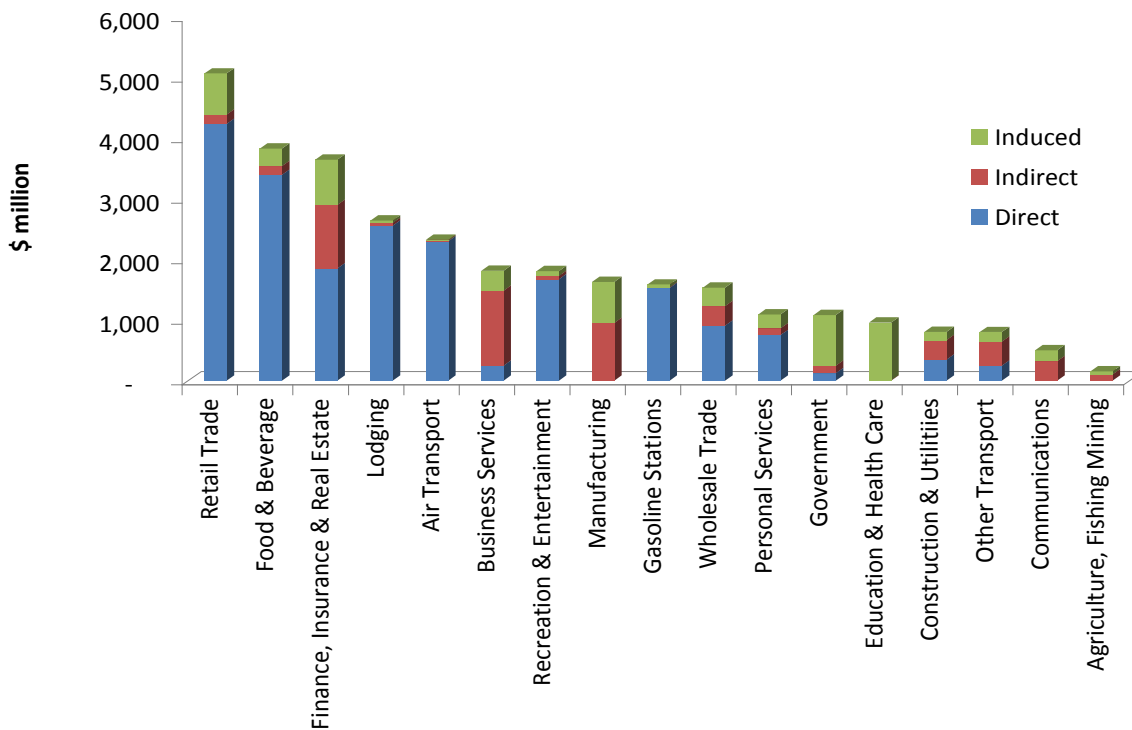


What Does Tourism Mean to North Carolina's Economy?

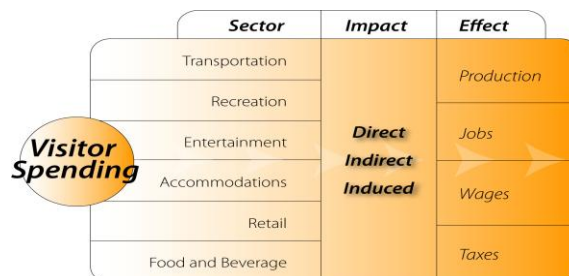
The Economic Contribution of Tourism in North Carolina

Total Impact

- Travel and Tourism generates \$20.2 billion a year in total economic demand in North Carolina. Tourism demand generates \$31.3 in business sales, including indirect and induced impacts.
- Nearly all sectors of the North Carolina economy benefit from tourism activity directly and/or indirectly.
- Visitors spend more in retail (including grocery stores) than in any other sector, followed closely by restaurants and lodging.
- The significant second home market generates \$1.9 billion in direct economic activity within the real estate sector.



- This economic activity sustains 362,052 jobs, and 8.7% of all wage and salary employment in the state is directly or indirectly dependent on tourism. This is an increase in share from 8.6% in 2008. \$9.0 billion in compensation is generated by tourism demand.
- The \$20.2 billion in tourism related expenditures generates \$15.6 billion in tourism impact (full GDP), or 4.0% of the state economy.



- In terms of employment, tourism sustains 88% of the air transport sector, 100% of the lodging sector, 31% of the recreation/entertainment sector, and 25% of the food & beverage sector.
- Including indirect and induced impacts, tourism in North Carolina generates \$2.1 billion in state and local taxes and \$2.2 billion in federal taxes.

Direct Visitor Spending

- Domestic visitors to and within North Carolina spent \$15.6 billion in 2009, a 7.4% decrease from 2008. However, since 2000, expenditures have grown by 36.5%.
- Direct visitor spending in North Carolina generates over \$1.4 billion in state and local tax revenues.
- Twenty-three counties in North Carolina generate over \$150 million in visitor spending. These counties are: *Mecklenburg, Wake, Guilford, Dare, Buncombe, Forsyth, Durham, New Hanover, Cumberland, Brunswick, Moore, Cabarrus, Carteret, Swain, Nash, Henderson, Catawba, Gaston, Watauga, Iredell, Pitt, Johnston, and Onslow*. The top two generate over \$1 billion in visitor spending.
- Twenty-four counties in North Carolina have over 1,500 direct tourism jobs. These counties are: *Mecklenburg, Wake, Guilford, Dare, Buncombe, Durham, Forsyth, New Hanover, Moore, Brunswick, Cumberland, Cabarrus, Swain, Carteret, Nash, Watauga, Catawba, Henderson, Pitt, Gaston, Iredell, Orange, Onslow and Johnston*.

Average Trip Spending for Overnight Visitors to North Carolina

- | | |
|---|-------|
| • North Carolina Average Visitor Party Spending | \$559 |
| • North Carolina <i>Out-of-State</i> Visitor Party Spending | \$700 |
| • North Carolina <i>Resident</i> Visitor Party Spending | \$306 |

Average Trip Spending for Overnight Visitors to North Carolina by Primary Purpose of Trip

- | | |
|---|-------|
| • Average Overnight Business Travel Party Spending | \$713 |
| • <i>Out-of-State</i> Business Travel Party Spending | \$831 |
| • <i>North Carolina Resident</i> Business Travel Party Spending | \$377 |
| • Average Overnight Leisure Travel Party Spending | \$549 |
| • <i>Out-of-State</i> Leisure Travel Party Spending | \$696 |
| • <i>North Carolina Resident</i> Leisure Travel Party Spending | \$296 |