
Duplin	\$7.24	\$14.35	\$4.67	\$3.01	\$14.72	\$43.99	0.1%	4.6%	266	0.1%	\$9.97	\$1.80	\$1.59	\$68.42
Greene	\$2.33	\$3.98	\$1.65	\$0.93	\$2.42	\$11.30	0.0%	7.9%	73	0.0%	\$2.62	\$0.44	\$0.43	\$42.54
Jones	\$1.46	\$1.77	\$0.81	\$0.48	\$1.80	\$6.32	0.0%	1.0%	32	0.0%	\$1.47	\$0.26	\$0.21	\$49.62
Lenoir	\$24.83	\$38.87	\$15.57	\$8.69	\$26.46	\$114.41	0.3%	4.2%	732	0.3%	\$28.94	\$4.66	\$3.09	\$141.16
New Hanover	\$288.57	\$349.04	\$136.73	\$82.86	\$264.97	\$1,122.17	3.1%	5.9%	6,790	3.0%	\$278.94	\$37.02	\$40.34	\$323.85
Onslow	\$99.43	\$132.72	\$50.82	\$27.10	\$102.06	\$412.12	1.2%	8.5%	2,485	1.1%	\$94.71	\$14.47	\$14.30	\$134.63
Pamlico	\$8.05	\$12.68	\$6.49	\$2.96	\$7.57	\$37.76	0.1%	3.7%	194	0.1%	\$6.58	\$1.10	\$2.21	\$266.53
Pender	\$52.21	\$60.13	\$30.33	\$16.77	\$39.69	\$199.12	0.6%	5.0%	1,000	0.4%	\$40.40	\$6.45	\$9.06	\$226.37
Wayne	\$42.34	\$68.97	\$25.33	\$15.19	\$50.78	\$202.61	0.6%	5.4%	1,280	0.6%	\$46.90	\$8.59	\$4.96	\$114.14
<b>Total</b>	\$1,063.66	\$1,312.55	\$569.42	\$337.82	\$950.13	\$4,233.59	11.9%	6.3%	23,485	10.3%	\$929.38	\$139.08	\$158.40	\$265.97
<b>State Totals</b>	\$8,560.75	\$10,813.35	\$4,881.39	\$3,328.61	\$8,047.82	\$35,631.91	100%	6.9%	227,224	100%	\$9,271.52	\$1,347.40	\$1,245.08	\$239.26

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Region/ County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State							
<b>Northeast</b>														
Beaufort	\$33.70	\$46.12	\$20.41	\$11.03	\$31.22	\$142.48	0.4%	5.9%	724	0.3%	\$28.68	\$5.31	\$6.11	\$256.68
Bertie	\$6.58	\$7.15	\$2.94	\$1.86	\$5.93	\$24.47	0.1%	4.5%	93	0.0%	\$3.63	\$0.90	\$0.94	\$109.04
Camden	\$0.84	\$1.29	\$0.54	\$0.34	\$0.98	\$4.00	0.0%	11.3%	25	0.0%	\$0.98	\$0.14	\$0.21	\$31.21
Chowan	\$6.44	\$9.92	\$4.31	\$2.70	\$6.74	\$30.11	0.1%	4.8%	181	0.1%	\$7.14	\$1.12	\$1.54	\$191.65
Currituck	\$176.78	\$159.94	\$75.67	\$46.91	\$114.06	\$573.35	1.6%	4.3%	2,502	1.1%	\$115.10	\$16.44	\$21.84	\$1,211.74
Dare	\$583.94	\$636.56	\$317.52	\$184.85	\$424.31	\$2,147.18	6.0%	8.8%	12,564	5.5%	\$472.06	\$70.39	\$77.90	\$3,891.20
Edgecombe	\$13.39	\$23.53	\$8.99	\$5.57	\$19.23	\$70.73	0.2%	2.1%	358	0.2%	\$14.09	\$2.68	\$1.77	\$90.93
Gates	\$2.47	\$2.97	\$1.36	\$0.86	\$2.22	\$9.89	0.0%	1.0%	43	0.0%	\$1.68	\$0.41	\$0.32	\$70.67
Halifax	\$31.72	\$43.29	\$17.84	\$10.74	\$30.87	\$134.46	0.4%	10.4%	773	0.3%	\$31.95	\$5.67	\$4.21	\$208.98
