

The 2019 Economic Impact of Domestic Travel on North Carolina Counties
Ranked by Expenditures Percent Change
 Prepared for Visit North Carolina
 By the U.S. Travel Association

County	Expenditures		Payroll		Employment		State Tax		Local Tax	
	Expenditures (\$ Millions)	Percent Change 2018/19	Payroll (\$ Millions)	Percent Change 2018/19	Employment (Thousands)	Percent Change 2018/19	State Tax Receipts (\$ Millions)	Percent Change 2018/19	Local Tax Receipts (\$ Millions)	Percent Change 2018/19
1 WARREN	31.07	16.6%	3.71	6.4%	0.13	3.5%	1.13	15.9%	2.75	15.6%
2 CALDWELL	61.19	10.1%	9.65	7.9%	0.38	5.6%	3.31	9.4%	1.88	9.1%
3 STOKES	28.57	9.0%	3.85	7.3%	0.15	4.4%	1.45	8.4%	1.12	8.1%
4 GREENE	6.65	8.9%	0.67	4.6%	0.03	1.8%	0.37	8.2%	0.24	7.9%
5 PERQUIMANS	12.12	8.8%	1.52	5.2%	0.05	3.0%	0.50	8.1%	1.38	7.8%
6 MONTGOMERY	33.87	8.4%	3.68	8.5%	0.13	5.6%	1.55	7.8%	3.48	7.4%
7 MOORE	563.02	8.1%	134.32	7.7%	6.36	4.8%	28.40	7.5%	16.63	7.2%
8 TRANSYLVANIA	114.92	8.1%	22.21	7.6%	0.91	4.7%	4.39	7.5%	5.26	7.1%
9 WATAUGA	284.73	7.9%	66.44	6.5%	2.97	3.8%	14.05	7.3%	11.12	6.9%
10 YANCEY	43.83	7.9%	7.41	4.9%	0.28	5.7%	1.94	7.2%	3.07	6.9%
11 NORTHAMPTON	16.28	7.8%	1.93	3.6%	0.06	3.1%	0.73	7.2%	1.38	6.9%
12 JOHNSTON	276.08	7.8%	44.99	7.4%	2.00	4.5%	15.26	7.2%	6.92	6.9%
13 SWAIN	232.01	7.8%	69.82	6.9%	2.34	4.0%	14.27	7.2%	5.11	6.9%
14 ROWAN	199.05	7.8%	34.33	6.2%	1.53	3.3%	10.44	7.2%	6.40	6.8%
15 HAYWOOD	204.26	7.5%	45.11	6.3%	1.91	3.4%	11.14	6.9%	7.62	6.6%
16 GRAHAM	31.62	7.5%	5.75	6.3%	0.29	3.4%	1.47	6.9%	2.11	6.6%
17 NEW HANOVER	658.78	7.5%	158.15	6.0%	6.68	3.2%	31.56	6.9%	26.35	6.5%
18 MACON	191.42	7.3%	35.13	6.3%	1.45	4.6%	8.48	6.7%	15.18	6.4%
19 ROCKINGHAM	80.76	7.3%	13.93	5.3%	0.60	4.4%	4.23	6.7%	1.95	6.3%
20 GUILFORD	1,591.64	7.0%	426.75	8.3%	15.00	5.3%	81.39	6.4%	35.96	6.0%
21 ASHE	64.92	6.9%	10.06	5.1%	0.45	2.3%	3.31	6.3%	3.48	6.0%
22 WAKE	2,563.34	6.8%	855.16	6.2%	24.77	3.3%	121.74	6.2%	67.97	5.8%
23 BUNCOMBE	1,294.25	6.7%	299.20	6.4%	12.52	3.5%	64.92	6.1%	41.91	5.8%
24 DARE	1,267.02	6.7%	277.42	5.3%	13.88	2.5%	59.77	6.1%	56.69	5.8%
25 WAYNE	190.86	6.7%	27.19	6.6%	1.15	3.7%	11.78	6.1%	2.92	5.7%
26 MCDOWELL	66.31	6.6%	10.58	6.2%	0.47	3.3%	3.46	6.0%	2.39	5.7%
27 SAMPSON	56.77	6.5%	7.85	6.5%	0.31	3.7%	3.16	5.9%	1.80	5.6%
28 MADISON	44.97	6.5%	9.31	6.0%	0.38	3.1%	2.29	5.8%	2.05	5.5%
29 PASQUOTANK	69.84	6.4%	11.24	5.1%	0.52	2.3%	3.81	5.8%	1.58	5.4%
