FAST FACTS
2007 Economic Impact of Tourism

- Tourism is one of North Carolina’s largest industries. In 2007, domestic travelers spent $16.5 billion across the state. (7.2 percent increase over 2006).*
- Domestic tourism expenditures directly supported 190,900 jobs for North Carolina residents.*
- The tourism industry contributed $4.02 billion to the state’s payroll in 2007.*
- 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:*
  - $815.0 million in state tax revenue & $529.0 million in local tax revenue*

Annual NC Visitor Expenditures*

Impact of Tourism on Economy by Sector ($billions)

Recreation
$1.6
Foodservice
$5.4
Lodging
$3.0
Auto Transportation
$2.8
Public Transportation
$1.9
Retail
$1.8

2007 Average Trip Spending for Overnight Visitors

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<tbody>
<tr>
<td>Average Overnight Business Travel Party Spending</td>
<td>$651</td>
<td>$479</td>
<td>$582</td>
<td>$297</td>
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<tr>
<td>Average Overnight Leisure Travel Party Spending</td>
<td>$498</td>
<td>$546</td>
<td>$613</td>
<td>$353</td>
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</tbody>
</table>

Sources: TNS TravelsAmerica, 2008
The 2007 Economic Impact of Travel on North Carolina Counties, Travel Industry Association of America, 2008*