

North Carolina - All Counties - 2024															
	Visitor Spending, 2024 (millions)							Spending Growth Rate (2024/2023)	Employment	Share of State	Labor Income (Millions)	State Taxes (Millions)	Local Taxes (Millions)	State/Local Tax Savings per Resident	
County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
Cleveland	\$38.35	\$56.51	\$23.12	\$12.64	\$40.19	\$170.81	0.5%	14.0%	983	0.4%	\$40.27	\$6.53	\$4.18	\$106.04	
Burke	\$38.08	\$53.66	\$20.53	\$11.55	\$30.45	\$154.26	0.4%	11.9%	931	0.4%	\$32.80	\$5.85	\$4.59	\$115.29	
Iredell	\$102.80	\$136.00	\$64.12	\$30.58	\$95.84	\$429.35	1.2%	11.9%	2,561	1.1%	\$96.80	\$15.64	\$13.81	\$143.04	
Stokes	\$15.07	\$18.29	\$8.36	\$4.38	\$12.09	\$58.19	0.2%	11.5%	304	0.1%	\$12.43	\$2.11	\$1.92	\$88.16	
Union	\$44.36	\$78.68	\$27.84	\$16.44	\$53.37	\$220.68	0.6%	11.1%	1,375	0.6%	\$49.21	\$8.42	\$5.53	\$52.54	
Gaston	\$89.10	\$124.95	\$45.85	\$26.19	\$103.01	\$389.10	1.1%	10.3%	2,471	1.1%	\$92.24	\$15.30	\$9.65	\$102.29	
Ashe	\$30.90	\$35.45	\$18.63	\$11.28	\$27.61	\$123.86	0.3%	10.0%	588	0.3%	\$24.24	\$4.02	\$4.75	\$327.36	
Lincoln	\$22.84	\$38.03	\$12.71	\$7.81	\$23.68	\$105.07	0.3%	9.8%	637	0.3%	\$26.11	\$4.18	\$3.28	\$76.71	
Lee	\$22.60	\$43.73	\$15.04	\$9.27	\$23.97	\$114.61	0.3%	9.5%	739	0.3%	\$28.57	\$4.61	\$3.18	\$113.40	
Mecklenburg	\$1,525.38	\$1,866.59	\$846.34	\$426.57	\$1,706.64	\$6,371.52	17.3%	8.9%	37,969	16.5%	\$2,087.25	\$219.29	\$200.13	\$355.61	
Cabarrus	\$172.48	\$216.41	\$111.53	\$51.04	\$127.95	\$679.41	1.8%	8.7%	5,014	2.2%	\$180.22	\$26.17	\$17.77	\$178.24	
Wilson	\$31.86	\$53.88	\$19.45	\$11.46	\$39.39	\$156.04	0.4%	8.5%	997	0.4%	\$35.20	\$6.25	\$4.22	\$132.76	
Alleghany	\$12.71	\$16.92	\$7.73	\$4.39	\$10.65	\$52.40	0.1%	8.4%	289	0.1%	\$11.55	\$1.68	\$2.33	\$345.31	
Chatham	\$17.14	\$31.60	\$11.80	\$6.98	\$18.40	\$85.91	0.2%	7.9%	690	0.3%	\$25.21	\$3.50	\$3.15	\$80.40	
Rowan	\$50.01	\$75.61	\$29.35	\$16.62	\$63.33	\$234.92	0.6%	7.7%	1,525	0.7%	\$54.90	\$9.02	\$8.25	\$112.46	
Wake	\$891.39	\$996.61	\$663.98	\$587.03	\$402.11	\$3,541.11	9.6%	7.6%	27,055	11.7%	\$948.47	\$161.87	\$173.92	\$276.16	
Stanly	\$24.75	\$38.78	\$14.32	\$8.94	\$29.01	\$115.79	0.3%	6.9%	683	0.3%	\$24.64	\$4.58	\$3.69	\$126.70	
Caldwell	\$15.31	\$25.68	\$9.04	\$5.60	\$20.63	\$76.25	0.2%	6.7%	472	0.2%	\$17.96	\$2.92	\$2.58	\$66.87	
