

**The 2009 Economic Impact of Travel on North Carolina Counties**  
**Prepared for the North Carolina Division of Tourism, Film and Sports Development**  
**By the U.S. Travel Association**

<b>County</b>	<b>Expenditures (\$ Millions)</b>	<b>Percent Change 2008/09</b>	<b>Payroll Employment (\$ Millions)</b>	<b>Employment (Thousands)</b>	<b>State Tax Receipts (\$ Millions)</b>	<b>Local Tax Receipts (\$ Millions)</b>
ALAMANCE	\$127.73	-10.7%	\$21.97	1.22	\$7.77	\$2.41
ALEXANDER	15.22	-12.5%	2.40	0.11	0.87	0.68
ALLEGHANY	19.53	0.7%	3.70	0.19	1.00	1.39
ANSON	13.59	-7.7%	1.77	0.10	0.82	0.36
ASHE	34.67	-14.0%	5.35	0.32	1.88	2.02
AVERY	88.68	-1.2%	21.78	1.21	4.79	4.14
BEAUFORT	65.26	-1.7%	8.92	0.46	3.44	4.21
BERTIE	10.56	-7.3%	1.14	0.05	0.60	0.64
BLADEN	29.24	-9.3%	3.35	0.18	1.79	0.91
BRUNSWICK	353.79	-9.9%	71.14	4.51	17.71	23.44
BUNCOMBE	661.95	-6.9%	155.33	8.74	35.90	21.61
BURKE	63.35	-14.4%	9.80	0.57	3.64	2.00
CABARRUS	281.09	-2.7%	67.57	3.62	17.10	4.74
CALDWELL	44.01	-10.6%	6.90	0.36	2.47	1.49
CAMDEN	1.58	-8.7%	0.19	0.01	0.09	0.15
CARTERET	257.56	-3.7%	49.15	3.04	12.51	16.94
CASWELL	6.38	-5.4%	0.69	0.04	0.32	0.49
CATAWBA	180.41	-14.9%	35.35	1.99	10.27	5.92
CHATHAM	24.04	-5.1%	3.09	0.16	1.48	0.47
CHEROKEE	30.82	-12.7%	5.04	0.30	1.57	1.98
CHOWAN	16.02	-11.5%	2.52	0.14	0.82	1.08
CLAY	11.46	-4.8%	1.32	0.06	0.51	1.35
CLEVELAND	74.46	-12.0%	11.46	0.61	4.53	1.39
COLUMBUS	42.43	-10.3%	5.54	0.29	2.52	1.26
CRAVEN	95.99	-8.4%	19.77	0.99	5.44	2.28
CUMBERLAND	379.59	-2.9%	77.30	4.13	21.43	8.52
CURRITUCK	106.15	-5.8%	21.01	1.35	4.91	5.33
DARE	762.09	-2.0%	167.15	11.21	39.42	37.01
DAVIDSON	108.49	-7.9%	16.56	0.89	6.30	3.79
DAVIE	25.66	-13.0%	4.81	0.25	1.49	0.49
DUPLIN	31.71	-7.4%	3.86	0.20	1.90	1.01
DURHAM	505.19	-8.2%	110.11	6.97	28.76	15.68
EDGECOMBE	45.25	-7.3%	6.56	0.35	2.58	0.83
FORSYTH	581.86	-8.3%	105.84	5.89	35.50	11.68
FRANKLIN	16.53	-4.8%	2.03	0.11	0.96	0.44
GASTON	176.72	-5.1%	29.60	1.66	10.50	3.17
GATES	4.81	-7.7%	0.44	0.02	0.30	0.20
GRAHAM	20.35	-13.1%	3.76	0.24	1.02	1.43
GRANVILLE	35.04	-11.8%	4.65	0.27	2.09	1.06

