

The 2013 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

County	Expenditures (\$ Millions)	Percent Change 2012/13	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
BUNCOMBE	\$901.28	8.0%	\$190.21	9.79	\$44.93	\$29.07
BURKE	86.59	7.6%	12.20	0.66	4.67	2.39
CARTERET	302.77	7.4%	52.93	3.06	13.38	17.76
HENDERSON	233.25	6.8%	40.52	2.05	10.37	9.85
WILKES	67.48	6.2%	9.62	0.51	3.24	1.58
FORSYTH	753.77	5.9%	124.54	6.26	43.46	13.44
DURHAM	657.17	5.8%	131.18	7.64	34.45	21.50
BRUNSWICK	470.58	5.5%	85.71	5.03	21.38	28.24
ROWAN	145.28	5.5%	23.06	1.25	7.56	4.62
CATAWBA	232.04	5.1%	40.82	2.15	12.48	6.72
WAKE	1,883.01	5.1%	572.89	20.27	89.11	49.53
CURRITUCK	137.71	5.0%	25.08	1.50	5.79	6.28
CHEROKEE	37.03	4.8%	5.48	0.30	1.72	2.15
ALAMANCE	163.80	4.7%	25.39	1.31	9.36	2.78
MECKLENBURG	4,610.04	4.7%	1,506.21	46.53	214.78	110.87
HAYWOOD	155.38	4.5%	31.48	1.61	8.42	5.69
LEE	67.99	4.5%	11.60	0.60	3.82	1.32
MOORE	409.97	4.5%	89.43	5.14	20.58	12.10
RICHMOND	44.20	4.5%	7.61	0.40	2.29	0.81
JACKSON	163.03	4.5%	36.55	1.61	8.94	7.37
PENDER	84.18	4.4%	14.12	0.76	3.97	5.80
DAVIE	33.60	4.4%	5.88	0.28	1.82	0.57
CHATHAM	30.77	4.4%	3.59	0.17	1.77	0.55
ORANGE	168.59	4.3%	31.00	1.70	8.94	3.57
DAVIDSON	142.77	4.3%	19.47	0.94	7.81	4.49
TRANSYLVANIA	84.26	4.1%	14.83	0.74	3.20	3.75
GUILFORD	1,206.74	4.1%	289.97	12.45	61.20	26.77
CASWELL	7.96	3.9%	0.80	0.04	0.37	0.55
HARNETT	74.55	3.9%	10.32	0.56	4.00	1.64
PAMLICO	16.24	3.9%	1.87	0.08	0.66	1.75
NEW HANOVER	477.68	3.8%	105.41	5.46	22.82	19.02
UNION	112.76	3.8%	17.10	0.91	6.12	2.01
MACON	140.85	3.8%	23.66	1.18	6.21	11.08
ALEXANDER	18.12	3.6%	2.60	0.11	0.98	0.73
COLUMBUS	49.59	3.6%	5.77	0.29	2.78	1.32
DUPLIN	36.96	3.5%	4.12	0.20	2.10	1.17
RANDOLPH	124.53	3.5%	18.47	0.92	7.36	1.96
ONslow	210.49	3.5%	37.77	1.73	10.70	7.70
MARTIN	28.96	3.5%	4.20	0.22	1.55	0.69
JOHNSTON	204.51	3.5%	30.35	1.66	11.19	5.04