Moore	\$213.05	\$259.60	\$126.43	\$71.64	\$188.52	\$859.25	2.3%	6.7%	6,287	2.7%	\$253.39	\$32.21	\$28.14	\$546.46	
Guilford	\$385.77	\$535.89	\$219.56	\$128.87	\$524.19	\$1,794.28	4.9%	6.6%	11,916	5.2%	\$542.38	\$65.61	\$52.39	\$212.77	
Beaufort	\$35.82	\$50.64	\$21.94	\$11.68	\$31.90	\$151.99	0.4%	6.6%	766	0.3%	\$30.98	\$5.57	\$6.56	\$276.05	
Surry	\$36.49	\$54.73	\$17.33	\$12.48	\$39.90	\$160.93	0.4%	6.2%	920	0.4%	\$39.77	\$6.44	\$4.66	\$154.68	
Randolph	\$46.42	\$68.92	\$24.17	\$16.68	\$43.66	\$199.86	0.5%	5.4%	1,164	0.5%	\$44.83	\$8.60	\$5.21	\$93.48	
Perquimans	\$4.19	\$9.49	\$2.75	\$1.71	\$3.41	\$21.55	0.1%	5.4%	98	0.0%	\$4.17	\$0.70	\$1.34	\$151.83	
Johnston	\$64.98	\$108.90	\$43.09	\$25.64	\$71.99	\$314.59	0.9%	5.2%	2,071	0.9%	\$80.31	\$12.83	\$9.76	\$90.76	
Davie	\$9.59	\$15.60	\$6.38	\$3.53	\$13.34	\$48.43	0.1%	5.0%	335	0.1%	\$13.01	\$1.86	\$1.30	\$70.50	
Orange	\$65.26	\$99.40	\$42.06	\$20.17	\$53.15	\$280.04	0.8%	4.9%	2,039	0.9%	\$76.26	\$10.60	\$8.65	\$126.31	
Brunswick	\$310.23	\$370.64	\$180.03	\$109.73	\$259.30	\$1229.92	3.3%	4.8%	5,838	2.5%	\$240.97	\$36.68	\$51.41	\$523.96	
Chowan	\$6.70	\$10.61	\$4.50	\$2.87	\$6.84	\$31.52	0.1%	4.6%	187	0.1%	\$7.44	\$1.15	\$1.66	\$204.13	
Person	\$12.35	\$19.62	\$6.60	\$4.65	\$14.39	\$57.61	0.2%	4.3%	314	0.1%	\$11.96	\$2.24	\$1.66	\$98.21	
Alamance	\$59.64	\$105.96	\$33.29	\$22.52	\$61.48	\$282.90	0.8%	4.2%	1,871	0.8%	\$63.83	\$11.27	\$7.17	\$100.64	
Warren	\$19.50	\$22.41	\$10.93	\$6.21	\$16.94	\$76.00	0.2%	4.0%	248	0.1%	\$11.86	\$2.02	\$3.71	\$307.08	
Harnett	\$22.74	\$45.95	\$18.84	\$9.51	\$31.87	\$128.91	0.4%	3.8%	793	0.3%	\$28.06	\$4.96	\$3.61	\$59.16	
Montgomery	\$12.03	\$17.03	\$8.61	\$4.81	\$14.62	\$57.11	0.2%	3.7%	250	0.1%	\$11.05	\$1.82	\$3.53	\$205.40	

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County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
Hertford	\$5.98	\$11.09	\$4.38	\$2.48	\$8.43	\$32.36	0.1%	3.6%	203	0.1%	\$7.47	\$1.34	\$1.07	\$130.15	
Davidson	\$73.12	\$92.28	\$43.82	\$19.43	\$87.52	\$316.16	0.9%	3.3%	1,667	0.7%	\$73.24	\$12.24	\$9.91	\$124.10	
Forsyth	\$212.88	\$342.65	\$133.96	\$80.31	\$321.30	\$1091.10	3.0%	3.3%	6,779	2.9%	\$275.81	\$44.72	\$29.85	\$185.67	
