

The 2006 Economic Impact of Travel on North Carolina Counties

Prepared for the North Carolina Division of Tourism, Film and Sports Development

By the Travel Industry Association of America

| County | Expenditures (\$ Millions) | Percent Change 2005/06 | Payroll (\$ Millions) | Employment (Thousands) | State Tax Receipts (\$ Millions) | Local Tax Receipts (\$ Millions) |
|------------|-------------------------------|------------------------------|--------------------------|---------------------------|--|--|
| ALAMANCE | \$131.33 | 9.6% | \$22.19 | 1.29 | \$7.67 | \$2.43 |
| ALEXANDER | 16.27 | 8.2% | 2.49 | 0.12 | 0.89 | 0.72 |
| ALLEGHANY | 17.95 | 6.7% | 3.49 | 0.18 | 0.88 | 1.25 |
| ANSON | 13.72 | 8.5% | 1.83 | 0.11 | 0.79 | 0.36 |
| ASHE | 38.17 | 9.7% | 6.04 | 0.37 | 1.99 | 2.19 |
| AVERY | 89.31 | 7.9% | 22.48 | 1.27 | 4.64 | 4.11 |
| BEAUFORT | 61.74 | 6.3% | 8.65 | 0.45 | 3.12 | 3.91 |
| BERTIE | 10.39 | 7.6% | 1.15 | 0.05 | 0.57 | 0.62 |
| BLADEN | 30.24 | 7.2% | 3.55 | 0.20 | 1.77 | 0.93 |
| BRUNSWICK | 367.87 | 9.3% | 75.41 | 4.91 | 17.69 | 23.97 |
| BUNCOMBE | 645.71 | 10.4% | 154.85 | 8.97 | 33.63 | 20.74 |
| BURKE | 71.14 | 8.9% | 11.29 | 0.67 | 3.92 | 2.21 |
| CABARRUS | 245.77 | 10.6% | 60.56 | 3.29 | 14.36 | 4.08 |
| CALDWELL | 43.64 | 7.3% | 7.02 | 0.37 | 2.35 | 1.45 |
| CAMDEN | 1.63 | 6.7% | 0.20 | 0.01 | 0.09 | 0.15 |
| CARTERET | 262.05 | 6.4% | 51.26 | 3.25 | 12.22 | 16.96 |
| CASWELL | 6.36 | 11.4% | 0.71 | 0.04 | 0.31 | 0.48 |
| CATAWBA | 207.79 | 8.8% | 40.80 | 2.37 | 11.36 | 6.71 |
| CHATHAM | 23.43 | 12.2% | 3.08 | 0.17 | 1.38 | 0.45 |
| CHEROKEE | 34.63 | 11.6% | 5.81 | 0.35 | 1.69 | 2.19 |
| CHOWAN | 17.59 | 5.9% | 2.83 | 0.17 | 0.86 | 1.17 |
| CLAY | 11.90 | 9.0% | 1.41 | 0.07 | 0.51 | 1.38 |
| CLEVELAND | 83.70 | 7.9% | 12.91 | 0.72 | 4.89 | 1.54 |
| COLUMBUS | 41.73 | 6.8% | 5.39 | 0.30 | 2.38 | 1.22 |
| CRAVEN | 94.16 | 7.7% | 19.88 | 1.02 | 5.12 | 2.20 |
| CUMBERLAND | 356.48 | 8.7% | 74.80 | 4.07 | 19.33 | 7.87 |
| CURRITUCK | 120.25 | 9.9% | 24.40 | 1.60 | 5.34 | 5.94 |
| DARE | 702.25 | 8.7% | 157.81 | 10.91 | 34.88 | 33.56 |
| DAVIDSON | 112.69 | 7.4% | 17.63 | 0.96 | 6.28 | 3.87 |
| DAVIE | 27.71 | 7.2% | 5.29 | 0.27 | 1.54 | 0.52 |
| DUPLIN | 33.14 | 3.9% | 4.14 | 0.22 | 1.91 | 1.04 |
| DURHAM | 501.90 | 7.3% | 111.26 | 7.20 | 27.43 | 15.32 |
| EDGECOMBE | 48.54 | 9.7% | 7.21 | 0.39 | 2.66 | 0.88 |
| FORSYTH | 556.73 | 7.1% | 102.72 | 5.81 | 32.62 | 10.99 |
| FRANKLIN | 15.92 | 7.5% | 2.00 | 0.11 | 0.88 | 0.42 |
| GASTON | 175.24 | 7.5% | 29.80 | 1.71 | 10.00 | 3.09 |
| GATES | 5.16 | 5.9% | 0.48 | 0.02 | 0.31 | 0.21 |
| GRAHAM | 24.03 | 7.2% | 4.55 | 0.30 | 1.16 | 1.66 |
| GRANVILLE | 35.32 | 6.3% | 4.81 | 0.28 | 2.03 | 1.05 |
| GREENE | 4.38 | 4.3% | 0.47 | 0.03 | 0.24 | 0.16 |
| GUILFORD | 1,025.51 | 8.1% | 271.69 | 12.99 | 53.61 | 24.88 |
| HALIFAX | 60.34 | 8.1% | 8.07 | 0.46 | 3.65 | 1.40 |

