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 $536.1 million in local tax revenue.

Annual NC Visitor Expenditures*

Impact of Tourism on Economy by Sector ($billions)

Recreation $2.0
Foodservice $7.0
Lodging $3.9
Retail $2.0
Auto Transportation $3.6
Public Transportation $2.7

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 Out-of-state Visitor Party Spending $745 (+5.3%)
- North Carolina Resident Visitor Party Spending $557 (+33.6%)

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

<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>Average Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Overnight Business Travel Party Spending</td>
<td>$671 (-21.1%)</td>
</tr>
<tr>
<td>Out-of-State Business Travel Party Spending</td>
<td>$795 (-21.9%)</td>
</tr>
<tr>
<td>NC Resident Business Travel Party Spending</td>
<td>$322 (-33.1%)</td>
</tr>
<tr>
<td>Average Overnight Leisure Travel Party Spending</td>
<td>$675 (+11.9%)</td>
</tr>
<tr>
<td>Out-of-State Leisure Travel Party Spending</td>
<td>$734 (+7.1%)</td>
</tr>
<tr>
<td>NC Resident Leisure Travel Party Spending</td>
<td>$545 (+32.4%)</td>
</tr>
</tbody>
</table>

Sources: TNS TravelsAmerica, 2015
The 2014 Economic Impact of Travel on North Carolina Counties, US Travel Association, 2015*