

The 2018 Economic Impact of Domestic Travel on North Carolina's Economic Prosperity Zones

Prepared for Visit North Carolina By the U.S. Travel Association

County	2019 Expenditures (\$ millions)	Percent Change (2018 - 2019)	2019 Payroll (\$ millions)	Percent Change (2018 - 2019)	2019 Employment (thousands)	Percent Change (2018 - 2019)	2019 State Tax Receipts (\$ millions)	Percent Change (2018 - 2019)	2019 Local Tax Receipts (\$ millions)	Percent Change (2018 - 2019)
Southeast										
Brunswick	633.62	5.8%	125.63	4.4%	6.03	1.6%	28.94	5.2%	38.37	4.8%
Carteret	389.25	3.2%	75.65	4.6%	3.61	1.7%	17.29	2.6%	22.81	2.3%
Craven	155.61	4.3%	31.16	2.6%	1.18	-0.2%	8.41	3.7%	3.38	3.4%
Duplin	44.21	1.9%	5.24	-1.2%	0.21	-3.9%	2.54	1.3%	1.43	1.0%
Greene	6.65	8.9%	0.67	4.6%	0.03	1.8%	0.37	8.2%	0.24	7.9%
Jones	4.54	3.6%	0.66	3.2%	0.02	0.4%	0.28	3.0%	0.14	2.7%
Lenoir	93.92	0.5%	16.42	-1.5%	0.64	-4.2%	5.20	-0.1%	1.82	-0.4%
New Hanover	658.78	7.5%	158.15	6.0%	6.68	3.2%	31.56	6.9%	26.35	6.5%
Onslow	264.71	6.2%	52.29	6.1%	1.94	3.2%	13.71	5.6%	9.99	5.3%
Pamlico	20.24	3.0%	2.53	1.7%	0.09	-1.0%	0.83	2.4%	2.21	2.1%
Pender	105.76	4.0%	19.57	4.0%	0.86	1.2%	5.01	3.4%	7.31	3.1%
Wayne	190.86	6.7%	27.19	6.6%	1.15	3.7%	11.78	6.1%	2.92	5.7%
Total	\$ 2,568.17	5.5%	\$ 515.15	4.8%	22.43	2.0%	\$ 125.93	4.9%	\$ 116.97	4.4%
State Totals	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.89	5.0%	\$ 812.99	4.8%
Northeast										
Beaufort	95.86	2.8%	13.37	2.9%	0.51	0.1%	4.81	2.2%	5.63	1.9%
Bertie	15.00	2.8%	1.57	2.3%	0.05	-0.4%	0.83	2.2%	0.83	1.9%
Camden	2.24	1.2%	0.28	6.1%	0.01	3.2%	0.12	0.6%	0.18	0.3%
Chowan	24.10	5.6%	3.53	-2.6%	0.16	-4.9%	1.16	5.0%	1.52	4.7%
Currituck	253.13	3.8%	46.21	2.4%	2.13	0.1%	11.68	3.2%	14.37	2.9%
Dare	1,267.02	6.7%	277.42	5.3%	13.88	2.5%	59.77	6.1%	56.69	5.8%
Edgecombe	65.60	5.4%	9.68	5.6%	0.40	4.0%	3.61	4.8%	1.16	4.5%
Gates	6.96	2.2%	0.62	-1.1%	0.02	-1.3%	0.43	1.6%	0.26	1.3%
Halifax	106.51	5.0%	13.58	4.9%	0.58	2.0%	6.50	4.4%	2.58	4.1%
Hertford	29.36	-3.7%	4.03	-2.5%	0.18	-5.1%	1.74	-4.2%	0.74	-4.5%
Hyde	37.32	-4.9%	7.53	-7.1%	0.38	-9.6%	1.74	-5.5%	2.03	-5.8%
Martin	34.65	4.1%	5.51	3.7%	0.24	0.9%	1.88	3.5%	0.85	3.2%
Nash	324.50	5.0%	65.60	4.0%	3.18	1.2%	16.83	4.4%	8.79	4.1%
Northampton	16.28	7.8%	1.93	3.6%	0.06	3.1%	0.73	7.2%	1.38	6.9%
Pasquotank	69.84	6.4%	11.24	5.1%	0.52	2.3%	3.81	5.8%	1.58	5.4%
Perquimans	12.12	8.8%	1.52	5.2%	0.05	3.0%	0.50	8.1%	1.38	7.8%
Pitt	271.08	4.0%	57.12	4.0%	2.34	1.1%	13.93	3.4%	5.98	3.1%
Tyrrell	4.00	4.3%	0.41	3.9%	0.02	1.1%	0.18	3.7%	0.38	3.4%
Washington	16.51	3.4%	2.31	2.9%	0.10	0.1%	0.91	2.8%	0.70	2.4%
Wilson	132.12	4.6%	20.49	3.3%	0.90	0.5%	7.71	4.0%	2.53	3.7%
Total	\$ 2,784.19	5.3%	\$ 543.95	4.3%	25.71	1.5%	\$ 138.87	4.6%	\$ 109.58	4.4%
State Totals	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.89	5.0%	\$ 812.99	4.8%