Bertie	\$6.80	\$7.49	\$3.11	\$1.94	\$5.91	\$25.25	0.1%	3.1%	94	0.0%	\$3.86	\$0.93	\$0.99	\$114.59	
Durham	\$241.30	\$316.71	\$139.91	\$71.51	\$390.61	\$1160.04	3.2%	3.0%	7,737	3.4%	\$317.19	\$40.79	\$40.63	\$239.01	
Craven	\$40.35	\$66.72	\$25.75	\$14.32	\$36.23	\$183.36	0.5%	2.9%	1,302	0.6%	\$45.48	\$7.00	\$5.29	\$119.13	
Sampson	\$14.39	\$23.92	\$9.47	\$5.17	\$15.51	\$68.47	0.2%	2.7%	357	0.2%	\$14.90	\$2.76	\$2.34	\$84.80	
Henderson	\$99.80	\$141.96	\$62.94	\$34.95	\$97.80	\$437.45	1.2%	2.4%	2,707	1.2%	\$115.79	\$15.40	\$17.13	\$266.51	
Wayne	\$43.70	\$71.02	\$25.98	\$15.89	\$50.71	\$207.30	0.6%	2.3%	1,273	0.6%	\$46.53	\$8.68	\$5.12	\$116.31	
Pitt	\$67.44	\$116.28	\$40.13	\$23.53	\$72.73	\$320.11	0.9%	2.3%	2,108	0.9%	\$74.91	\$11.92	\$9.66	\$123.16	
Camden	\$0.88	\$1.32	\$0.56	\$0.35	\$0.99	\$4.09	0.0%	2.2%	25	0.0%	\$1.01	\$0.14	\$0.22	\$33.68	
Yadkin	\$11.80	\$17.72	\$7.06	\$4.59	\$12.45	\$53.61	0.1%	2.1%	381	0.2%	\$14.84	\$2.09	\$1.57	\$97.24	
Wilkes	\$29.02	\$38.02	\$14.05	\$9.42	\$26.32	\$116.84	0.3%	2.1%	702	0.3%	\$28.04	\$4.48	\$3.57	\$121.54	
Anson	\$5.28	\$8.35	\$3.15	\$1.60	\$6.57	\$24.96	0.1%	2.0%	142	0.1%	\$5.29	\$1.00	\$0.72	\$79.67	
Haywood	\$87.37	\$110.39	\$48.72	\$29.48	\$81.15	\$357.11	1.0%	1.9%	2,223	1.0%	\$92.36	\$13.01	\$12.18	\$391.34	
Duplin	\$7.36	\$14.69	\$5.00	\$3.08	\$14.63	\$44.76	0.1%	1.7%	268	0.1%	\$10.21	\$1.82	\$1.66	\$70.02	
Pender	\$51.76	\$62.17	\$31.67	\$17.22	\$39.44	\$202.25	0.6%	1.6%	1,056	0.5%	\$42.68	\$6.56	\$9.41	\$230.28	
Edgecombe	\$13.56	\$23.94	\$9.45	\$5.74	\$19.20	\$71.89	0.2%	1.6%	358	0.2%	\$13.06	\$2.64	\$1.78	\$91.11	
New Hanover	\$288.59	\$362.72	\$143.57	\$83.67	\$261.23	\$1,139.78	3.1%	1.5%	7,003	3.0%	\$290.59	\$37.54	\$41.80	\$326.79	
Carteret	\$200.12	\$227.73	\$106.93	\$61.57	\$147.04	\$743.38	2.0%	1.5%	3,819	1.7%	\$147.01	\$22.08	\$29.57	\$729.59	
Martin	\$8.36	\$11.65	\$4.34	\$2.52	\$7.57	\$34.43	0.1%	1.4%	276	0.1%	\$9.10	\$1.36	\$1.16	\$120.04	
Pasquotank	\$18.23	\$33.97	\$11.14	\$8.16	\$19.91	\$91.41	0.2%	1.3%	531	0.2%	\$19.63	\$3.61	\$2.77	\$154.20	
Currituck	\$182.32	\$159.32	\$77.13	\$47.95	\$114.02	\$580.74	1.6%	1.2%	2,507	1.1%	\$106.86	\$16.25	\$22.32	\$1,200.04	
Gates	\$2.55	\$2.96	\$1.42	\$0.88	\$2.20	\$10.01	0.0%	1.1%	44	0.0%	\$1.72	\$0.42	\$0.33	\$72.97	
Caswell	\$5.75	\$5.58	\$2.60	\$1.52	\$4.61	\$20.06	0.1%	1.1%	93	0.0%	\$3.47	\$0.65	\$0.88	\$68.21	
