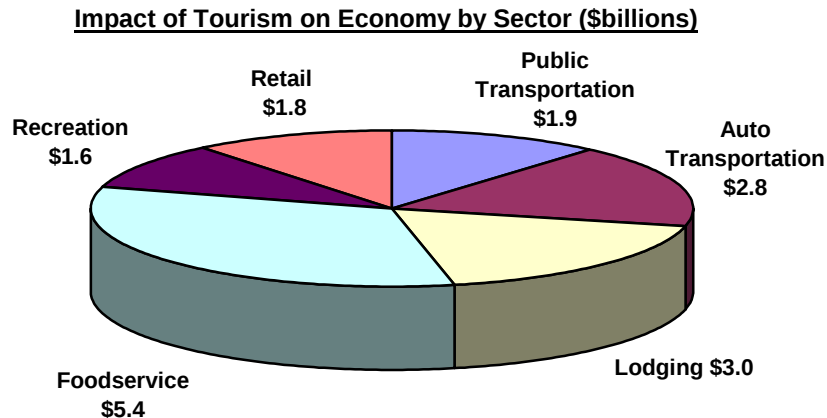
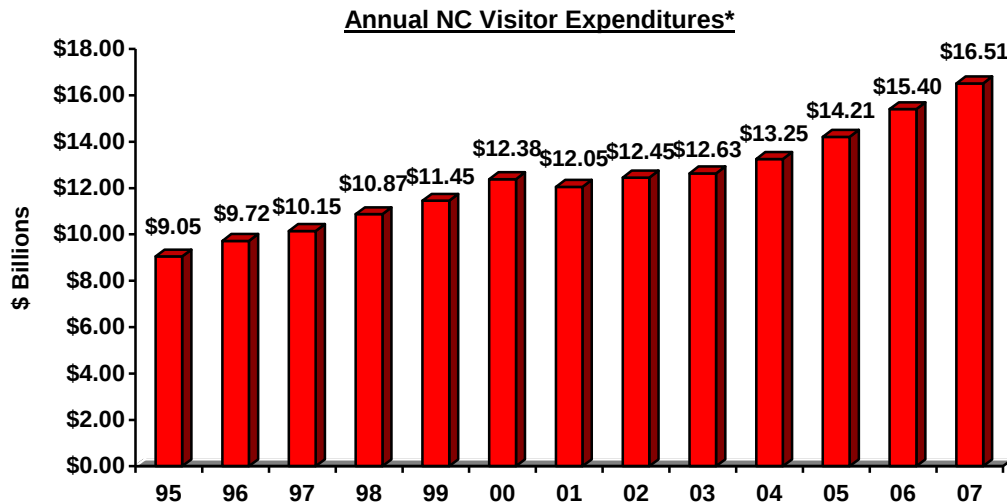


FAST FACTS

2007 Economic Impact of Tourism

- Tourism is one of North Carolina's largest industries. In 2007, **domestic travelers spent \$16.5 billion** across the state. **(7.2 percent increase over 2006).***
- Domestic tourism expenditures directly supported **190,900 jobs** for North Carolina residents.*
- The tourism industry contributed **\$4.02 billion** to the state's payroll in 2007.*
- Traveler spending generated over **\$2.5 billion** in tax receipts: *
 - \$1.2 billion in federal taxes, and \$1.3 billion in state and local taxes:*
 - **\$815.0 million in state tax revenue & \$529.0 million in local tax revenue***
- North Carolina ranks **seventh** in person-trip volume by state behind California, Florida, Texas, New York, Pennsylvania and Ohio.



2007 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	\$651
North Carolina Average Visitor Party Spending	\$479
North Carolina <i>Out-of-state</i> Visitor Party Spending	\$582
North Carolina <i>Resident</i> Visitor Party Spending	\$297

2007 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

Average Overnight Business Travel Party Spending	\$471
<i>Out-of-State</i> Travel Party Spending	\$546
<i>NC Resident</i> Travel Party Spending	\$353
Average Overnight Leisure Travel Party Spending	\$498
<i>Out-of-State</i> Travel Party Spending	\$613
<i>NC Resident</i> Travel Party Spending	\$292