Hertford	\$5.86	\$10.47	\$3.99	\$2.43	\$8.46	\$31.21	0.1%	6.7%	194	0.1%	\$7.10	\$1.30	\$1.03	\$119.69
Hyde	\$16.81	\$19.70	\$8.45	\$5.23	\$11.69	\$61.87	0.2%	6.1%	392	0.2%	\$14.08	\$2.01	\$2.62	\$1,005.48
Martin	\$8.22	\$11.34	\$4.26	\$2.46	\$7.64	\$33.92	0.1%	7.1%	273	0.1%	\$9.03	\$1.34	\$1.13	\$115.35
Nash	\$78.56	\$112.89	\$46.33	\$27.74	\$82.61	\$348.14	1.0%	4.0%	2,675	1.2%	\$94.17	\$13.52	\$11.22	\$256.21
Northampton	\$7.81	\$8.60	\$4.24	\$2.55	\$6.87	\$30.07	0.1%	4.7%	116	0.1%	\$5.49	\$0.92	\$1.54	\$147.07
Pasquotank	\$18.44	\$32.71	\$10.72	\$8.09	\$20.25	\$90.21	0.3%	6.7%	535	0.2%	\$19.08	\$3.57	\$2.68	\$150.98
Perquimans	\$3.95	\$8.95	\$2.61	\$1.57	\$3.35	\$20.43	0.1%	3.1%	96	0.0%	\$4.01	\$0.68	\$1.28	\$146.32
Pitt	\$65.47	\$111.84	\$39.60	\$23.06	\$72.91	\$312.88	0.9%	7.5%	2,082	0.9%	\$75.16	\$11.79	\$9.30	\$120.44
Tyrrell	\$1.72	\$2.07	\$1.02	\$0.64	\$1.49	\$6.94	0.0%	3.1%	29	0.0%	\$1.22	\$0.22	\$0.38	\$173.25
Washington	\$4.40	\$5.83	\$2.50	\$1.44	\$4.24	\$18.41	0.1%	3.3%	89	0.0%	\$3.59	\$0.68	\$0.69	\$128.40
Wilson	\$27.90	\$49.95	\$17.91	\$10.55	\$37.38	\$143.70	0.4%	6.3%	972	0.4%	\$33.60	\$5.90	\$3.96	\$124.81
<b>Total</b>	\$1,095.00	\$1,305.13	\$591.21	\$350.62	\$892.48	\$4,234.44	11.9%	7.1%	24,716	10.9%	\$941.83	\$145.01	\$150.66	\$397.16
<b>State Totals</b>	\$8,560.75	\$10,813.35	\$4,881.39	\$3,328.61	\$8,047.82	\$35,631.91	100%	6.9%	227,224	100%	\$9,271.52	\$1,347.40	\$1,245.08	\$239.26

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Region/ County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State							
<b>Sandhills</b>														
Bladen	\$8.88	\$19.42	\$8.56	\$4.90	\$14.23	\$55.99	0.2%	8.6%	272	0.1%	\$11.59	\$2.30	\$1.81	\$139.44
Columbus	\$12.29	\$22.46	\$8.34	\$5.35	\$14.91	\$63.34	0.2%	4.3%	377	0.2%	\$14.41	\$2.68	\$2.14	\$96.23
Cumberland	\$139.94	\$236.76	\$84.46	\$54.74	\$181.20	\$697.09	2.0%	4.6%	4,942	2.2%	\$176.41	\$26.92	\$20.07	\$139.05
Hoke	\$3.24	\$3.58	\$2.11	\$1.22	\$4.93	\$15.09	0.0%	3.8%	105	0.0%	\$3.45	\$0.60	\$0.40	\$18.37
Montgomery	\$11.36	\$16.47	\$8.12	\$4.69	\$14.42	\$55.05	0.2%	4.2%	247	0.1%	\$10.85	\$1.77	\$3.40	\$198.27
Moore	\$202.98	\$242.19	\$115.44	\$65.47	\$179.04	\$805.11	2.3%	7.4%	5,977	2.6%	\$234.47	\$30.76	\$26.12	\$532.10
Richmond	\$12.58	\$19.58	\$9.14	\$4.84	\$13.90	\$60.04	0.2%	6.2%	413	0.2%	\$15.30	\$2.35	\$1.62	\$93.83
Robeson	\$36.68	\$58.53	\$21.27	\$13.66	\$38.00	\$168.14	0.5%	5.1%	1,173	0.5%	\$41.06	\$6.95	\$4.91	\$101.04
