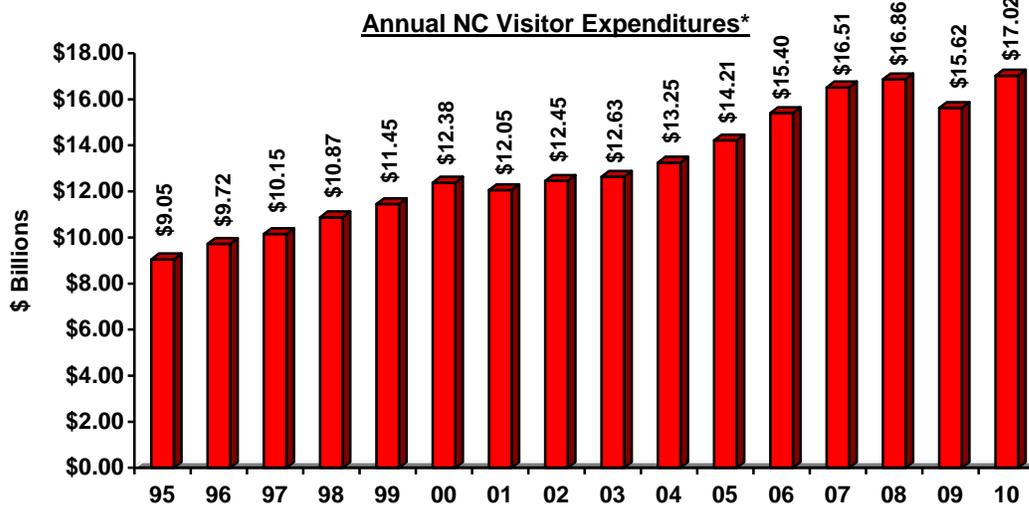


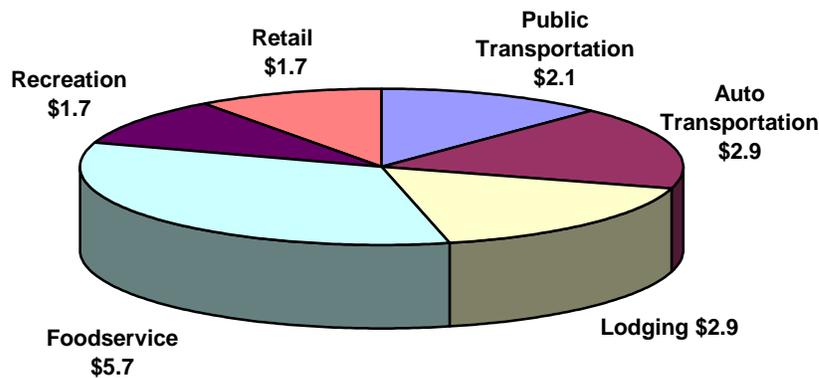
# FAST FACTS

## 2010 Impact of Visitor Spending

- Tourism is one of North Carolina's largest industries. In 2010, **domestic travelers spent \$17.0 billion** across the state, a 9% increase from last year, and a record high visitor spending figure.\*
- Domestic tourism expenditures directly supported **185,500 jobs** for North Carolina residents.\*
- The tourism industry contributed **\$4.01 billion** to the state's payroll in 2010.\*
- Traveler spending generated over **\$2.73 billion** in tax receipts: \*
  - \$1.24 billion in federal taxes, and \$1.49 billion in state and local taxes:\*
  - **\$947.2 million in state tax revenue & \$545.9 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)**



**2010 Average Trip Spending for Overnight Visitors**

United States Average Visitor Party Spending	\$652
North Carolina Average Visitor Party Spending	\$502
North Carolina <i>Out-of-state</i> Visitor Party Spending	\$598
North Carolina <i>Resident</i> Visitor Party Spending	\$325

**2010 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip**

Average Overnight <b>Business</b> Travel Party Spending	\$629
<i>Out-of-State</i> Business Travel Party Spending	\$743
<i>NC Resident</i> Business Travel Party Spending	\$368
<hr/>	
Average Overnight <b>Leisure</b> Travel Party Spending	\$492
<i>Out-of-State</i> Leisure Travel Party Spending	\$585
<i>NC Resident</i> Leisure Travel Party Spending	\$325