

2016 County Tourism Statistics by NC Prosperity Zone

County	2016 Expenditures (\$ millions)	Percent Change (2015 - 2016)	2016 Payroll (\$ millions)	Percent Change (2015 - 2016)	2016 Employment (thousands)	Percent Change (2015 - 2016)	2016 State Tax Receipts (\$ millions)	Percent Change (2015 - 2016)	2016 Local Tax Receipts (\$ millions)	Percent Change (2015 - 2016)
Southeast										
Brunswick	544.35	7.0%	105.40	8.0%	5.65	6.0%	25.42	7.6%	33.00	7.2%
Carteret	351.67	4.4%	65.05	5.3%	3.45	3.4%	15.97	5.0%	20.63	4.6%
Craven	136.99	4.9%	26.89	5.9%	1.14	4.0%	7.57	5.5%	2.98	5.2%
Duplin	39.96	2.0%	4.71	2.6%	0.21	1.4%	2.35	2.6%	1.30	2.3%
Greene	5.87	4.9%	0.60	5.8%	0.03	3.9%	0.33	5.5%	0.21	5.1%
Jones	4.05	1.7%	0.57	2.1%	0.02	1.0%	0.25	2.3%	0.13	1.9%
Lenoir	84.18	3.8%	14.48	4.8%	0.63	2.9%	4.76	4.4%	1.63	4.0%
New Hanover	554.29	6.4%	130.02	7.4%	6.16	5.5%	27.16	7.0%	22.19	6.7%
Onslow	222.24	2.8%	42.39	3.8%	1.78	1.9%	11.77	3.4%	8.39	3.1%
Pamlico	17.72	3.5%	2.17	4.5%	0.08	2.6%	0.74	4.1%	1.94	3.8%
Pender	92.31	0.0%	16.46	0.9%	0.81	-0.9%	4.47	0.5%	6.39	0.2%
Wayne	162.41	4.0%	22.32	5.0%	1.06	3.1%	10.25	4.6%	2.48	4.3%
Total	\$2,216.04	5.1%	\$431.04	6.2%	21.01	4.4%	\$111.06	5.6%	\$101.26	5.4%
State Totals	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%
Northeast										
Beaufort	81.36	4.7%	10.93	5.7%	0.47	3.8%	4.17	5.3%	4.79	5.0%
Bertie	13.18	-0.1%	1.34	0.9%	0.05	-1.0%	0.75	0.5%	0.73	0.2%
Camden	2.01	1.8%	0.23	2.8%	0.01	0.9%	0.11	2.4%	0.16	2.1%
Chowan	21.29	6.3%	3.26	7.3%	0.16	5.4%	1.04	6.9%	1.35	6.6%
Currituck	224.64	4.6%	40.08	5.4%	2.05	2.5%	10.60	4.8%	12.77	4.5%
Dare	1,101.63	4.6%	235.58	5.6%	13.18	3.7%	53.14	5.3%	49.34	4.9%
Edgecombe	58.03	3.7%	8.23	4.6%	0.37	2.7%	3.27	4.3%	1.03	3.9%
Gates	6.23	0.3%	0.55	0.5%	0.02	-0.3%	0.39	0.8%	0.23	0.5%
Halifax	91.84	2.4%	11.30	2.8%	0.54	1.7%	5.73	3.0%	2.23	2.6%
Hertford	28.46	2.6%	3.72	3.6%	0.18	1.7%	1.73	3.2%	0.72	2.9%
Hyde	34.67	3.4%	6.90	4.3%	0.39	2.4%	1.65	4.0%	1.89	3.6%
Martin	31.44	3.8%	4.84	4.8%	0.24	2.9%	1.74	4.4%	0.77	4.1%
Nash	288.58	4.5%	57.68	5.5%	3.08	3.5%	15.30	5.1%	7.83	4.8%
Northampton	14.45	5.9%	1.72	6.9%	0.06	4.9%	0.66	6.5%	1.23	6.2%
Pasquotank	62.37	4.9%	9.79	5.9%	0.51	3.9%	3.48	5.5%	1.41	5.1%
Perquimans	10.41	6.2%	1.30	7.2%	0.05	5.2%	0.44	6.8%	1.18	6.4%
Pitt	231.40	5.7%	47.04	6.7%	2.17	4.8%	12.16	6.4%	5.11	6.0%
Tyrrell	3.63	1.5%	0.36	2.0%	0.02	0.8%	0.17	2.1%	0.34	1.8%
Washington	15.02	2.3%	2.03	3.2%	0.10	1.3%	0.85	2.8%	0.64	2.5%
Wilson	115.69	4.0%	17.53	5.0%	0.86	3.0%	6.91	4.6%	2.22	4.2%
Total	\$2,436.32	4.5%	\$464.40	5.5%	24.49	3.5%	\$124.28	5.0%	\$95.96	4.7%
State Totals	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%