Sampson	\$14.31	\$22.65	\$9.06	\$5.03	\$15.59	\$66.64	0.2%	5.3%	344	0.2%	\$14.58	\$2.72	\$2.24	\$83.21
Scotland	\$12.07	\$18.69	\$7.44	\$4.58	\$14.92	\$57.70	0.2%	3.8%	395	0.2%	\$13.52	\$2.19	\$1.41	\$104.45
<b>Total</b>	\$454.33	\$660.32	\$273.94	\$164.46	\$491.15	\$2,044.20	5.7%	5.9%	14,246	6.3%	\$535.65	\$79.24	\$64.11	\$166.96
<b>State Totals</b>	\$8,560.75	\$10,813.35	\$4,881.39	\$3,328.61	\$8,047.82	\$35,631.91	100%	6.9%	227,224	100%	\$9,271.52	\$1,347.40	\$1,245.08	\$239.26

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Region/ County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State							
<b>North Central</b>														
Chatham	\$15.75	\$28.52	\$10.48	\$6.38	\$18.46	\$79.59	0.2%	5.1%	651	0.3%	\$23.43	\$3.32	\$2.95	\$76.75
Durham	\$233.20	\$303.21	\$131.81	\$69.33	\$388.07	\$1,125.62	3.2%	10.5%	7,582	3.3%	\$303.96	\$39.82	\$38.95	\$233.80
Franklin	\$8.46	\$14.55	\$5.81	\$3.05	\$10.28	\$42.15	0.1%	10.6%	216	0.1%	\$9.70	\$1.62	\$1.13	\$35.71
Granville	\$13.31	\$20.04	\$9.18	\$4.49	\$13.96	\$60.98	0.2%	3.5%	323	0.1%	\$13.70	\$2.47	\$1.91	\$70.39
Harnett	\$22.04	\$43.29	\$17.88	\$9.21	\$31.77	\$124.18	0.3%	4.7%	792	0.3%	\$27.44	\$4.85	\$3.45	\$58.70
Johnston	\$61.68	\$103.42	\$40.18	\$23.81	\$69.86	\$298.95	0.8%	4.9%	2,003	0.9%	\$76.38	\$12.38	\$9.21	\$89.24
Lee	\$19.54	\$40.06	\$13.63	\$8.56	\$22.80	\$104.59	0.3%	8.6%	706	0.3%	\$27.49	\$4.34	\$2.97	\$108.97
Orange	\$61.88	\$93.20	\$39.98	\$19.37	\$52.49	\$266.92	0.7%	13.0%	1,990	0.9%	\$73.65	\$10.27	\$8.28	\$123.11
Person	\$11.66	\$18.66	\$6.40	\$4.41	\$14.10	\$55.22	0.2%	6.6%	314	0.1%	\$11.61	\$2.18	\$1.58	\$94.49
Vance	\$15.44	\$23.13	\$9.50	\$5.93	\$16.02	\$70.02	0.2%	8.1%	445	0.2%	\$16.21	\$2.81	\$2.25	\$119.76
Wake	\$808.16	\$938.64	\$606.12	\$543.79	\$391.65	\$3,288.36	9.2%	11.4%	25,984	11.4%	\$900.12	\$153.83	\$162.46	\$265.73
Warren	\$18.54	\$21.28	\$10.41	\$5.96	\$16.83	\$73.02	0.2%	10.8%	251	0.1%	\$11.36	\$1.96	\$3.56	\$293.22
<b>Total</b>	\$1,289.65	\$1,647.99	\$901.37	\$704.28	\$1,046.30	\$5,589.60	15.7%	10.4%	41,259	18.2%	\$1,495.06	\$239.85	\$238.69	\$195.32
<b>State Totals</b>	\$8,560.75	\$10,813.35	\$4,881.39	\$3,328.61	\$8,047.82	\$35,631.91	100%	6.9%	227,224	100%	\$9,271.52	\$1,347.40	\$1,245.08	\$239.26

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Region/ County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State							
