FAST FACTS
2004 Economic Impact of Tourism

- Tourism is one of North Carolina’s largest industries. In 2004, **domestic travelers spent $13.3 billion across the state**. (4.9 percent increase over 2003).
- Domestic tourism expenditures directly supported **182,950 jobs** for North Carolina residents.
- The tourism industry contributed **$3.6 billion** to the state’s payroll in 2004.
- Traveler spending generated over **$2.1 billion** in tax receipts:
  - $1.1 billion in federal taxes, and $1.14 billion in state and local taxes:
  - $710.73 million in state tax revenue & $437.43 million in local tax revenue

### Annual NC Visitor Expenditures

- Recreation: $1.4 billion
- Retail: $1.5 billion
- Public Transportation: $1.5 billion
- Auto Transportation: $2.0 billion
- Lodging: $2.4 billion
- Foodservice: $4.5 billion

### 2004 Trip Spending

- **United States Travelers**: $472 billion (+4%)
- **North Carolina Visitors**: $298 billion (+3%)
- **North Carolina Residents**: $202 billion (0%)

### Expenditures by Primary Purpose of Trip

- **Business Travelers**: $370 per trip
- **Leisure Travelers**: $307 per trip

Source: TravelScope, Travel Industry Association, 2005