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Sandhills (South Central)										
Bladen	38.70	1.9%	4.16	2.2%	0.19	1.4%	2.38	2.4%	1.11	2.1%
Columbus	53.52	2.0%	6.59	2.4%	0.30	1.3%	3.12	2.5%	1.46	2.2%
Cumberland	525.95	4.3%	98.55	5.3%	4.55	3.4%	28.57	4.9%	11.09	4.6%
Hoke	11.42	5.7%	1.45	6.7%	0.08	4.7%	0.65	6.3%	0.18	5.9%
Montgomery	29.29	5.9%	3.06	6.9%	0.12	5.0%	1.37	6.5%	3.01	6.2%
Moore	469.41	6.2%	108.35	7.2%	5.73	5.3%	24.21	6.9%	13.88	6.5%
Richmond	47.85	2.0%	8.71	2.5%	0.42	1.3%	2.56	2.6%	0.90	2.3%
Robeson	144.79	5.0%	22.30	6.0%	1.16	4.1%	8.50	5.6%	2.87	5.3%
Sampson	50.60	4.8%	6.73	5.8%	0.30	3.8%	2.88	5.4%	1.61	5.0%
Scotland	43.71	3.5%	7.37	4.5%	0.38	2.6%	2.44	4.1%	0.76	3.8%
Total	\$1,415.22	4.8%	\$267.27	5.9%	13.23	4.1%	\$76.67	5.4%	\$36.88	5.3%
State Totals	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%
North Central										
Chatham	33.81	4.2%	4.19	5.1%	0.19	3.2%	2.03	4.8%	0.62	4.4%
Durham	776.29	6.8%	164.72	7.8%	8.78	5.8%	41.85	7.4%	25.99	7.0%
Franklin	23.54	4.0%	2.83	4.9%	0.13	3.0%	1.32	4.6%	0.59	4.2%
Granville	47.11	3.1%	6.02	4.1%	0.30	2.2%	2.81	3.7%	1.33	3.4%
Harnett	85.10	5.8%	12.52	6.8%	0.63	4.9%	4.72	6.4%	1.97	6.1%
Johnston	232.70	5.0%	36.71	5.9%	1.84	4.0%	13.15	5.6%	5.84	5.2%
Lee	75.30	5.1%	13.65	6.1%	0.65	4.2%	4.39	5.7%	1.51	5.4%
Orange	192.84	4.5%	37.46	5.5%	1.89	3.6%	10.49	5.2%	4.16	4.8%
Person	36.38	2.7%	4.64	3.7%	0.22	1.8%	2.17	3.3%	0.81	3.0%
Vance	48.14	4.3%	6.71	5.2%	0.30	3.3%	2.93	4.9%	1.41	4.5%
Wake	2,171.14	4.8%	701.93	5.7%	22.74	3.8%	105.43	5.4%	57.63	5.1%
Warren	25.44	0.0%	3.21	1.4%	0.12	-0.7%	0.94	0.6%	2.25	0.2%
Total	\$3,747.78	5.1%	\$994.59	6.0%	37.78	4.3%	\$192.23	5.8%	\$104.11	5.4%
State Totals	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%
Piedmont Triad (Central)										
Alamance	\$179.95	4.7%	\$29.58	5.7%	\$1.40	3.7%	\$10.66	5.3%	\$3.13	5.0%
Caswell	8.92	5.4%	0.95	6.3%	0.04	4.4%	0.43	6.0%	0.63	5.6%
Davidson	159.69	3.0%	23.02	3.4%	1.03	2.4%	9.03	3.6%	5.19	3.2%
Davie	36.50	5.1%	6.78	6.1%	0.30	4.1%	2.06	5.7%	0.65	5.4%
Forsyth	846.67	4.6%	148.71	5.6%	6.84	3.7%	50.55	5.2%	15.47	4.9%
Guilford	1,349.31	4.1%	344.66	5.1%	13.54	3.1%	70.55	4.7%	30.51	4.4%
Randolph	138.98	5.8%	21.91	6.8%	1.00	4.9%	8.53	6.4%	2.25	6.1%
Rockingham	70.91	4.8%	12.01	5.8%	0.57	3.9%	3.79	5.4%	1.71	5.1%
Stokes	24.19	3.4%	3.20	4.3%	0.14	2.4%	1.25	4.0%	0.95	3.6%
Surry	121.24	4.0%	18.09	4.9%	0.84	3.0%	6.81	4.6%	2.60	4.2%
Yadkin	37.94	4.9%	6.73	5.9%	0.36	4.0%	2.06	5.5%	0.92	5.2%
Total	\$2,974.29	4.3%	\$615.65	5.2%	26.05	3.4%	\$165.72	4.9%	\$64.01	4.5%
State Totals	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%