<b>Piedmont Triad</b>														
Alamance	\$57.11	\$101.15	\$31.16	\$21.08	\$60.82	\$271.33	0.8%	7.9%	1,841	0.8%	\$61.57	\$10.96	\$6.86	\$99.46
Caswell	\$5.69	\$5.48	\$2.51	\$1.48	\$4.66	\$19.83	0.1%	7.7%	92	0.0%	\$3.39	\$0.64	\$0.85	\$65.39
Davidson	\$68.65	\$88.59	\$42.17	\$18.43	\$88.33	\$306.17	0.9%	5.2%	1,611	0.7%	\$69.90	\$11.67	\$9.26	\$119.75
Davie	\$9.08	\$14.39	\$5.91	\$3.37	\$13.34	\$46.08	0.1%	6.1%	322	0.1%	\$12.49	\$1.80	\$1.23	\$68.01
Forsyth	\$206.54	\$328.45	\$126.38	\$77.63	\$317.05	\$1056.05	3.0%	6.9%	6,753	3.0%	\$272.28	\$43.91	\$28.66	\$184.69
Guilford	\$349.47	\$508.39	\$199.25	\$120.62	\$503.95	\$1,681.67	4.7%	8.7%	11,580	5.1%	\$514.21	\$62.54	\$49.36	\$203.50
Randolph	\$41.90	\$66.79	\$23.23	\$15.24	\$42.34	\$189.50	0.5%	6.1%	1,145	0.5%	\$43.87	\$8.28	\$4.96	\$89.75
Rockingham	\$19.58	\$33.63	\$11.35	\$6.74	\$22.56	\$93.86	0.3%	6.4%	688	0.3%	\$23.71	\$3.78	\$3.06	\$73.89
Stokes	\$13.31	\$16.35	\$6.98	\$4.00	\$11.54	\$52.18	0.1%	1.7%	279	0.1%	\$11.30	\$1.96	\$1.75	\$81.31
Surry	\$33.09	\$51.88	\$16.16	\$11.70	\$38.63	\$151.47	0.4%	3.0%	911	0.4%	\$37.77	\$6.15	\$4.41	\$147.77
Yadkin	\$11.43	\$17.29	\$6.78	\$4.45	\$12.52	\$52.46	0.1%	3.4%	394	0.2%	\$14.64	\$2.06	\$1.53	\$95.06
<b>Total</b>	<b>\$815.84</b>	<b>\$1232.38</b>	<b>\$471.88</b>	<b>\$284.74</b>	<b>\$1115.74</b>	<b>\$3,920.60</b>	<b>11.0%</b>	<b>7.3%</b>	<b>25,616</b>	<b>11.3%</b>	<b>\$1065.11</b>	<b>\$153.74</b>	<b>\$111.93</b>	<b>\$151.04</b>
<b>State Totals</b>	<b>\$8,560.75</b>	<b>\$10,813.35</b>	<b>\$4,881.39</b>	<b>\$3,328.61</b>	<b>\$8,047.82</b>	<b>\$35,631.91</b>	<b>100%</b>	<b>6.9%</b>	<b>227,224</b>	<b>100%</b>	<b>\$9,271.52</b>	<b>\$1,347.40</b>	<b>\$1,245.08</b>	<b>\$239.26</b>

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Region/ County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State							
<b>Southwest</b>														
Anson	\$5.09	\$8.16	\$3.08	\$1.56	\$6.57	\$24.46	0.1%	3.9%	150	0.1%	\$5.52	\$1.00	\$0.70	\$77.38
Cabarrus	\$154.00	\$201.21	\$99.67	\$47.05	\$122.96	\$624.89	1.8%	10.3%	4,821	2.1%	\$171.52	\$24.75	\$16.42	\$171.51
Cleveland	\$31.30	\$51.15	\$19.64	\$11.03	\$36.69	\$149.82	0.4%	-1.6%	943	0.4%	\$37.42	\$5.96	\$3.77	\$96.01
Gaston	\$76.33	\$115.70	\$39.25	\$24.19	\$96.99	\$352.46	1.0%	4.9%	2,309	1.0%	\$86.80	\$14.26	\$8.87	\$97.53
