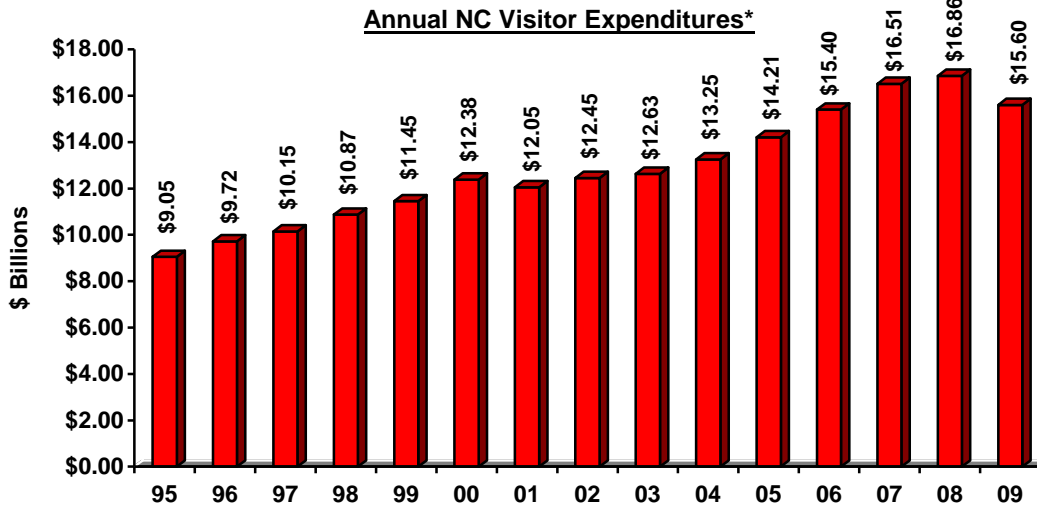


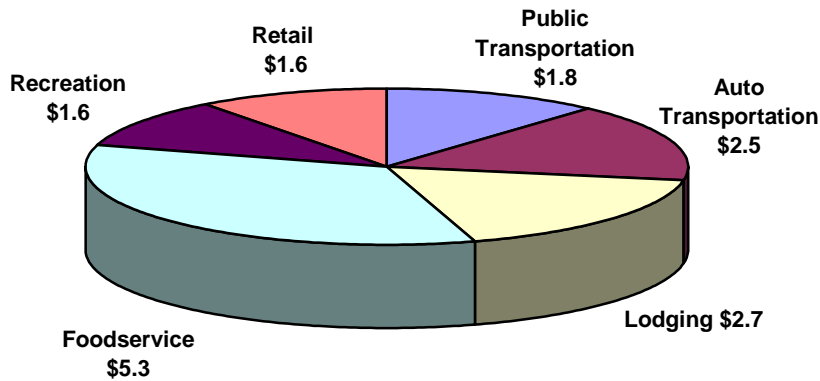
FAST FACTS

2009 Economic Impact of Tourism

- Tourism is one of North Carolina's largest industries. In 2009, **domestic travelers spent \$15.6 billion** across the state.*
- Domestic tourism expenditures directly supported **183,800 jobs** for North Carolina residents.*
- The tourism industry contributed **\$3.91 billion** to the state's payroll in 2009.*
- Traveler spending generated over **\$2.5 billion** in tax receipts: *
 - \$1.18 billion in federal taxes, and \$1.35 billion in state and local taxes:*
 - **\$841.3 million in state tax revenue & \$509.9 million in local tax revenue***
- North Carolina ranks **sixth** in person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.



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



2009 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	\$670
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

2009 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

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