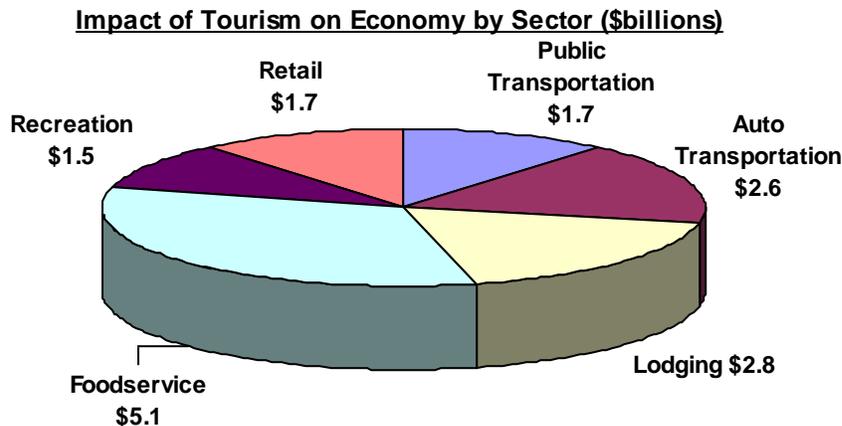


# FAST FACTS

## 2006 Economic Impact of Tourism

- Tourism is one of North Carolina's largest industries. In 2006, **domestic travelers spent \$15.4 billion** across the state. **(8.3 percent increase over 2005).**\*
- Domestic tourism expenditures directly supported **187,200 jobs** for North Carolina residents.\*
- The tourism industry contributed **\$3.86 billion** to the state's payroll in 2006.\*
- Traveler spending generated over **\$2.5 billion** in tax receipts: \*
  - \$1.2 billion in federal taxes, and \$1.3 billion in state and local taxes:\*
  - **\$797.2 million in state tax revenue & \$496.4 million in local tax revenue\***
- North Carolina ranks **sixth** in person-trip volume by state behind California, Texas, Florida, New York, and Pennsylvania.



**2006 Average Trip Spending for Overnight Visitors**

|   |       |
|---|-------|
| United States Average Visitor Party Spending              | \$756 |
| North Carolina Average Visitor Party Spending             | \$549 |
| North Carolina <i>Out-of-state</i> Visitor Party Spending | \$636 |
| North Carolina <i>Resident</i> Visitor Party Spending     | \$369 |

**2006 Average Trip Spending for Overnight Visitors by Primary Purpose of Trip**

|   |       |
|---|-------|
| Average Overnight <b>Business</b> Travel Party Spending | \$616 |
| <i>Out-of-State</i> Travel Party Spending               | \$763 |
| <i>NC Resident</i> Travel Party Spending                | \$305 |
| Average Overnight <b>Leisure</b> Travel Party Spending  | \$555 |
| <i>Out-of-State</i> Travel Party Spending               | \$634 |
| <i>NC Resident</i> Travel Party Spending                | \$390 |