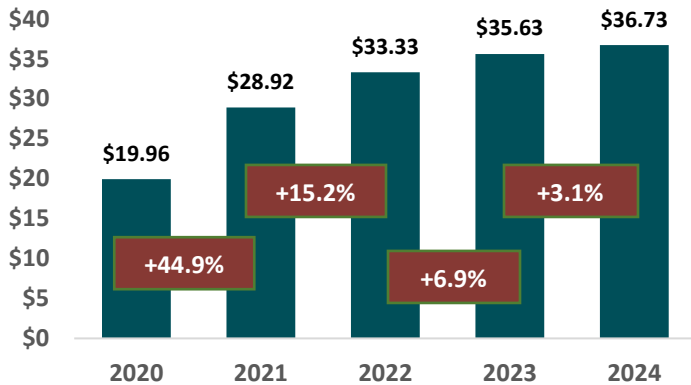
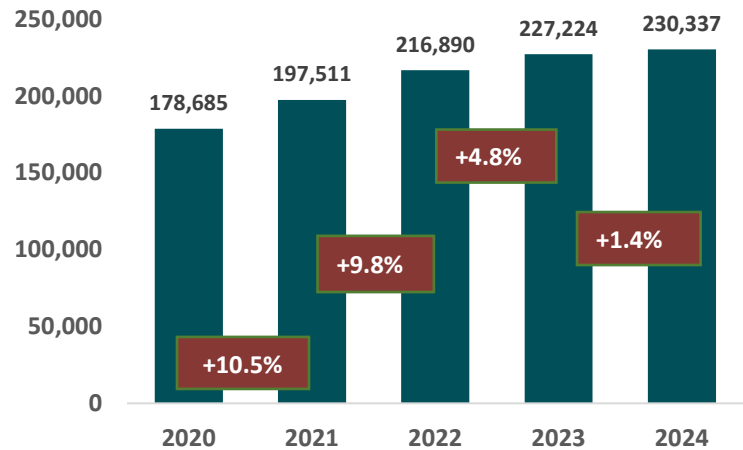


TOURISM ECONOMIC FAST FACTS - 2024

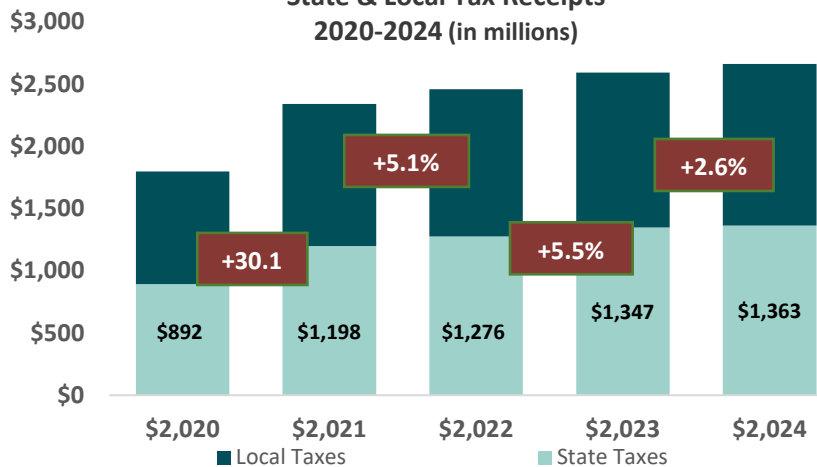
Total Direct Visitor Spending 2020-2024
(Domestic & International in billions)



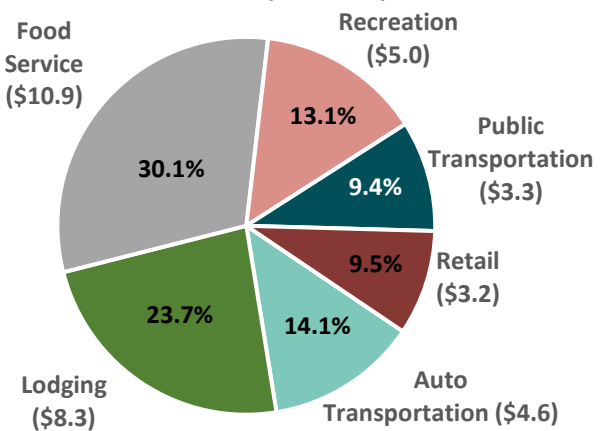
Total Direct Tourism Employment 2020-2024



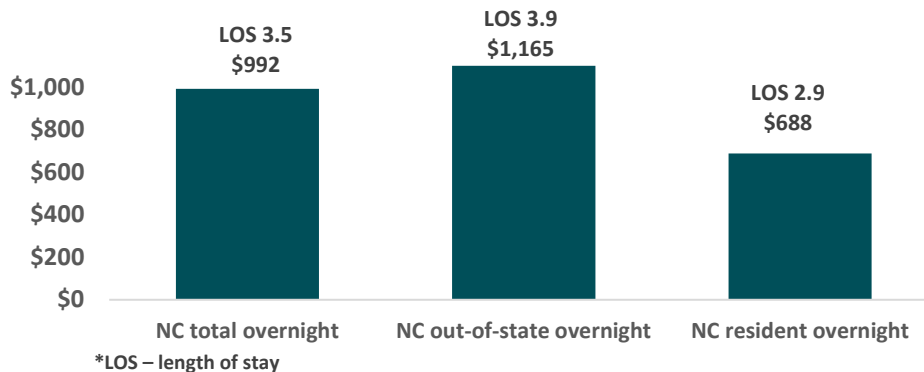
Domestic Tourism Generated
State & Local Tax Receipts
2020-2024 (in millions)



Domestic Impact of Tourism by Sector
(in billions)



2024 Average Overnight Party Spending & Length of Stay*



\$101 million

Visitor spending per day

\$7.3 million

Visitor related taxes generated per day

\$593

Annual household tax savings

1/47

NC residents directly employed by tourism