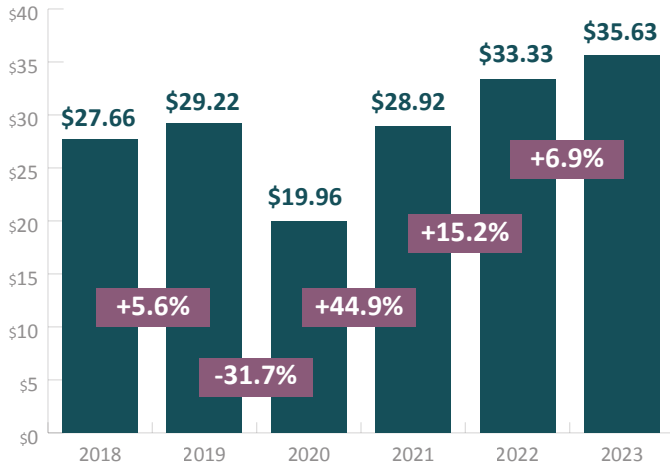


TOURISM ECONOMIC FAST FACTS – 2023

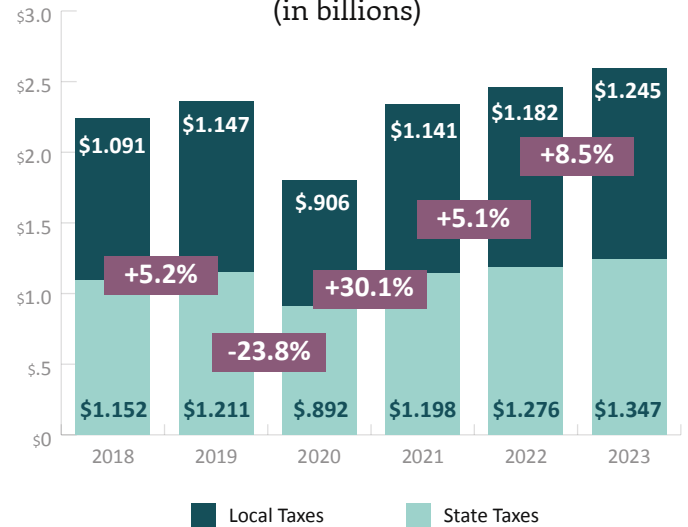
Visit North Carolina



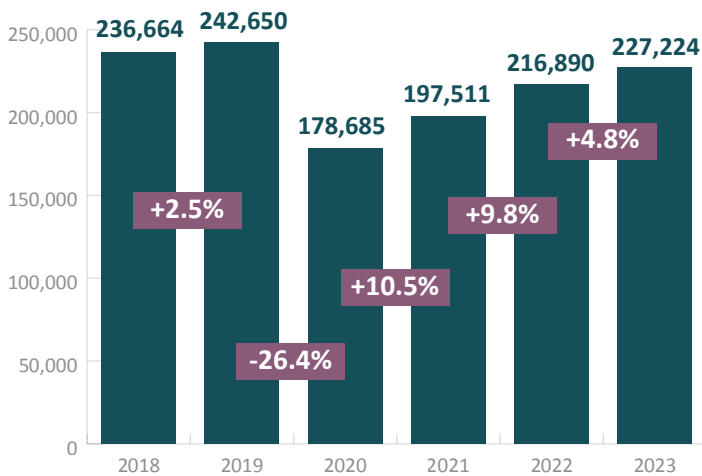
Total Direct Visitor Spending 2018-2023
(domestic & international in billions)



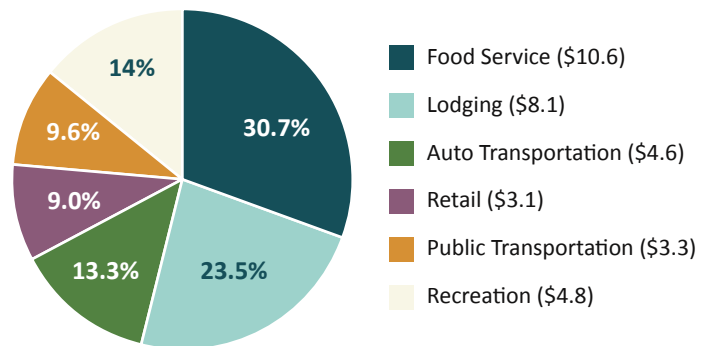
Domestic Tourism Generated State & Local Tax Receipts 2018-2023
(in billions)



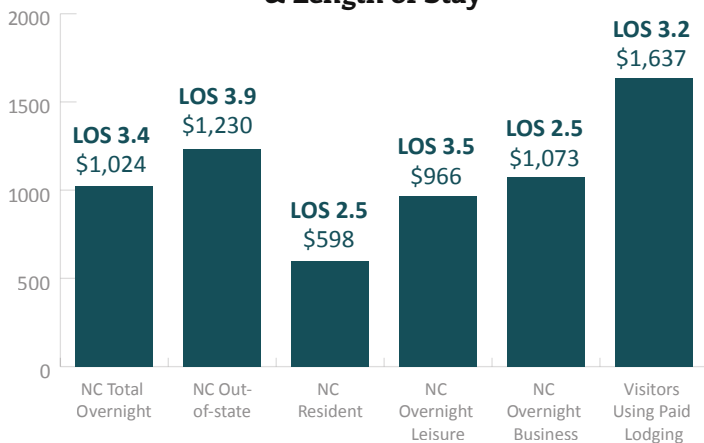
Total Direct Tourism Employment 2018-2023



Domestic Impact of Tourism by Sector



2023 Average Overnight Party Spending & Length of Stay



\$97.6 MILLION

Visitor spending per day

\$7.1 MILLION

Visitor-related taxes generated per day

220,764

NC residents directly employed by tourism

\$518

Annual household tax savings