Granville	\$13.29	\$20.92	\$9.09	\$4.58	\$13.78	\$61.65	0.2%	1.1%	327	0.1%	\$14.08	\$2.49	\$1.96	\$71.25	
Cherokee	\$26.58	\$32.96	\$12.53	\$8.66	\$21.70	\$102.43	0.3%	1.0%	607	0.3%	\$20.62	\$3.15	\$4.24	\$247.06	
Catawba	\$72.14	\$124.35	\$47.70	\$27.06	\$79.79	\$351.03	1.0%	0.8%	2,531	1.1%	\$88.10	\$14.08	\$12.31	\$157.06	
Tyrrell	\$1.72	\$2.11	\$1.04	\$0.65	\$1.47	\$7.00	0.0%	0.7%	29	0.0%	\$1.24	\$0.22	\$0.39	\$177.03	
Vance	\$15.37	\$23.90	\$9.53	\$5.98	\$15.78	\$70.57	0.2%	0.7%	445	0.2%	\$16.22	\$2.82	\$2.31	\$124.36	
Onslow	\$99.46	\$135.54	\$50.73	\$27.42	\$102.09	\$415.23	1.1%	0.7%	2,464	1.1%	\$94.85	\$14.51	\$14.75	\$135.49	
Alexander	\$5.75	\$12.29	\$4.21	\$2.91	\$7.84	\$33.01	0.1%	0.7%	199	0.1%	\$7.95	\$1.33	\$1.23	\$70.35	
Richmond	\$12.36	\$20.18	\$9.40	\$4.78	\$13.60	\$60.32	0.2%	0.4%	418	0.2%	\$15.70	\$2.36	\$1.67	\$96.56	
Bladen	\$8.87	\$19.48	\$8.85	\$4.90	\$14.06	\$56.15	0.2%	0.2%	278	0.1%	\$11.37	\$2.28	\$1.85	\$140.30	

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County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending (Millions)	Share of State								
69	Hoke	\$3.23	\$3.60	\$2.13	\$1.23	\$4.93	\$15.13	0.0%	0.2%	99	0.0%	\$3.53	\$0.61	\$0.41	\$18.19
70	Cumberland	\$139.25	\$240.82	\$83.70	\$54.48	\$179.51	\$697.76	1.9%	0.0%	4,797	2.1%	\$176.48	\$26.89	\$20.43	\$140.03
71	Robeson	\$36.43	\$58.81	\$21.33	\$13.87	\$37.40	\$167.84	0.5%	-0.2%	1,087	0.5%	\$39.60	\$6.83	\$4.91	\$100.95
72	Lenoir	\$24.39	\$40.13	\$15.37	\$8.63	\$25.61	\$114.13	0.3%	-0.3%	723	0.3%	\$26.63	\$4.48	\$3.08	\$140.19
73	Franklin	\$8.10	\$15.01	\$5.87	\$3.06	\$9.99	\$42.03	0.1%	-0.3%	220	0.1%	\$9.80	\$1.60	\$1.16	\$34.38
74	Watauga	\$136.30	\$155.79	\$74.56	\$43.01	\$106.18	\$515.85	1.4%	-0.4%	3,016	1.3%	\$129.11	\$17.15	\$18.95	\$656.22
75	Washington	\$4.35	\$5.85	\$2.45	\$1.46	\$4.20	\$18.31	0.0%	-0.6%	87	0.0%	\$3.67	\$0.68	\$0.72	\$134.41
76	Clay	\$7.67	\$9.74	\$3.95	\$2.80	\$7.16	\$31.32	0.1%	-0.6%	129	0.1%	\$5.99	\$0.90	\$1.99	\$242.60
77	Rockingham	\$18.70	\$34.37	\$11.75	\$6.72	\$21.77	\$93.31	0.3%	-0.6%	694	0.3%	\$24.12	\$3.74	\$3.12	\$74.26
78	Pamlico	\$7.93	\$12.61	\$6.53	\$2.93	\$7.51	\$37.51	0.1%	-0.7%	192	0.1%	\$6.60	\$1.09	\$2.27	\$264.26
