

**The 2010 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 2009/10</b>	<b>Payroll Employment (\$ Millions)</b>	<b>Employment (Thousands)</b>	<b>State Tax Receipts (\$ Millions)</b>	<b>Local Tax Receipts (\$ Millions)</b>
MECKLENBURG	3,727.02	12.2%	1,276.24	41.52	192.23	99.65
WAKE	1,540.97	9.4%	490.76	18.43	80.76	44.11
GUILFORD	1,006.91	7.6%	247.55	11.44	56.60	24.38
DARE	834.29	8.8%	172.00	11.26	44.55	39.78
BUNCOMBE	729.02	11.3%	159.11	8.94	40.82	23.37
FORSYTH	622.88	9.2%	107.46	5.82	39.24	12.27
DURHAM	546.50	8.8%	112.78	7.02	32.12	16.65
CUMBERLAND	417.67	10.5%	77.91	4.13	24.35	9.21
NEW HANOVER	400.88	6.9%	91.62	5.04	21.59	15.72
BRUNSWICK	395.38	8.7%	73.63	4.60	20.44	25.71
MOORE	342.25	9.3%	76.75	4.73	19.41	10.87
CABARRUS	312.92	6.9%	68.92	3.68	19.65	5.18
CARTERET	271.30	6.6%	48.65	2.99	13.60	17.52
SWAIN	256.35	8.0%	73.71	3.21	16.63	5.71
NASH	233.95	12.2%	45.15	2.82	13.38	6.55
HENDERSON	203.09	3.7%	36.32	1.97	10.08	9.49
CATAWBA	200.51	10.7%	36.95	2.05	11.78	6.46
GASTON	190.69	7.7%	30.06	1.66	11.70	3.35
WATAUGA	189.77	5.9%	41.13	2.39	10.49	7.77
PITT	181.74	7.6%	35.56	1.92	10.23	4.26
IREDELL	180.96	10.2%	28.42	1.59	10.81	5.92
ONSLOW	180.30	9.9%	33.79	1.64	10.21	6.57
JOHNSTON	175.02	6.3%	26.57	1.56	10.55	4.69
ORANGE	144.07	5.7%	27.17	1.61	8.45	2.92
ALAMANCE	\$136.28	7.2%	\$22.11	1.21	\$8.55	\$2.52
RUTHERFORD	129.25	8.3%	18.44	1.08	8.21	4.07
WAYNE	126.50	8.4%	16.97	0.94	8.28	2.05
ROWAN	124.59	5.4%	20.43	1.18	7.19	4.12
MACON	122.08	6.6%	21.26	1.12	6.11	10.31
DAVIDSON	118.92	10.7%	16.84	0.88	7.13	4.08
CURRITUCK	117.12	3.2%	21.84	1.38	5.60	5.77
ROBESON	116.42	8.9%	17.36	1.05	7.15	2.22
HAYWOOD	116.31	6.8%	22.59	1.30	6.55	5.00
RANDOLPH	108.38	8.3%	16.77	0.88	6.95	1.79
CRAVEN	108.29	9.1%	20.51	1.03	6.33	2.52
SURRY	95.02	10.4%	13.78	0.74	5.69	2.15
UNION	92.52	6.3%	14.41	0.82	5.59	1.76
WILSON	90.52	8.2%	13.54	0.77	5.67	1.82
AVERY	89.82	5.6%	20.78	1.14	5.01	4.12

