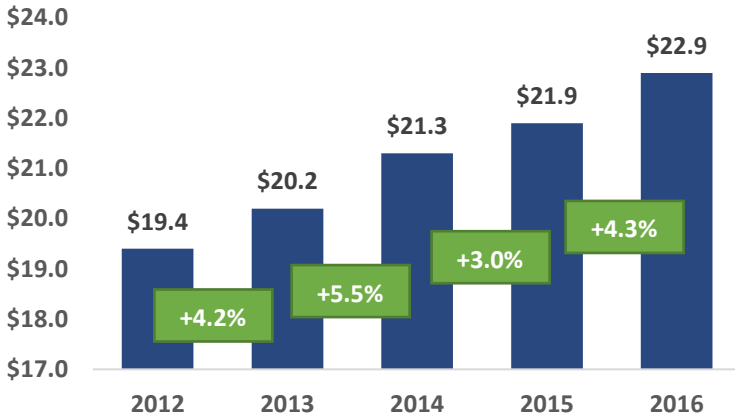
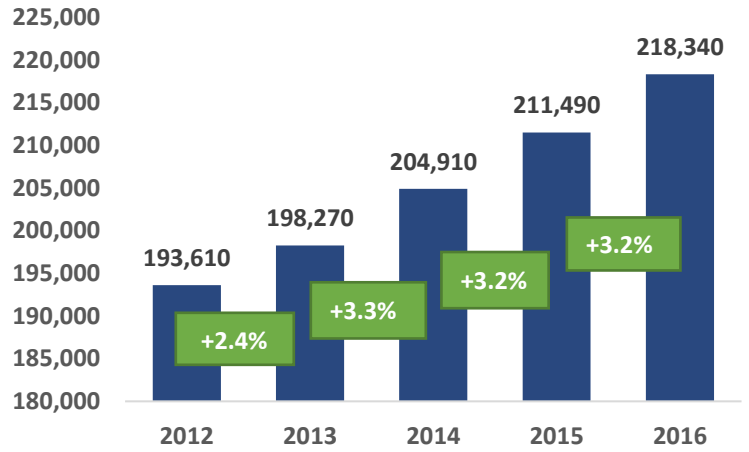


TOURISM ECONOMIC FAST FACTS - 2016

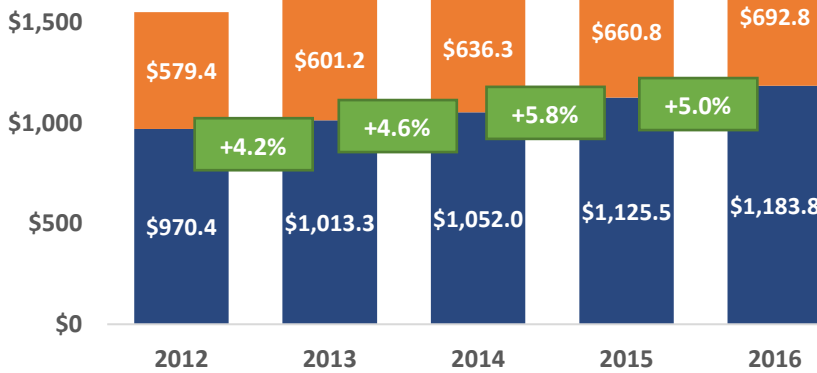
Direct Visitor Spending 2012-2016
(in billions)



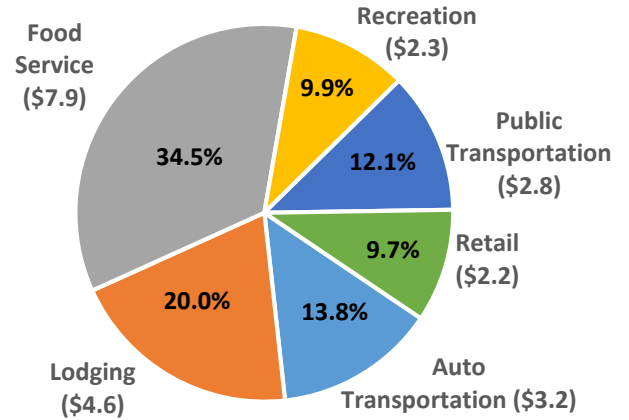
Direct Tourism Employment 2012-2016



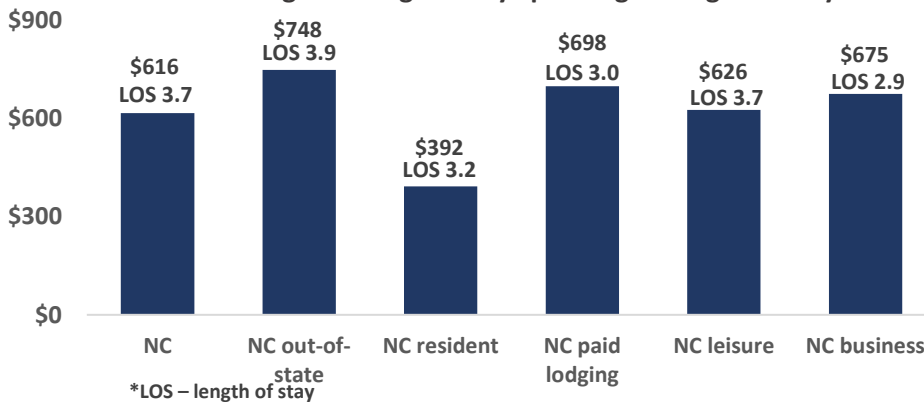
Tourism Generated State & Local Tax Receipts
2012-2016
(in millions)



Impact of Tourism by Sector
(in billions)



2016 Average Overnight Party Spending & Length of Stay*



\$63 million

Visitor spending per day

\$5.1 million

Visitor related taxes generated per day

\$497

Annual household tax savings

1/46

NC residents directly employed by tourism