The 2018 Economic Impact of Domestic Travel on North Carolina's Economic Prosperity Zones

Prepared for Visit North Carolina By the U.S. Travel Association

County	2019 Expenditures (\$ millions)	Percent Change (2018 - 2019)	2019 Payroll (\$ millions)	Percent Change (2018 - 2019)	2019 Employment (thousands)	Percent Change (2018 - 2019)	2019 State Tax Receipts (\$ millions)	Percent Change (2018 - 2019)	2019 Local Tax Receipts (\$ millions)	Percent Change (2018 - 2019)
Sandhills (South Central)										
Bladen	45.26	5.6%	5.03	5.2%	0.21	2.4%	2.72	5.0%	1.30	4.7%
Columbus	62.41	6.1%	7.76	3.3%	0.32	2.1%	3.56	5.4%	1.70	5.1%
Cumberland	601.12	4.7%	115.78	4.7%	4.82	1.9%	31.93	4.1%	12.66	3.8%
Hoke	13.08	5.1%	1.67	1.5%	0.08	-1.2%	0.72	4.5%	0.20	4.2%
Montgomery	33.87	8.4%	3.68	8.5%	0.13	5.6%	1.55	7.8%	3.48	7.4%
Moore	563.02	8.1%	134.32	7.7%	6.36	4.8%	28.40	7.5%	16.63	7.2%
Richmond	54.77	3.3%	10.02	0.0%	0.45	0.0%	2.87	2.7%	1.03	2.4%
Robeson	162.97	2.0%	25.76	0.9%	1.22	0.5%	9.36	1.4%	3.23	1.1%
Sampson	56.77	6.5%	7.85	6.5%	0.31	3.7%	3.16	5.9%	1.80	5.6%
Scotland	46.86	0.3%	8.25	1.0%	0.38	-1.8%	2.55	-0.3%	0.82	-0.6%
Total	\$ 1,640.12	5.6%	\$ 320.10	5.4%	14.28	3.0%	\$ 86.82	4.9%	\$ 42.86	5.2%
State Totals	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.89	5.0%	\$ 812.99	4.8%
North Central										
Chatham	63.32	4.6%	13.76	3.3%	0.66	1.8%	3.62	4.1%	2.18	3.9%
Durham	913.02	6.2%	199.56	5.5%	9.52	2.6%	48.13	5.6%	30.53	5.3%
Franklin	25.40	-1.2%	3.13	-2.2%	0.13	-4.8%	1.40	-1.8%	0.64	-2.1%
Granville	54.79	4.5%	7.30	5.0%	0.32	2.2%	3.19	3.9%	1.55	3.6%
Harnett	97.48	3.2%	14.97	3.8%	0.67	1.0%	5.29	2.6%	2.26	2.3%
Johnston	276.08	7.8%	44.99	7.4%	2.00	4.5%	15.26	7.2%	6.92	6.9%
Lee	84.82	2.6%	15.72	1.1%	0.67	-1.6%	4.84	2.1%	1.70	1.7%
Orange	218.38	5.0%	42.98	2.5%	1.97	1.5%	11.62	4.4%	4.71	4.1%
Person	39.70	3.5%	5.27	3.8%	0.23	1.0%	2.31	2.9%	0.88	2.6%
Vance	51.74	-0.9%	7.49	-0.8%	0.31	-2.9%	3.08	-1.5%	1.52	-1.8%
Wake	2,563.34	6.8%	855.16	6.2%	24.77	3.3%	121.74	6.2%	67.97	5.8%
Warren	31.07	16.6%	3.71	6.4%	0.13	3.5%	1.13	15.9%	2.75	15.6%
Total	\$4,419.14	6.3%	\$ 1,214.04	5.8%	41.38	2.9%	\$ 221.61	5.6%	\$ 123.60	5.5%
State Totals	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.89	5.0%	\$ 812.99	4.8%
Piedmont Triad (Central)										
Alamance	\$211.73	5.0%	\$35.86	4.3%	1.52	1.5%	\$12.27	4.4%	\$3.68	4.1%
Caswell	9.82	3.5%	1.06	0.7%	0.04	0.1%	0.46	2.9%	0.69	2.6%
Davidson	185.49	5.3%	26.96	2.3%	1.10	1.8%	10.26	4.7%	6.02	4.3%
Davie	40.83	3.4%	7.33	-3.6%	0.30	-3.3%	2.25	2.8%	0.73	2.5%
Forsyth	1,001.94	5.4%	182.11	5.2%	7.47	2.7%	58.50	4.8%	18.29	4.5%
Guilford	1,591.64	7.0%	426.75	8.3%	15.00	5.3%	81.39	6.4%	35.96	6.0%
Randolph	161.65	5.3%	26.33	4.8%	1.08	3.0%	9.70	4.6%	2.62	4.3%
Rockingham	80.76	7.3%	13.93	5.3%	0.60	4.4%	4.23	6.7%	1.95	6.3%
Stokes	28.57	9.0%	3.85	7.3%	0.15	4.4%	1.45	8.4%	1.12	8.1%
Surry	137.79	5.3%	21.03	3.8%	0.88	2.4%	7.57	4.7%	2.95	4.3%
Yadkin	41.35	2.3%	7.58	1.9%	0.38	2.5%	2.20	1.8%	1.00	1.4%
Total	\$ 3,491.56	6.1%	\$ 752.80	6.6%	28.52	3.9%	\$ 190.26	5.4%	\$ 75.01	5.2%
State Totals	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.89	5.0%	\$ 812.99	4.8%

