FAST FACTS
2005 Economic Impact of Tourism

- Tourism is one of North Carolina’s largest industries. In 2005, **domestic travelers spent $14.2** billion across the state. (7.3 percent increase over 2004).
- Domestic tourism expenditures directly supported **185,200 jobs** for North Carolina residents.
- The tourism industry contributed **$3.75** billion to the state’s payroll in 2005.
- Traveler spending generated over **$2.3** billion in tax receipts:
  - $1.1 billion in federal taxes, and $1.2 billion in state and local taxes;
  - $747.7 million in state tax revenue & $461.0 million in local tax revenue
- Over 64.5 million visitors traveled to North Carolina, ranking us eighth in person-trip volume by state behind California, Florida, Texas, Pennsylvania, New York, Ohio and Michigan.

**Impact of Tourism on Economy by Sector ($billions)**

- 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

**2005 Overnight Trip Spending**
- United States Travelers: $565
- North Carolina Total Visitors: $416
- North Carolina Out-of-state Visitors: $511
- North Carolina Resident Visitors: $294

**2005 Trip Expenditures by Primary Purpose of Trip**
- Overnight Business Travelers: $402
- Overnight Leisure Travelers: $420

Source: TravelScope, Travel Industry Association, 2006