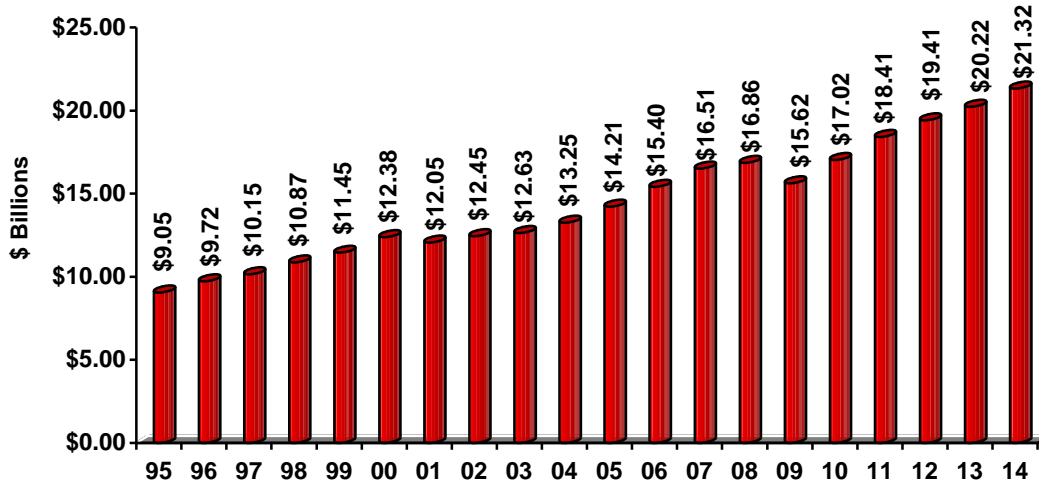


FAST FACTS

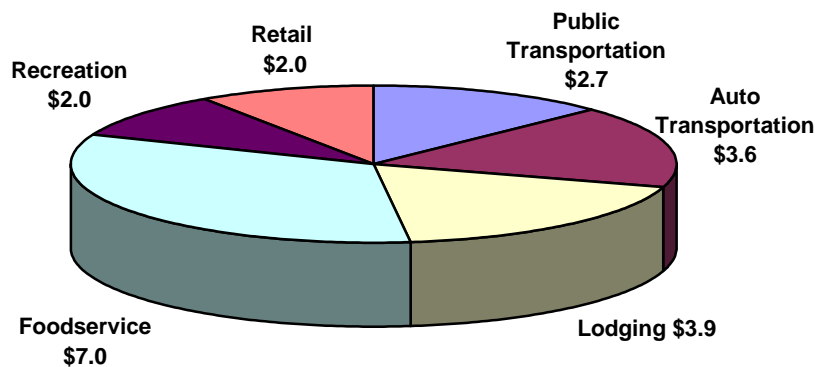
2014 Impact of Visitor Spending

- Tourism is one of North Carolina's largest industries. In 2014, **domestic travelers spent \$21.3 billion** across the state, a 5.4% increase from 2013, and a record high visitor spending figure.*
- Domestic tourism expenditures directly supported **204,832 jobs** for North Carolina residents, up 3% from 2013 and a record high employment figure.*
- The tourism industry contributed **\$4.9 billion** to the state's payroll in 2014.*
- Traveler spending generated over **\$3.2 billion** in tax receipts: *
 - \$1.5 billion in federal, \$1.1 billion in state and \$636.1 million in local tax revenue.
- North Carolina ranks **sixth** in total person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.

Annual NC Visitor Expenditures*



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



2014 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	\$968 (+13.2%)
North Carolina Average Visitor Party Spending	\$688 +11.2%)
North Carolina <i>Out-of-state</i> Visitor Party Spending	\$745 (+5.3%)
North Carolina <i>Resident</i> Visitor Party Spending	\$557 (+33.6%)

2014 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

Average Overnight Business Travel Party Spending	\$671 (-21.1%)
<i>Out-of-State</i> Business Travel Party Spending	\$795 (-21.9%)
<i>NC Resident</i> Business Travel Party Spending	\$322(-33.1%)
Average Overnight Leisure Travel Party Spending	\$675 (+11.9%)
<i>Out-of-State</i> Leisure Travel Party Spending	\$734 (+7.1%)
<i>NC Resident</i> Leisure Travel Party Spending	\$545 (+32.4%)