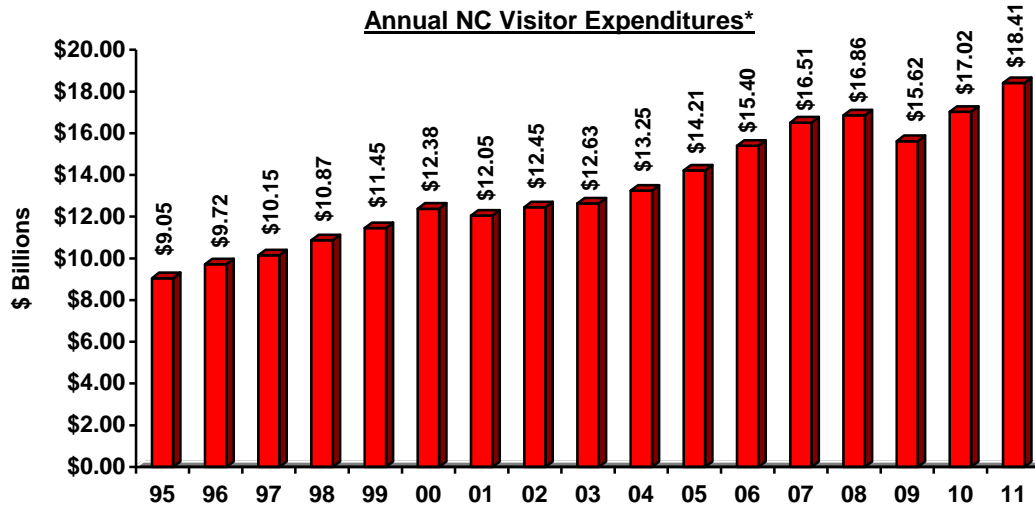


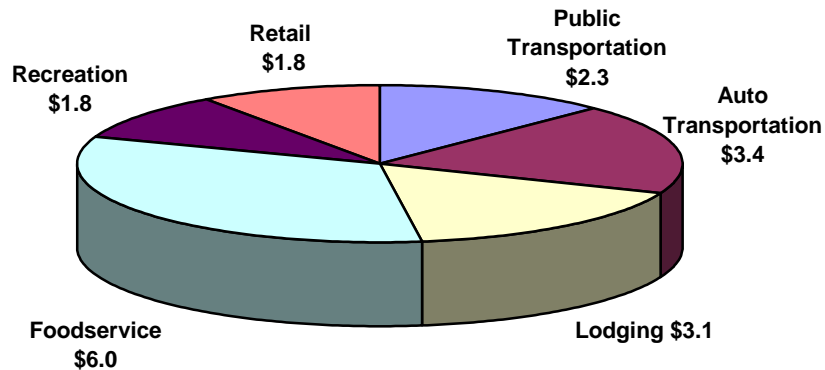
FAST FACTS

2011 Impact of Visitor Spending

- Tourism is one of North Carolina's largest industries. In 2011, **domestic travelers spent \$18.4 billion** across the state, an 8% increase from last year, and a record high visitor spending figure.*
- Domestic tourism expenditures directly supported **187,900 jobs** for North Carolina residents, up 2% from 2010.*
- The tourism industry contributed **\$4.18 billion** to the state's payroll in 2011.*
- Traveler spending generated over **\$2.8 billion** in tax receipts: *
 - \$1.30 billion in federal, \$1.01 billion in state and \$560.5 million in local tax revenue:* This was the first time that state tax revenues reached \$1 billion.
- North Carolina ranks **seventh** in total person-trip volume by state behind California, Florida, Texas, New York, Pennsylvania and Ohio, and **sixth** in overnight person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.



Impact of Tourism on Economy by Sector (\$billions)



2011 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	\$685 (+5.1%)
North Carolina Average Visitor Party Spending	\$576 (+14.7%)
North Carolina <i>Out-of-state</i> Visitor Party Spending	\$681 (+13.9%)
North Carolina <i>Resident</i> Visitor Party Spending	\$387 (+19.1%)

2011 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

Average Overnight Business Travel Party Spending	\$652 (+3.7%)
<i>Out-of-State</i> Business Travel Party Spending	\$788 (+6.1%)
<i>NC Resident</i> Business Travel Party Spending	\$261 (-29.1%)
Average Overnight Leisure Travel Party Spending	\$566 (+15.0%)
<i>Out-of-State</i> Leisure Travel Party Spending	\$673 (+15.0%)
<i>NC Resident</i> Leisure Travel Party Spending	\$376 (+15.7%)