Tourism is one of North Carolina’s largest industries. In 2011, domestic travelers spent $18.4 billion across the state, an 8% increase from last year, and a record high visitor spending figure.*

Domestic tourism expenditures directly supported 187,900 jobs for North Carolina residents, up 2% from 2010.*

The tourism industry contributed $4.18 billion to the state’s payroll in 2011.*

Traveler spending generated over $2.8 billion in tax receipts: *
  - $1.30 billion in federal, $1.01 billion in state and $560.5 million in local tax revenue.* This was the first time that state tax revenues reached $1 billion.


**FAST FACTS**

**2011 Impact of Visitor Spending**

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### Annual NC Visitor Expenditures*

![Annual NC Visitor Expenditures Chart](chart.png)

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

- Recreation $1.8
- Foodservice $6.0
- Lodging $3.1
- Auto Transportation $3.4
- Public Transportation $2.3
- Retail $1.8
- Foodservice $6.0
- Lodging $3.1
- Auto Transportation $3.4
- Public Transportation $2.3
- Retail $1.8

#### 2011 Average Trip Spending for Overnight Visitors

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</thead>
<tbody>
<tr>
<td></td>
<td>$685 (+5.1%)</td>
<td>$576 (+14.7%)</td>
<td>$681 (+13.9%)</td>
<td>$387 (+19.1%)</td>
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</tbody>
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#### 2011 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

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</thead>
<tbody>
<tr>
<td>Business</td>
<td>$652 (+3.7%)</td>
<td>$788 (+6.1%)</td>
<td>$261 (-29.1%)</td>
<td>$566 (+15.0%)</td>
<td>$673 (+15.0%)</td>
<td>$376 (+15.7%)</td>
</tr>
</tbody>
</table>

Sources: TNS TravelsAmerica, 2012
The 2011 Economic Impact of Travel on North Carolina Counties, US Travel Association, 2012*