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GREENE	4.43	-6.4%	0.46	0.03	0.26	0.16
GUILFORD	935.26	-13.7%	244.23	11.47	50.92	23.07
HALIFAX	65.17	-4.7%	8.50	0.47	4.11	1.54
HARNETT	59.61	-4.1%	9.05	0.53	3.44	1.45
HAYWOOD	103.57	-8.7%	21.36	1.25	5.65	4.53
HENDERSON	189.92	-4.4%	36.06	1.98	9.13	9.04
HERTFORD	21.58	-11.6%	2.94	0.17	1.31	0.57
HOKE	8.06	-3.8%	1.05	0.07	0.47	0.13
HYDE	28.55	1.6%	5.80	0.39	1.45	1.63
IREDELL	169.97	-5.8%	28.58	1.62	9.84	5.66
JACKSON	61.85	-10.5%	10.82	0.60	3.00	5.16
JOHNSTON	164.48	-8.2%	26.51	1.58	9.60	4.49
JONES	3.24	-8.1%	0.47	0.02	0.20	0.11
LEE	53.99	-2.1%	10.12	0.57	3.21	1.12
LENOIR	68.25	-4.8%	12.10	0.63	3.93	1.42
LINCOLN	39.97	1.5%	6.82	0.35	2.29	1.28
MACON	117.14	-2.8%	21.66	1.16	5.68	10.08
MADISON	27.95	-4.5%	5.75	0.31	1.53	1.37
MARTIN	25.37	-10.3%	3.99	0.23	1.44	0.68
MCDOWELL	37.04	-9.9%	5.87	0.35	2.04	1.45
MECKLENBURG	3,330.25	-8.5%	1,235.05	41.49	166.38	90.70
MITCHELL	19.23	-3.2%	3.11	0.17	0.90	0.88
MONTGOMERY	21.23	-1.8%	2.27	0.11	1.04	2.11
MOORE	321.23	-8.1%	77.26	4.84	17.65	10.40
NASH	207.69	-4.3%	43.01	2.75	11.51	5.92
NEW HANOVER	390.38	-7.6%	92.31	5.20	20.37	15.59
NORTHAMPTON	11.78	-3.3%	1.44	0.06	0.55	1.06
ONSLOW	160.63	-7.0%	31.96	1.59	8.81	5.97
ORANGE	134.39	-11.7%	26.31	1.60	7.63	2.77
PAMLICO	14.17	-6.7%	1.78	0.08	0.63	1.69
PASQUOTANK	46.20	-7.7%	7.52	0.46	2.67	1.12
PENDER	67.55	-0.6%	12.12	0.71	3.31	4.92
PERQUIMANS	8.21	-3.3%	1.05	0.04	0.37	0.99
PERSON	27.44	-5.4%	3.63	0.21	1.65	0.66
PITT	168.36	-7.8%	35.02	1.92	9.18	4.02
POLK	18.67	-5.7%	2.85	0.17	1.01	1.14
RANDOLPH	100.84	-6.9%	16.62	0.89	6.26	1.70
RICHMOND	36.58	-11.7%	6.92	0.40	2.05	0.74
ROBESON	106.83	-6.1%	16.91	1.04	6.36	2.07

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ROCKINGHAM	52.65	-14.2%	9.17	0.51	2.92	1.36
ROWAN	118.50	2.0%	20.63	1.21	6.63	3.99
RUTHERFORD	119.07	-11.6%	18.03	1.08	7.33	3.82
SAMPSON	38.31	-10.9%	5.25	0.27	2.21	1.32
SCOTLAND	32.94	-6.7%	5.72	0.35	1.89	0.62
STANLY	57.90	-11.8%	8.13	0.46	3.46	1.88
STOKES	17.82	-8.9%	2.40	0.12	0.95	0.75
SURRY	86.79	-0.2%	13.36	0.73	5.03	2.00
SWAIN	235.38	0.9%	71.13	3.15	14.79	5.34
TRANSYLVANIA	68.41	-11.2%	13.17	0.71	2.86	3.34
TYRRELL	3.36	-5.4%	0.34	0.02	0.16	0.35
UNION	86.32	-9.5%	14.27	0.82	5.05	1.68
VANCE	35.87	-11.7%	5.21	0.28	2.17	1.16
WAKE	1,422.89	-6.0%	479.75	18.45	72.24	41.49
WARREN	21.33	-1.9%	2.75	0.12	0.83	1.96
WASHINGTON	12.01	-9.5%	1.68	0.09	0.69	0.54
WATAUGA	174.97	-7.8%	40.25	2.38	9.37	7.30
WAYNE	112.94	-6.1%	16.08	0.91	7.16	1.86
WILKES	53.00	-11.9%	8.18	0.47	2.73	1.28
WILSON	84.01	-6.5%	13.34	0.77	5.10	1.72
YADKIN	28.09	-5.5%	5.09	0.33	1.58	0.74
YANCEY	27.26	3.5%	4.74	0.23	1.31	2.07
<b>STATE TOTALS</b>	<b>\$15,616.14</b>	<b>-7.4%</b>	<b>\$3,906.86</b>	<b>183.79</b>	<b>\$841.27</b>	<b>\$509.93</b>