30 AVERY	140.78	6.2%	33.96	5.7%	1.41	2.8%	6.95	5.6%	6.19	5.3%
31 DURHAM	913.02	6.2%	199.56	5.5%	9.52	2.6%	48.13	5.6%	30.53	5.3%
32 ONSLOW	264.71	6.2%	52.29	6.1%	1.94	3.2%	13.71	5.6%	9.99	5.3%
33 ALLEGHANY	26.98	6.1%	5.07	3.5%	0.20	2.2%	1.27	5.5%	1.80	5.2%

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		2018/19		2018/19		2018/19		2018/19		2018/19
34 COLUMBUS	62.41	6.1%	7.76	3.3%	0.32	2.1%	3.56	5.4%	1.70	5.1%
35 ALEXANDER	23.22	5.9%	3.51	1.1%	0.13	2.5%	1.28	5.2%	0.96	4.9%
36 RUTHERFORD	200.52	5.8%	30.45	5.8%	1.39	3.8%	11.87	5.2%	6.03	4.9%
37 BRUNSWICK	633.62	5.8%	125.63	4.4%	6.03	1.6%	28.94	5.2%	38.37	4.8%
38 CHOWAN	24.10	5.6%	3.53	-2.6%	0.16	-4.9%	1.16	5.0%	1.52	4.7%
39 BLADEN	45.26	5.6%	5.03	5.2%	0.21	2.4%	2.72	5.0%	1.30	4.7%
40 MECKLENBURG	5,998.35	5.6%	2,124.59	4.2%	54.53	2.3%	279.74	5.0%	145.99	4.6%
41 GASTON	291.94	5.6%	49.14	4.7%	2.08	1.9%	16.48	4.9%	4.79	4.6%
42 FORSYTH	1,001.94	5.4%	182.11	5.2%	7.47	2.7%	58.50	4.8%	18.29	4.5%
43 EDGECOMBE	65.60	5.4%	9.68	5.6%	0.40	4.0%	3.61	4.8%	1.16	4.5%
44 STANLY	89.36	5.4%	12.54	4.9%	0.53	2.1%	5.15	4.8%	2.65	4.4%
45 SURRY	137.79	5.3%	21.03	3.8%	0.88	2.4%	7.57	4.7%	2.95	4.3%
46 DAVIDSON	185.49	5.3%	26.96	2.3%	1.10	1.8%	10.26	4.7%	6.02	4.3%
47 RANDOLPH	161.65	5.3%	26.33	4.8%	1.08	3.0%	9.70	4.6%	2.62	4.3%
48 HOKE	13.08	5.1%	1.67	1.5%	0.08	-1.2%	0.72	4.5%	0.20	4.2%
49 ALAMANCE	\$211.73	5.0%	\$35.86	4.3%	1.52	1.5%	\$12.27	4.4%	\$3.68	4.1%
50 CLAY	14.72	5.0%	1.67	1.3%	0.06	0.6%	0.60	4.4%	1.63	4.1%
51 ORANGE	218.38	5.0%	42.98	2.5%	1.97	1.5%	11.62	4.4%	4.71	4.1%
52 NASH	324.50	5.0%	65.60	4.0%	3.18	1.2%	16.83	4.4%	8.79	4.1%
53 HALIFAX	106.51	5.0%	13.58	4.9%	0.58	2.0%	6.50	4.4%	2.58	4.1%
54 CUMBERLAND	601.12	4.7%	115.78	4.7%	4.82	1.9%	31.93	4.1%	12.66	3.8%
55 WILSON	132.12	4.6%	20.49	3.3%	0.90	0.5%	7.71	4.0%	2.53	3.7%
56 CHATHAM	63.32	4.6%	13.76	3.3%	0.66	1.8%	3.62	4.1%	2.18	3.9%
57 ANSON	18.79	4.6%	2.34	0.5%	0.11	0.8%	1.09	4.0%	0.46	3.7%
58 GRANVILLE	54.79	4.5%	7.30	5.0%	0.32	2.2%	3.19	3.9%	1.55	3.6%
59 TYRRELL	4.00	4.3%	0.41	3.9%	0.02	1.1%	0.18	3.7%	0.38	3.4%
60 CRAVEN	155.61	4.3%	31.16	2.6%	1.18	-0.2%	8.41	3.7%	3.38	3.4%
61 MARTIN	34.65	4.1%	5.51	3.7%	0.24	0.9%	1.88	3.5%	0.85	3.2%
62 PITT	271.08	4.0%	57.12	4.0%	2.34	1.1%	13.93	3.4%	5.98	3.1%
63 PENDER	105.76	4.0%	19.57	4.0%	0.86	1.2%	5.01	3.4%	7.31	3.1%
64 CHEROKEE	54.75	3.9%	8.90	4.1%	0.40	1.3%	2.49	3.3%	3.11	3.0%
65 CURRITUCK	253.13	3.8%	46.21	2.4%	2.13	0.1%	11.68	3.2%	14.37	2.9%
