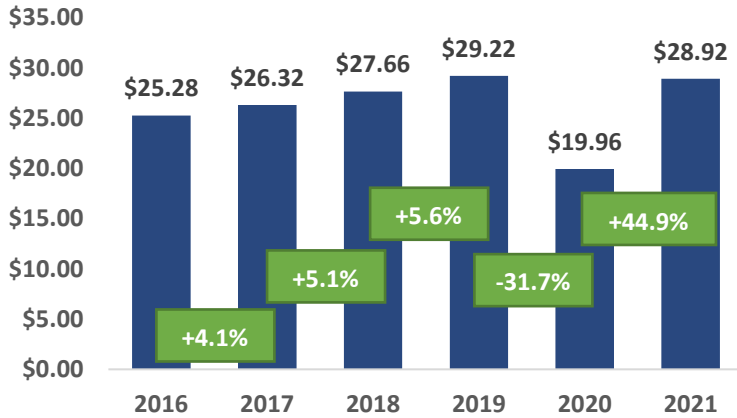
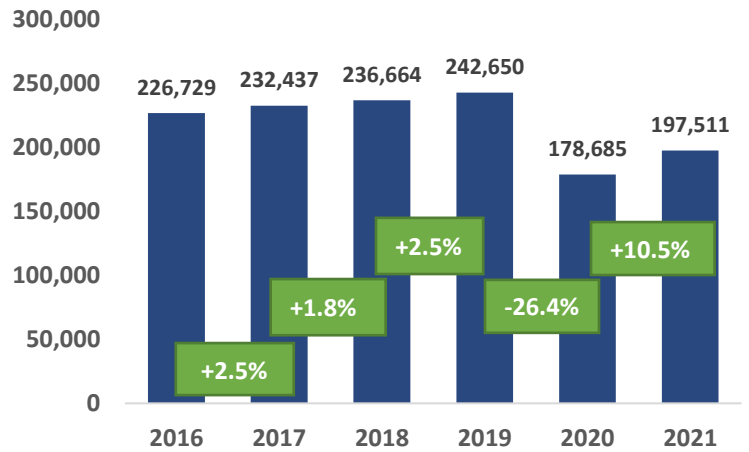


# TOURISM ECONOMIC FAST FACTS - 2021

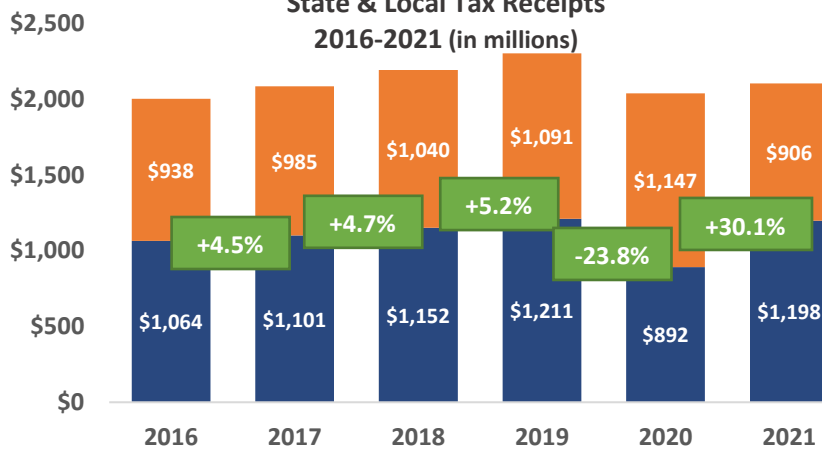
**Total Direct Visitor Spending 2016-2021**  
(domestic & international in billions)



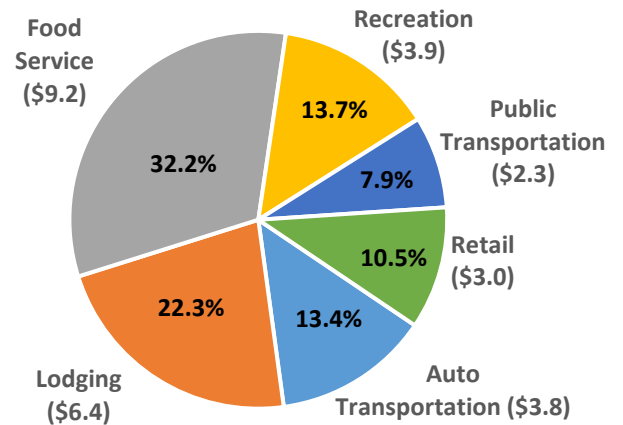
**Total Direct Tourism Employment 2016-2021**



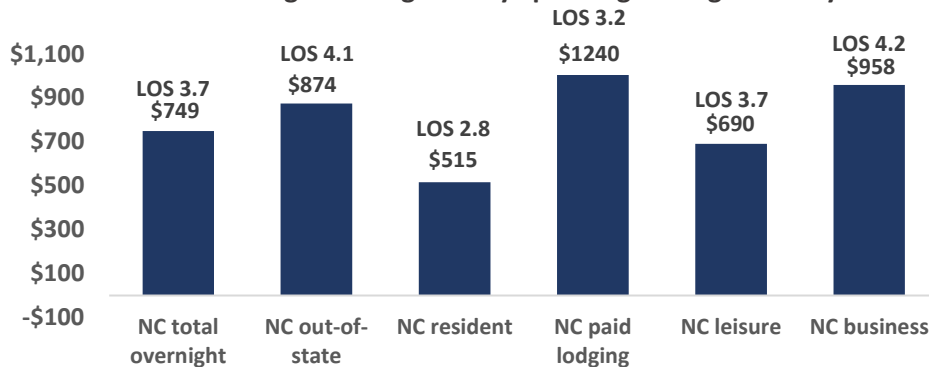
**Domestic Tourism Generated State & Local Tax Receipts 2016-2021**  
(in millions)



**Domestic Impact of Tourism by Sector**  
(in billions)



**2021 Average Overnight Party Spending & Length of Stay\***



\*LOS – length of stay

**\$79 million**  
Visitor spending per day

**\$6.4 million**  
Visitor related taxes generated per day

**\$580**

Annual household tax savings

**1/54**

NC residents directly employed by tourism