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|-------------|-------------------------------|------------------------------|--------------------------|---------------------------|--|--|
| HARNETT | 57.04 | 10.6% | 8.88 | 0.53 | 3.17 | 1.37 |
| HAYWOOD | 111.06 | 7.3% | 23.48 | 1.40 | 5.82 | 4.78 |
| HENDERSON | 189.23 | 4.1% | 36.83 | 2.07 | 8.73 | 8.86 |
| HERTFORD | 23.54 | 6.3% | 3.29 | 0.19 | 1.37 | 0.61 |
| HOKE | 7.76 | 8.4% | 1.03 | 0.07 | 0.43 | 0.13 |
| HYDE | 28.46 | 3.5% | 5.93 | 0.41 | 1.39 | 1.60 |
| IREDELL | 172.69 | 11.0% | 29.77 | 1.73 | 9.60 | 5.66 |
| JACKSON | 68.21 | 10.5% | 12.23 | 0.69 | 3.18 | 5.60 |
| JOHNSTON | 160.77 | 10.4% | 26.57 | 1.61 | 9.01 | 4.32 |
| JONES | 3.36 | 8.5% | 0.50 | 0.02 | 0.20 | 0.11 |
| LEE | 57.00 | 8.3% | 10.95 | 0.63 | 3.25 | 1.17 |
| LENOIR | 67.24 | 5.6% | 12.22 | 0.64 | 3.72 | 1.38 |
| LINCOLN | 37.95 | 9.0% | 6.63 | 0.35 | 2.09 | 1.19 |
| MACON | 111.16 | 8.4% | 21.07 | 1.15 | 5.18 | 9.41 |
| MADISON | 27.30 | 10.4% | 5.76 | 0.32 | 1.43 | 1.32 |
| MARTIN | 26.54 | 9.2% | 4.28 | 0.25 | 1.45 | 0.70 |
| MCDOWELL | 37.00 | 8.8% | 6.02 | 0.36 | 1.95 | 1.42 |
| MECKLENBURG | 3,148.51 | 7.5% | 1,160.72 | 39.75 | 151.04 | 84.36 |
| MITCHELL | 18.62 | 5.8% | 3.08 | 0.17 | 0.83 | 0.84 |
| MONTGOMERY | 20.96 | 11.9% | 2.30 | 0.11 | 0.99 | 2.05 |
| MOORE | 346.17 | 6.2% | 85.36 | 5.45 | 18.26 | 11.02 |
| NASH | 193.76 | 8.5% | 41.14 | 2.68 | 10.31 | 5.43 |
| NEW HANOVER | 388.31 | 10.8% | 93.54 | 5.44 | 19.45 | 15.26 |
| NORTHAMPTON | 11.75 | 6.8% | 1.48 | 0.06 | 0.53 | 1.04 |
| ONSLow | 148.50 | 7.9% | 30.28 | 1.53 | 7.82 | 5.43 |
| ORANGE | 137.61 | 8.2% | 27.62 | 1.71 | 7.68 | 2.88 |
| PAMLICO | 14.36 | 9.2% | 1.85 | 0.09 | 0.61 | 1.68 |
| PASQUOTANK | 43.93 | 7.4% | 7.33 | 0.46 | 2.44 | 1.04 |
| PENDER | 66.88 | 9.6% | 12.30 | 0.73 | 3.14 | 4.79 |
| PERQUIMANS | 8.09 | 3.4% | 1.06 | 0.04 | 0.35 | 0.96 |
| PERSON | 26.33 | 6.4% | 3.57 | 0.21 | 1.52 | 0.63 |
| PITT | 168.76 | 7.2% | 35.21 | 2.00 | 8.83 | 3.97 |
| POLK | 17.88 | 7.4% | 2.80 | 0.17 | 0.93 | 1.07 |
| RANDOLPH | 98.69 | 7.6% | 16.68 | 0.91 | 5.88 | 1.63 |
| RICHMOND | 39.35 | 1.0% | 7.63 | 0.44 | 2.11 | 0.78 |
| ROBESON | 105.40 | 7.8% | 17.10 | 1.08 | 6.02 | 2.01 |
| ROCKINGHAM | 60.04 | 11.3% | 10.34 | 0.60 | 3.20 | 1.53 |
| ROWAN | 112.14 | 8.2% | 20.01 | 1.20 | 6.02 | 3.71 |
| RUTHERFORD | 131.66 | 11.4% | 20.44 | 1.25 | 7.78 | 4.15 |
| SAMPSON | 40.47 | 7.5% | 5.69 | 0.30 | 2.24 | 1.37 |
| SCOTLAND | 33.69 | 8.0% | 5.99 | 0.37 | 1.86 | 0.63 |
| STANLY | 62.27 | 9.2% | 8.96 | 0.51 | 3.57 | 1.99 |

