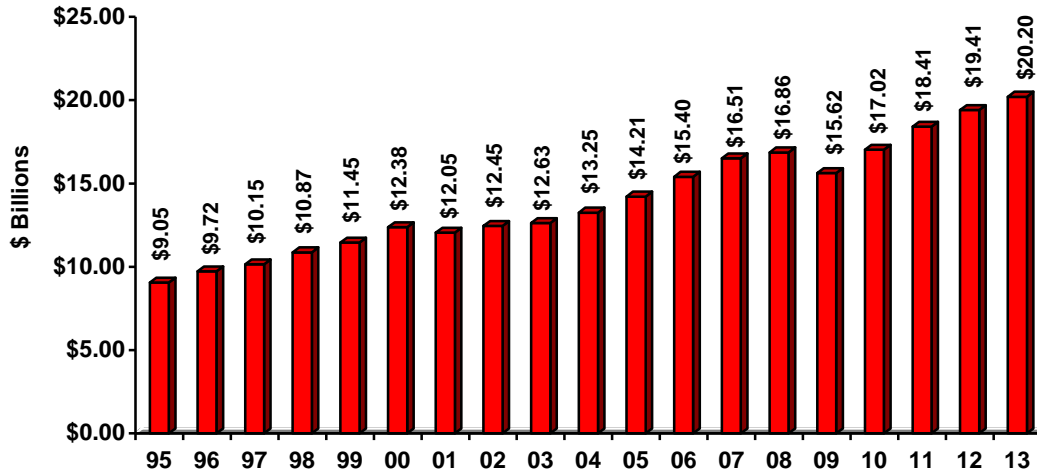


FAST FACTS

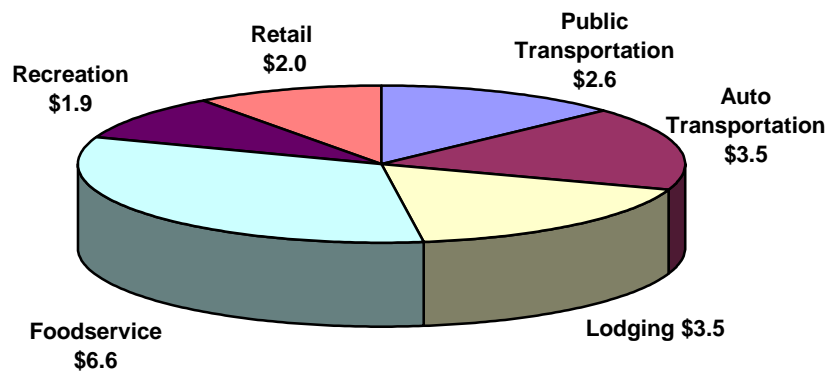
2013 Impact of Visitor Spending

- Tourism is one of North Carolina's largest industries. In 2013, **domestic travelers spent \$20.2 billion** across the state, a 4% increase from last year, and a record high visitor spending figure.*
- Domestic tourism expenditures directly supported **197,690 jobs** for North Carolina residents, up 2% from 2012 and a record high employment figure.*
- The tourism industry contributed **\$4.6 billion** to the state's payroll in 2013.*
- Traveler spending generated over **\$3.0 billion** in tax receipts: *
 - \$1.4 billion in federal, \$1.0 billion in state and \$597.3 million in local tax revenue.
- North Carolina ranks **sixth** in total person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.

Annual NC Visitor Expenditures*



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



2013 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	\$613 (-7.6%)
North Carolina Average Visitor Party Spending	\$517 (-4.4%)
North Carolina <i>Out-of-state</i> Visitor Party Spending	\$574 (-11.5%)
North Carolina <i>Resident</i> Visitor Party Spending	\$387 (+13.0%)

2013 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

Average Overnight Business Travel Party Spending	\$561 (-13.2%)
<i>Out-of-State</i> Business Travel Party Spending	\$620 (-14.4%)
<i>NC Resident</i> Business Travel Party Spending	\$431(-0.3%)
Average Overnight Leisure Travel Party Spending	\$526 (-0.6%)
<i>Out-of-State</i> Leisure Travel Party Spending	\$587 (-8.6%)
<i>NC Resident</i> Leisure Travel Party Spending	\$385 (+15.8%)