The 2018 Economic Impact of Domestic Travel on North Carolina's Economic Prosperity Zones

Prepared for Visit North Carolina By the U.S. Travel Association

County	2019 Expenditures (\$ millions)	Percent Change (2018 - 2019)	2019 Payroll (\$ millions)	Percent Change (2018 - 2019)	2019 Employment (thousands)	Percent Change (2018 - 2019)	2019 State Tax Receipts (\$ millions)	Percent Change (2018 - 2019)	2019 Local Tax Receipts (\$ millions)	Percent Change (2018 - 2019)
Southwest										
Anson	18.79	4.6%	2.34	0.5%	0.11	0.8%	1.09	4.0%	0.46	3.7%
Cabarrus	478.16	1.9%	113.69	2.4%	4.66	0.1%	26.91	1.3%	8.36	1.0%
Cleveland	119.79	2.4%	18.53	2.5%	0.75	0.2%	7.00	1.8%	2.10	1.5%
Gaston	291.94	5.6%	49.14	4.7%	2.08	1.9%	16.48	4.9%	4.79	4.6%
Iredell	281.29	3.5%	46.53	3.1%	2.03	1.5%	15.29	3.0%	8.57	2.6%
Lincoln	61.49	3.1%	10.24	-0.3%	0.40	-3.0%	3.37	2.5%	1.83	2.2%
Mecklenburg	5,998.35	5.6%	2,124.59	4.2%	54.53	2.3%	279.74	5.0%	145.99	4.6%
Rowan	199.05	7.8%	34.33	6.2%	1.53	3.3%	10.44	7.2%	6.40	6.8%
Stanly	89.36	5.4%	12.54	4.9%	0.53	2.1%	5.15	4.8%	2.65	4.4%
Union	152.37	3.3%	25.56	3.6%	1.11	0.9%	8.33	2.7%	2.73	2.4%
Total	\$ 7,690.59	5.2%	\$ 2,437.49	4.1%	67.71	2.1%	\$ 373.80	4.5%	\$ 183.87	4.4%
State Totals	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.89	5.0%	\$ 812.99	4.8%
Northwest										
Alexander	23.22	5.9%	3.51	1.1%	0.13	2.5%	1.28	5.2%	0.96	4.9%
Alleghany	26.98	6.1%	5.07	3.5%	0.20	2.2%	1.27	5.5%	1.80	5.2%
Ashe	64.92	6.9%	10.06	5.1%	0.45	2.3%	3.31	6.3%	3.48	6.0%
Avery	140.78	6.2%	33.96	5.7%	1.41	2.8%	6.95	5.6%	6.19	5.3%
Burke	110.01	2.7%	17.02	2.2%	0.76	0.4%	5.99	2.1%	3.09	1.8%
Caldwell	61.19	10.1%	9.65	7.9%	0.38	5.6%	3.31	9.4%	1.88	9.1%