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| STOKES | 18.46 | 4.2% | 2.55 | 0.13 | 0.94 | 0.76 |
| SURRY | 77.93 | 9.0% | 12.30 | 0.69 | 4.34 | 1.76 |
| SWAIN | 240.86 | 8.5% | 74.62 | 3.37 | 14.53 | 5.38 |
| TRANSYLVANIA | 75.64 | 8.2% | 14.93 | 0.82 | 3.04 | 3.63 |
| TYRRELL | 3.64 | 8.7% | 0.38 | 0.02 | 0.17 | 0.37 |
| UNION | 83.19 | 11.3% | 14.10 | 0.83 | 4.68 | 1.59 |
| VANCE | 38.59 | 3.2% | 5.75 | 0.31 | 2.24 | 1.23 |
| WAKE | 1,337.14 | 9.7% | 454.39 | 17.70 | 65.18 | 38.36 |
| WARREN | 19.41 | 8.6% | 2.56 | 0.12 | 0.73 | 1.76 |
| WASHINGTON | 12.05 | 8.7% | 1.73 | 0.10 | 0.67 | 0.54 |
| WATAUGA | 179.14 | 9.2% | 42.25 | 2.55 | 9.21 | 7.35 |
| WAYNE | 108.64 | 6.7% | 15.86 | 0.91 | 6.62 | 1.76 |
| WILKES | 59.44 | 11.6% | 9.41 | 0.56 | 2.94 | 1.41 |
| WILSON | 80.84 | 7.2% | 13.16 | 0.77 | 4.71 | 1.63 |
| YADKIN | 29.74 | 5.5% | 5.53 | 0.36 | 1.61 | 0.77 |
| YANCEY | 26.51 | 12.5% | 4.83 | 0.25 | 1.22 | 1.99 |
| NC Totals | \$15,395.54 | 8.3% | \$3,864.65 | 187.20 | \$797.17 | \$496.44 |