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MCDOWELL	50.76	3.5%	7.37	0.40	2.61	1.79
YANCEY	32.78	3.4%	5.17	0.23	1.44	2.27
GRANVILLE	44.43	3.4%	5.34	0.29	2.52	1.20
SURRY	110.66	3.4%	15.53	0.78	6.00	2.30
IREDELL	212.61	3.3%	32.04	1.69	11.47	6.43
PERQUIMANS	9.83	3.3%	1.15	0.04	0.40	1.08
CAMDEN	1.92	3.3%	0.21	0.01	0.10	0.15
CHOWAN	18.72	3.3%	2.70	0.14	0.89	1.15
YADKIN	33.39	3.1%	5.57	0.33	1.76	0.80
GASTON	221.66	3.0%	34.10	1.76	12.41	3.59
PITT	205.67	3.0%	39.33	1.98	10.46	4.45
POLK	23.30	3.0%	3.24	0.18	1.19	1.28
HALIFAX	84.29	2.9%	9.80	0.51	5.07	1.99
CALDWELL	47.89	2.9%	7.00	0.33	2.56	1.44
DARE	953.04	2.9%	191.73	11.75	44.76	42.64
WATAUGA	216.72	2.7%	46.45	2.52	10.64	8.32
MONTGOMERY	25.58	2.7%	2.52	0.11	1.16	2.57
HERTFORD	26.19	2.6%	3.22	0.17	1.53	0.64
ASHE	47.71	2.5%	6.83	0.37	2.41	2.52
CABARRUS	371.87	2.5%	80.08	3.98	20.85	6.51
TYRRELL	3.46	2.3%	0.32	0.01	0.16	0.32
SAMPSON	46.11	2.2%	5.77	0.28	2.52	1.42
WAYNE	147.46	2.1%	19.06	0.99	8.93	2.18
SWAIN	187.99	2.1%	51.75	2.11	11.49	3.95
GATES	6.02	2.1%	0.50	0.02	0.36	0.22
STANLY	70.68	2.1%	9.04	0.46	4.02	2.05
HOKE	10.76	2.0%	1.29	0.07	0.59	0.16
BLADEN	36.42	2.0%	3.73	0.19	2.14	1.01
MADISON	32.83	1.9%	6.19	0.31	1.66	1.48
WASHINGTON	14.36	1.8%	1.83	0.09	0.78	0.59
CLAY	12.51	1.8%	1.33	0.06	0.51	1.36
WILSON	104.04	1.5%	14.83	0.80	5.98	1.94
ROBESON	127.57	1.4%	18.49	1.05	7.24	2.48
WARREN	25.65	1.4%	3.03	0.13	0.92	2.19
CRAVEN	120.75	1.2%	22.30	1.03	6.48	2.59
AVERY	104.97	1.2%	23.32	1.18	5.16	4.57
HYDE	32.36	1.2%	6.06	0.37	1.50	1.71
ANSON	16.19	1.2%	1.92	0.10	0.92	0.39
SCOTLAND	39.20	1.1%	6.22	0.35	2.12	0.67
LINCOLN	48.28	1.0%	7.54	0.36	2.62	1.41

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GREENE	5.45	1.0%	0.52	0.03	0.30	0.19
CUMBERLAND	471.99	0.9%	84.94	4.22	24.81	9.73
JONES	3.91	0.7%	0.52	0.02	0.23	0.12
PASQUOTANK	55.04	0.6%	8.13	0.46	2.97	1.22
RUTHERFORD	150.51	0.5%	20.73	1.14	8.80	4.43
LENOIR	79.93	0.5%	12.93	0.62	4.36	1.50
MITCHELL	21.06	0.5%	3.11	0.16	0.91	0.89
NASH	257.73	0.4%	48.62	2.83	13.24	6.81
BERTIE	12.73	0.3%	1.23	0.05	0.69	0.69
ALLEGHANY	22.00	0.2%	3.84	0.18	1.03	1.45
STOKES	22.15	0.2%	2.75	0.13	1.11	0.85
VANCE	42.83	0.2%	5.61	0.28	2.50	1.22
EDGECOMBE	53.58	0.0%	7.15	0.35	2.91	0.92
PERSON	32.81	0.0%	3.94	0.21	1.89	0.71
GRAHAM	24.84	0.0%	4.16	0.25	1.14	1.62
BEAUFORT	70.99	-0.1%	8.97	0.43	3.53	4.14
CLEVELAND	91.95	-0.5%	12.89	0.63	5.32	1.58
ROCKINGHAM	61.81	-0.8%	9.85	0.51	3.21	1.48
FRANKLIN	21.05	-0.9%	2.38	0.12	1.14	0.52
NORTHAMPTON	13.09	-0.9%	1.47	0.05	0.57	1.08
STATE TOTALS	\$20,218.58	4.2%	\$4,611.36	198.27	\$1,013.28	\$601.22