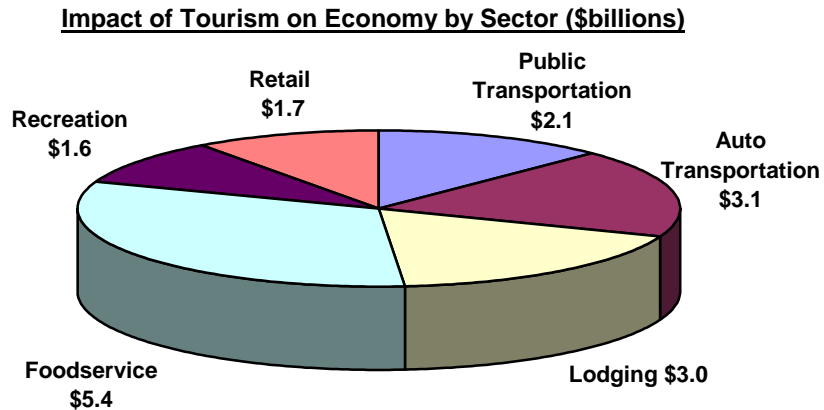
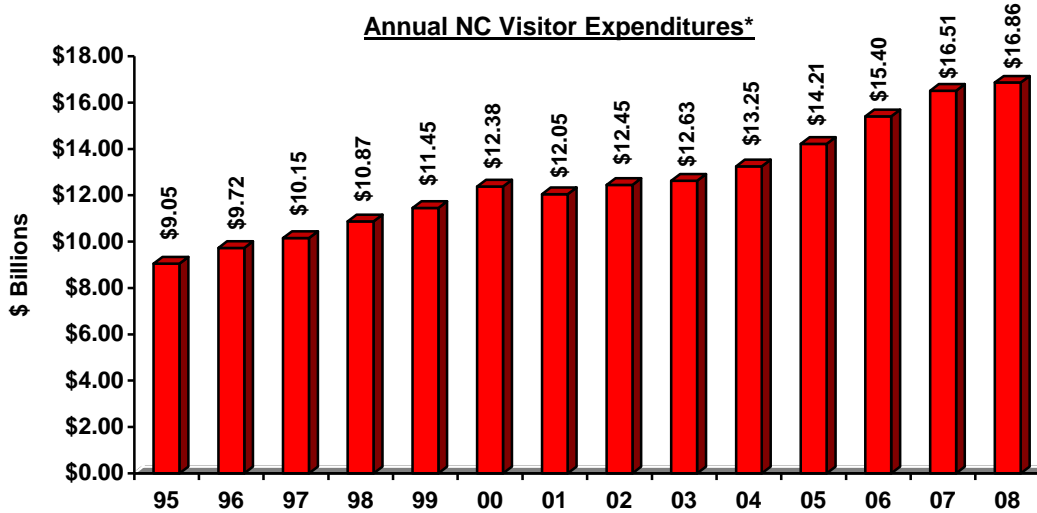


FAST FACTS

2008 Economic Impact of Tourism

- Tourism is one of North Carolina's largest industries. In 2008, **domestic travelers spent \$16.9 billion** across the state. **(2.1 percent increase over 2007).***
- Domestic tourism expenditures directly supported **190,500 jobs** for North Carolina residents.*
- The tourism industry contributed **\$4.18 billion** to the state's payroll in 2008.*
- Traveler spending generated over **\$2.7 billion** in tax receipts: *
 - \$1.3 billion in federal taxes, and \$1.4 billion in state and local taxes:*
 - **\$843.2 million in state tax revenue & \$542.3 million in local tax revenue***
- North Carolina ranks **sixth** in person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.



2008 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	\$711
North Carolina Average Visitor Party Spending	\$562
North Carolina <i>Out-of-state</i> Visitor Party Spending	\$673
North Carolina <i>Resident</i> Visitor Party Spending	\$349

2008 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

Average Overnight Business Travel Party Spending	\$776
<i>Out-of-State</i> Business Travel Party Spending	\$973
<i>NC Resident</i> Business Travel Party Spending	\$378
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Average Overnight Leisure Travel Party Spending	\$517
<i>Out-of-State</i> Leisure Travel Party Spending	\$607
<i>NC Resident</i> Leisure Travel Party Spending	\$347