Iredell	\$87.07	\$124.45	\$57.01	\$27.71	\$87.20	\$383.44	1.1%	4.2%	2,428	1.1%	\$90.18	\$14.46	\$12.58	\$135.37
Lincoln	\$19.81	\$35.15	\$11.16	\$7.07	\$22.49	\$95.68	0.3%	3.0%	607	0.3%	\$23.05	\$3.86	\$2.95	\$71.13
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%	\$1,956.99	\$205.99	\$185.70	\$336.60
Rowan	\$45.26	\$70.83	\$25.02	\$15.55	\$61.40	\$218.06	0.6%	4.1%	1,483	0.7%	\$52.28	\$8.58	\$7.71	\$107.36
Stanly	\$22.40	\$36.06	\$13.26	\$8.29	\$28.24	\$108.24	0.3%	4.2%	662	0.3%	\$23.56	\$4.37	\$3.49	\$119.62
Union	\$37.18	\$73.09	\$24.98	\$14.72	\$48.54	\$198.52	0.6%	6.1%	1,290	0.6%	\$45.59	\$7.78	\$5.04	\$50.01
<b>Total</b>	<b>\$1,816.76</b>	<b>\$2,436.26</b>	<b>\$1,057.00</b>	<b>\$558.90</b>	<b>\$2,133.31</b>	<b>\$8,002.23</b>	<b>22.5%</b>	<b>8.5%</b>	<b>51,004</b>	<b>22.4%</b>	<b>\$2,492.91</b>	<b>\$291.00</b>	<b>\$247.24</b>	<b>\$212.45</b>
<b>State Totals</b>	<b>\$8,560.75</b>	<b>\$10,813.35</b>	<b>\$4,881.39</b>	<b>\$3,328.61</b>	<b>\$8,047.82</b>	<b>\$35,631.91</b>	<b>100%</b>	<b>6.9%</b>	<b>227,224</b>	<b>100%</b>	<b>\$9,271.52</b>	<b>\$1,347.40</b>	<b>\$1,245.08</b>	<b>\$239.26</b>

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	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
<b>Northwest</b>															
Alexander	\$5.69	\$12.15	\$4.23	\$2.86	\$7.85	\$32.77	0.1%	-3.4%	201	0.1%	\$7.88	\$1.32	\$1.19	\$68.97	
Alleghany	\$10.91	\$15.65	\$7.01	\$4.15	\$10.60	\$48.31	0.1%	1.3%	283	0.1%	\$10.96	\$1.58	\$2.16	\$329.09	
Ashe	\$27.05	\$33.71	\$15.44	\$10.13	\$26.27	\$112.59	0.3%	2.7%	554	0.2%	\$22.51	\$3.75	\$4.39	\$300.79	
Avery	\$64.21	\$79.31	\$39.78	\$21.90	\$54.26	\$259.45	0.7%	4.8%	1,531	0.7%	\$66.25	\$8.54	\$9.03	\$1,000.40	
Burke	\$31.86	\$48.68	\$18.50	\$10.33	\$28.39	\$137.75	0.4%	3.0%	865	0.4%	\$30.18	\$5.39	\$4.14	\$107.85	
Caldwell	\$13.81	\$24.42	\$8.15	\$5.08	\$19.96	\$71.42	0.2%	4.4%	458	0.2%	\$17.28	\$2.79	\$2.42	\$64.65	
Catawba	\$73.35	\$120.32	\$45.80	\$27.39	\$81.37	\$348.22	1.0%	5.1%	2,495	1.1%	\$86.74	\$14.03	\$11.96	\$157.86	
McDowell	\$25.81	\$32.13	\$14.27	\$8.12	\$31.63	\$111.96	0.3%	3.8%	661	0.3%	\$27.28	\$3.97	\$3.92	\$175.81	
Mitchell	\$11.14	\$14.16	\$6.74	\$3.68	\$10.88	\$46.60	0.1%	5.2%	239	0.1%	\$10.06	\$1.45	\$1.56	\$200.73	
Watauga	\$138.05	\$154.05	\$73.97	\$43.46	\$107.98	\$517.51	1.5%	3.2%	3,064	1.3%	\$127.68	\$17.18	\$18.36	\$649.11	
Wilkes	\$27.08	\$37.88	\$13.88	\$9.04	\$26.58	\$114.47	0.3%	5.1%	701	0.3%	\$27.35	\$4.35	\$3.43	\$117.85	