Catawba	302.79	3.3%	57.26	1.4%	2.51	0.7%	16.48	2.7%	8.96	2.4%
McDowell	66.31	6.6%	10.58	6.2%	0.47	3.3%	3.46	6.0%	2.39	5.7%
Mitchell	25.13	1.2%	4.21	4.3%	0.19	5.3%	1.10	0.6%	1.08	0.3%
Watauga	284.73	7.9%	66.44	6.5%	2.97	3.8%	14.05	7.3%	11.12	6.9%
Wilkes	83.72	3.3%	12.93	1.6%	0.57	-0.9%	4.08	2.7%	2.01	2.4%
Yancey	43.83	7.9%	7.41	4.9%	0.28	5.7%	1.94	7.2%	3.07	6.9%
Total	\$ 1,233.61	5.5%	\$ 238.10	4.3%	10.31	2.4%	\$ 63.21	4.9%	\$ 46.02	4.9%
State Totals	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.89	5.0%	\$ 812.99	4.8%
Western										
Buncombe	1,294.25	6.7%	299.20	6.4%	12.52	3.5%	64.92	6.1%	41.91	5.8%
Cherokee	54.75	3.9%	8.90	4.1%	0.40	1.3%	2.49	3.3%	3.11	3.0%
Clay	14.72	5.0%	1.67	1.3%	0.06	0.6%	0.60	4.4%	1.63	4.1%
Graham	31.62	7.5%	5.75	6.3%	0.29	3.4%	1.47	6.9%	2.11	6.6%
Haywood	204.26	7.5%	45.11	6.3%	1.91	3.4%	11.14	6.9%	7.62	6.6%
Henderson	324.77	3.6%	61.75	3.6%	2.53	0.8%	14.53	3.0%	13.86	2.7%
Jackson	207.48	0.8%	51.85	1.9%	1.87	-0.8%	11.36	0.2%	9.50	-0.1%
Macon	191.42	7.3%	35.13	6.3%	1.45	4.6%	8.48	6.7%	15.18	6.4%
Madison	44.97	6.5%	9.31	6.0%	0.38	3.1%	2.29	5.8%	2.05	5.5%
Polk	30.31	-6.6%	4.85	-2.7%	0.22	-3.6%	1.57	-7.1%	1.71	-7.4%
Rutherford	200.52	5.8%	30.45	5.8%	1.39	3.8%	11.87	5.2%	6.03	4.9%
Swain	232.01	7.8%	69.82	6.9%	2.34	4.0%	14.27	7.2%	5.11	6.9%
Transylvania	114.92	8.1%	22.21	7.6%	0.91	4.7%	4.39	7.5%	5.26	7.1%
Total	\$ 2,945.98	5.9%	\$ 645.99	5.7%	26.24	3.0%	\$ 149.39	5.3%	\$ 115.08	4.8%
State Totals	\$ 26,773.35	5.6%	\$ 6,667.63	5.0%	236.58	2.5%	\$ 1,349.89	5.0%	\$ 812.99	4.8%

*Preliminary data from The 2019 Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, 2020.