66 HENDERSON	324.77	3.6%	61.75	3.6%	2.53	0.8%	14.53	3.0%	13.86	2.7%
67 JONES	4.54	3.6%	0.66	3.2%	0.02	0.4%	0.28	3.0%	0.14	2.7%

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68 IREDELL	281.29	3.5%	46.53	3.1%	2.03	1.5%	15.29	3.0%	8.57	2.6%
69 CASWELL	9.82	3.5%	1.06	0.7%	0.04	0.1%	0.46	2.9%	0.69	2.6%
70 PERSON	39.70	3.5%	5.27	3.8%	0.23	1.0%	2.31	2.9%	0.88	2.6%
71 DAVIE	40.83	3.4%	7.33	-3.6%	0.30	-3.3%	2.25	2.8%	0.73	2.5%
72 WASHINGTON	16.51	3.4%	2.31	2.9%	0.10	0.1%	0.91	2.8%	0.70	2.4%
73 WILKES	83.72	3.3%	12.93	1.6%	0.57	-0.9%	4.08	2.7%	2.01	2.4%
74 UNION	152.37	3.3%	25.56	3.6%	1.11	0.9%	8.33	2.7%	2.73	2.4%
75 CATAWBA	302.79	3.3%	57.26	1.4%	2.51	0.7%	16.48	2.7%	8.96	2.4%
76 RICHMOND	54.77	3.3%	10.02	0.0%	0.45	0.0%	2.87	2.7%	1.03	2.4%
77 CARTERET	389.25	3.2%	75.65	4.6%	3.61	1.7%	17.29	2.6%	22.81	2.3%
78 HARNETT	97.48	3.2%	14.97	3.8%	0.67	1.0%	5.29	2.6%	2.26	2.3%
79 LINCOLN	61.49	3.1%	10.24	-0.3%	0.40	-3.0%	3.37	2.5%	1.83	2.2%
80 PAMLICO	20.24	3.0%	2.53	1.7%	0.09	-1.0%	0.83	2.4%	2.21	2.1%
81 BEAUFORT	95.86	2.8%	13.37	2.9%	0.51	0.1%	4.81	2.2%	5.63	1.9%
82 BERTIE	15.00	2.8%	1.57	2.3%	0.05	-0.4%	0.83	2.2%	0.83	1.9%
83 BURKE	110.01	2.7%	17.02	2.2%	0.76	0.4%	5.99	2.1%	3.09	1.8%
84 LEE	84.82	2.6%	15.72	1.1%	0.67	-1.6%	4.84	2.1%	1.70	1.7%
85 CLEVELAND	119.79	2.4%	18.53	2.5%	0.75	0.2%	7.00	1.8%	2.10	1.5%
86 YADKIN	41.35	2.3%	7.58	1.9%	0.38	2.5%	2.20	1.8%	1.00	1.4%
87 GATES	6.96	2.2%	0.62	-1.1%	0.02	-1.3%	0.43	1.6%	0.26	1.3%
88 ROBESON	162.97	2.0%	25.76	0.9%	1.22	0.5%	9.36	1.4%	3.23	1.1%
89 DUPLIN	44.21	1.9%	5.24	-1.2%	0.21	-3.9%	2.54	1.3%	1.43	1.0%
90 CABARRUS	478.16	1.9%	113.69	2.4%	4.66	0.1%	26.91	1.3%	8.36	1.0%
91 MITCHELL	25.13	1.2%	4.21	4.3%	0.19	5.3%	1.10	0.6%	1.08	0.3%
92 CAMDEN	2.24	1.2%	0.28	6.1%	0.01	3.2%	0.12	0.6%	0.18	0.3%
93 JACKSON	207.48	0.8%	51.85	1.9%	1.87	-0.8%	11.36	0.2%	9.50	-0.1%
94 LENOIR	93.92	0.5%	16.42	-1.5%	0.64	-4.2%	5.20	-0.1%	1.82	-0.4%
95 SCOTLAND	46.86	0.3%	8.25	1.0%	0.38	-1.8%	2.55	-0.3%	0.82	-0.6%
96 VANCE	51.74	-0.9%	7.49	-0.8%	0.31	-2.9%	3.08	-1.5%	1.52	-1.8%
97 FRANKLIN	25.40	-1.2%	3.13	-2.2%	0.13	-4.8%	1.40	-1.8%	0.64	-2.1%
98 HERTFORD	29.36	-3.7%	4.03	-2.5%	0.18	-5.1%	1.74	-4.2%	0.74	-4.5%
99 HYDE	37.32	-4.9%	7.53	-7.1%	0.38	-9.6%	1.74	-5.5%	2.03	-5.8%
100 POLK	30.31	-6.6%	4.85	-2.7%	0.22	-3.6%	1.57	-7.1%	1.71	-7.4%
STATE TOTALS	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.9	5.0%	\$ 813.0	4.8%