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CLEVELAND	80.47	9.0%	11.69	0.61	5.06	1.48
LENOIR	74.76	9.6%	12.48	0.64	4.44	1.53
PENDER	72.83	8.1%	12.31	0.71	3.68	5.20
HALIFAX	72.16	8.5%	8.87	0.48	4.70	1.67
BURKE	71.89	5.6%	10.48	0.60	4.26	2.22
TRANSYLVANIA	71.75	1.7%	13.01	0.69	3.10	3.43
BEAUFORT	66.97	4.7%	8.62	0.44	3.64	4.24
HARNETT	63.36	5.1%	9.07	0.52	3.78	1.51
JACKSON	62.58	2.8%	10.31	0.56	3.13	5.12
STANLY	61.54	1.5%	8.14	0.45	3.80	1.96
LEE	59.88	12.9%	10.57	0.58	3.68	1.22
WILKES	57.79	6.1%	8.40	0.48	3.07	1.36
ROCKINGHAM	57.08	7.1%	9.32	0.51	3.27	1.45
PASQUOTANK	50.67	7.8%	7.76	0.47	3.02	1.20
EDGECOMBE	49.05	9.5%	6.70	0.35	2.89	0.89
MCDOWELL	44.09	8.0%	6.59	0.38	2.50	1.69
ASHE	42.99	13.6%	6.25	0.37	2.40	2.46
COLUMBUS	42.47	-0.1%	5.22	0.27	2.60	1.24
CALDWELL	42.45	1.5%	6.34	0.32	2.46	1.41
LINCOLN	41.94	6.2%	6.74	0.34	2.49	1.32
SAMPSON	40.53	4.0%	5.24	0.27	2.42	1.37
VANCE	38.74	7.3%	5.30	0.28	2.42	1.23
RICHMOND	37.39	2.0%	6.66	0.37	2.16	0.74
GRANVILLE	37.34	2.7%	4.67	0.27	2.30	1.10
SCOTLAND	35.62	4.9%	5.82	0.35	2.11	0.66
DUPLIN	32.38	6.1%	3.72	0.19	2.00	1.01
CHEROKEE	31.64	3.0%	4.88	0.28	1.66	1.99
BLADEN	31.34	6.8%	3.38	0.18	1.98	0.96
HYDE	30.90	11.6%	5.92	0.39	1.62	1.73
YANCEY	29.92	8.4%	4.86	0.23	1.49	2.24
PERSON	29.52	7.5%	3.68	0.21	1.83	0.70
YADKIN	29.37	2.5%	5.02	0.32	1.71	0.76
MADISON	28.54	1.3%	5.53	0.30	1.61	1.37
DAVIE	28.48	7.5%	5.12	0.26	1.70	0.53
MARTIN	26.02	1.7%	3.86	0.22	1.53	0.69
CHATHAM	25.03	4.6%	3.03	0.16	1.59	0.48
HERTFORD	23.27	7.7%	2.98	0.17	1.46	0.61
GRAHAM	22.82	6.7%	3.97	0.25	1.18	1.57
MONTGOMERY	22.15	5.8%	2.23	0.10	1.12	2.16

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WARREN	21.57	3.1%	2.61	0.12	0.87	1.95
ALLEGHANY	20.72	5.3%	3.70	0.18	1.09	1.44
POLK	20.26	6.5%	2.91	0.17	1.13	1.21
STOKES	20.06	8.1%	2.55	0.13	1.10	0.83
MITCHELL	19.10	4.1%	2.91	0.16	0.92	0.86
FRANKLIN	18.91	12.1%	2.19	0.12	1.13	0.50
CHOWAN	16.45	1.1%	2.44	0.14	0.87	1.09
ALEXANDER	15.58	1.2%	2.29	0.11	0.92	0.68
PAMLICO	14.37	4.9%	1.70	0.08	0.65	1.68
ANSON	14.15	5.4%	1.73	0.10	0.88	0.37
WASHINGTON	12.48	6.4%	1.65	0.09	0.74	0.56
NORTHAMPTON	11.94	-0.7%	1.38	0.05	0.58	1.05
BERTIE	11.47	7.3%	1.16	0.05	0.67	0.68
CLAY	11.23	4.2%	1.22	0.06	0.51	1.30
HOKE	9.39	15.2%	1.15	0.07	0.57	0.15
PERQUIMANS	8.66	4.1%	1.04	0.04	0.40	1.02
CASWELL	6.85	6.0%	0.70	0.04	0.35	0.51
GATES	5.28	8.4%	0.45	0.02	0.34	0.21
GREENE	4.82	7.6%	0.48	0.03	0.29	0.17
JONES	3.42	4.4%	0.47	0.02	0.22	0.11
TYRRELL	3.12	5.7%	0.30	0.01	0.16	0.31
CAMDEN	1.71	6.0%	0.19	0.01	0.10	0.15
<b>STATE TOTALS</b>	<b>\$17,015.70</b>	<b>9.0%</b>	<b>\$3,995.79</b>	<b>183.88</b>	<b>\$946.05</b>	<b>\$543.78</b>