Yancey	\$18.56	\$22.56	\$10.64	\$6.54	\$16.26	\$74.55	0.2%	3.7%	361	0.2%	\$15.40	\$2.40	\$3.59	\$316.38	
<b>Total</b>	\$447.51	\$595.01	\$258.40	\$152.68	\$422.02	\$1,875.61	5.3%	3.8%	11,412	5.0%	\$449.58	\$66.74	\$66.15	\$212.43	
<b>State Totals</b>	\$8,560.75	\$10,813.35	\$4,881.39	\$3,328.61	\$8,047.82	\$35,631.91	100%	6.9%	227,224	100%	\$9,271.52	\$1,347.40	\$1,245.08	\$239.26	

North Carolina - Regions - 2023															
Region/ County	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	
	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
<b>Western</b>															
Buncombe	\$900.96	\$787.03	\$366.19	\$540.73	\$371.94	\$2,966.86	8.3%	3.0%	19,862	8.7%	\$672.79	\$135.59	\$107.17	\$879.89	
Cherokee	\$26.82	\$31.76	\$12.12	\$8.60	\$22.08	\$101.38	0.3%	2.6%	589	0.3%	\$20.32	\$3.13	\$4.11	\$241.59	
Clay	\$7.67	\$9.83	\$3.98	\$2.76	\$7.25	\$31.49	0.1%	1.3%	136	0.1%	\$6.00	\$0.91	\$1.93	\$239.02	
Graham	\$14.67	\$17.90	\$7.20	\$4.63	\$11.58	\$55.98	0.2%	2.0%	347	0.2%	\$12.60	\$1.77	\$2.64	\$547.44	
Haywood	\$87.00	\$105.86	\$46.09	\$29.22	\$81.98	\$350.15	1.0%	4.2%	2,131	0.9%	\$88.09	\$12.79	\$11.73	\$389.36	
Henderson	\$96.79	\$137.13	\$61.18	\$34.03	\$97.65	\$426.78	1.2%	3.3%	2,673	1.2%	\$112.54	\$15.12	\$16.40	\$264.31	
Jackson	\$114.80	\$135.09	\$71.30	\$40.32	\$106.48	\$468.00	1.3%	3.4%	2,470	1.1%	\$121.64	\$15.29	\$15.34	\$687.05	
Macon	\$84.54	\$109.63	\$52.03	\$30.01	\$73.89	\$350.09	1.0%	3.8%	1,706	0.8%	\$82.97	\$11.36	\$17.60	\$753.73	
Madison	\$20.10	\$23.40	\$11.24	\$7.26	\$21.36	\$83.36	0.2%	2.6%	393	0.2%	\$15.85	\$2.82	\$2.85	\$256.91	
Polk	\$13.14	\$17.75	\$7.98	\$5.46	\$14.31	\$58.64	0.2%	1.5%	316	0.1%	\$11.71	\$1.89	\$2.30	\$208.91	
Rutherford	\$75.04	\$88.58	\$38.11	\$23.74	\$64.36	\$289.83	0.8%	2.6%	1,673	0.7%	\$69.80	\$11.91	\$9.43	\$325.78	
Swain	\$88.38	\$101.93	\$51.87	\$31.08	\$80.74	\$354.00	1.0%	1.4%	2,016	0.9%	\$96.77	\$14.18	\$9.00	\$1,665.49	
Transylvania	\$48.10	\$57.81	\$28.86	\$17.26	\$43.08	\$195.10	0.5%	3.5%	1,175	0.5%	\$50.92	\$5.99	\$7.42	\$399.64	
<b>Total</b>	\$1,577.99	\$1,623.70	\$758.16	\$775.10	\$996.69	\$5,731.65	16.1%	3.0%	35,487	15.6%	\$1,361.99	\$232.73	\$207.90	\$590.62	
<b>State Totals</b>	\$8,560.75	\$10,813.35	\$4,881.39	\$3,328.61	\$8,047.82	\$35,631.91	100%	6.9%	227,224	100%	\$9,271.52	\$1,347.40	\$1,245.08	\$239.26	

Source: Tourism Economics, 2024