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Southwest										
Anson	16.64	1.0%	2.08	1.1%	0.10	0.7%	0.99	1.5%	0.41	1.2%
Cabarrus	433.42	5.3%	98.82	6.3%	4.50	4.4%	24.94	5.9%	7.58	5.6%
Cleveland	107.02	5.9%	15.95	6.8%	0.72	4.9%	6.39	6.5%	1.88	6.1%
Gaston	251.89	4.3%	41.20	5.2%	1.95	3.3%	14.54	4.9%	4.14	4.5%
Iredell	247.51	5.9%	39.65	6.9%	1.91	4.9%	13.76	6.5%	7.55	6.1%
Lincoln	53.60	2.3%	8.90	3.3%	0.39	1.4%	3.01	2.9%	1.60	2.6%
Mecklenburg	5,163.74	2.5%	1,785.54	3.5%	50.80	1.9%	246.24	3.1%	125.79	2.8%
Rowan	166.99	4.1%	28.18	5.0%	1.40	3.1%	8.95	4.7%	5.37	4.3%
Stanly	79.42	4.2%	10.79	5.2%	0.51	3.3%	4.68	4.8%	2.36	4.5%
Union	133.40	5.9%	21.51	6.9%	1.04	4.9%	7.46	6.5%	2.39	6.1%
Total	\$6,653.63	3.0%	\$2,052.60	3.8%	63.32	2.3%	\$330.96	3.7%	\$159.07	3.2%
State Totals	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%
Northwest										
Alexander	19.90	5.7%	3.04	6.7%	0.12	4.8%	1.12	6.3%	0.82	6.0%
Alleghany	23.83	6.0%	4.42	7.0%	0.19	5.0%	1.15	6.6%	1.59	6.3%
Ashe	54.96	6.5%	8.34	7.5%	0.42	5.6%	2.87	7.1%	2.95	6.8%
Avery	119.45	5.1%	27.93	6.1%	1.30	4.2%	6.03	5.7%	5.26	5.4%
Burke	98.56	4.9%	14.76	5.8%	0.73	3.9%	5.49	5.5%	2.77	5.1%
Caldwell	52.57	2.8%	8.15	3.5%	0.36	1.9%	2.91	3.3%	1.61	3.0%
Catawba	264.75	4.7%	49.17	5.7%	2.37	3.8%	14.73	5.3%	7.84	5.0%
McDowell	56.62	4.3%	8.75	5.2%	0.44	3.3%	3.02	4.9%	2.04	4.5%
Mitchell	23.05	4.2%	3.62	5.2%	0.17	3.2%	1.03	4.8%	1.00	4.4%
Watauga	248.55	7.4%	56.63	8.4%	2.81	6.4%	12.54	8.0%	9.72	7.7%
Wilkes	74.88	3.7%	11.34	4.7%	0.55	2.8%	3.73	4.3%	1.80	4.0%
Yancey	36.89	6.2%	6.18	7.2%	0.25	5.3%	1.67	6.8%	2.59	6.5%
Total	\$1,074.02	5.4%	\$202.32	6.5%	9.70	4.6%	\$56.28	5.9%	\$39.98	5.8%
State Totals	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%
Western										
Buncombe	1,071.66	7.1%	239.56	8.1%	11.29	6.1%	54.96	7.7%	34.73	7.3%
Cherokee	48.18	13.5%	7.54	14.6%	0.38	12.5%	2.24	14.2%	2.74	13.8%
Clay	13.26	5.3%	1.50	6.2%	0.06	4.3%	0.55	5.9%	1.47	5.5%
Graham	26.92	5.4%	4.78	6.4%	0.27	4.5%	1.28	6.0%	1.80	5.7%
Haywood	178.79	6.7%	38.51	7.7%	1.81	5.7%	9.97	7.3%	6.67	7.0%
Henderson	275.02	6.6%	50.42	7.6%	2.33	5.7%	12.58	7.2%	11.75	6.9%
Jackson	188.45	7.1%	44.91	8.1%	1.81	6.2%	10.55	7.7%	8.63	7.4%
Macon	164.14	6.4%	29.31	7.4%	1.33	5.5%	7.44	7.0%	13.03	6.7%
Madison	38.13	6.3%	7.64	7.3%	0.35	5.4%	1.98	6.9%	1.74	6.6%
Polk	28.37	6.0%	4.20	7.0%	0.21	5.1%	1.50	6.6%	1.60	6.3%
Rutherford	173.97	6.0%	25.48	7.0%	1.28	5.1%	10.53	6.6%	5.24	6.3%
Swain	202.54	4.8%	59.27	5.8%	2.21	3.9%	12.74	5.4%	4.46	5.1%
Transylvania	94.76	6.6%	17.73	7.6%	0.81	5.7%	3.70	7.3%	4.34	6.9%
Total	\$2,504.18	6.7%	\$530.84	7.7%	24.13	5.8%	\$130.04	7.3%	\$98.22	7.1%
State Totals	\$23,021.47	4.5%	\$5,558.72	5.2%	219.70	3.7%	\$1,187.24	5.1%	\$699.49	5.0%

*Data from The 2016 Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, 2017.