79	Macon	\$83.65	\$108.74	\$53.23	\$29.99	\$71.82	\$347.44	0.9%	-0.8%	1,731	0.8%	\$82.52	\$11.31	\$17.93	\$759.55
80	Hyde	\$16.75	\$19.68	\$8.19	\$5.28	\$11.49	\$61.39	0.2%	-0.8%	389	0.2%	\$13.18	\$1.95	\$2.48	\$956.76
81	Greene	\$2.30	\$4.03	\$1.62	\$0.94	\$2.31	\$11.19	0.0%	-1.1%	69	0.0%	\$2.56	\$0.44	\$0.44	\$43.16
82	Jackson	\$112.42	\$135.57	\$71.74	\$40.04	\$103.37	\$463.14	1.3%	-1.1%	2,464	1.1%	\$118.40	\$14.94	\$15.53	\$682.40
83	Columbus	\$12.12	\$22.65	\$8.19	\$5.35	\$14.19	\$62.51	0.2%	-1.4%	377	0.2%	\$13.63	\$2.59	\$2.15	\$93.01
84	Jones	\$1.44	\$1.73	\$0.79	\$0.49	\$1.76	\$6.22	0.0%	-1.7%	29	0.0%	\$1.42	\$0.25	\$0.21	\$49.73
85	Scotland	\$11.59	\$18.75	\$7.43	\$4.57	\$14.35	\$56.69	0.2%	-1.8%	380	0.2%	\$12.76	\$2.09	\$1.38	\$104.06
86	Halifax	\$29.79	\$44.11	\$17.53	\$10.78	\$29.56	\$131.77	0.4%	-2.1%	753	0.3%	\$32.00	\$5.51	\$4.29	\$212.32
87	Nash	\$76.09	\$113.39	\$44.54	\$26.46	\$80.22	\$340.69	0.9%	-2.2%	2,522	1.1%	\$89.70	\$12.97	\$11.14	\$244.75
88	Dare	\$566.14	\$630.49	\$308.20	\$184.63	\$409.85	\$2,099.31	5.7%	-2.3%	12,260	5.3%	\$462.72	\$68.24	\$78.87	\$3,860.46
89	Yancey	\$17.78	\$21.72	\$10.48	\$6.53	\$16.12	\$72.63	0.2%	-2.6%	340	0.1%	\$15.14	\$2.32	\$3.57	\$317.43
90	McDowell	\$23.94	\$31.23	\$14.18	\$8.09	\$31.36	\$108.80	0.3%	-2.9%	644	0.3%	\$27.18	\$3.81	\$3.97	\$174.37
91	Avery	\$60.49	\$78.40	\$39.22	\$21.55	\$51.80	\$251.46	0.7%	-3.1%	1,494	0.6%	\$66.42	\$8.25	\$9.17	\$993.02
92	Mitchell	\$10.39	\$13.89	\$6.54	\$3.69	\$10.60	\$45.11	0.1%	-3.2%	233	0.1%	\$10.26	\$1.40	\$1.56	\$201.98
93	Polk	\$12.49	\$17.20	\$8.05	\$5.43	\$13.53	\$56.70	0.2%	-3.4%	299	0.1%	\$10.45	\$1.75	\$2.28	\$203.13
94	Swain	\$83.34	\$103.62	\$47.25	\$30.81	\$76.78	\$341.81	0.9%	-3.5%	2,027	0.9%	\$94.03	\$13.49	\$9.00	\$1,637.52
95	Madison	\$18.66	\$23.03	\$10.54	\$7.23	\$20.85	\$80.31	0.2%	-3.7%	382	0.2%	\$16.20	\$2.72	\$2.88	\$256.81
96	Rutherford	\$69.85	\$87.73	\$37.70	\$23.03	\$60.50	\$278.81	0.8%	-3.9%	1,632	0.7%	\$67.15	\$11.22	\$9.48	\$318.40
97	Transylvania	\$44.44	\$58.38	\$26.79	\$16.82	\$40.58	\$187.02	0.5%	-4.2%	1,156	0.5%	\$48.16	\$5.58	\$7.41	\$389.02
98	Northampton	\$7.13	\$8.18	\$3.85	\$2.43	\$6.38	\$27.98	0.1%	-7.0%	102	0.0%	\$4.62	\$0.80	\$1.48	\$139.38
99	Graham	\$13.28	\$16.77	\$6.48	\$4.41	\$10.53	\$51.47	0.1%	-8.1%	312	0.1%	\$10.94	\$1.54	\$2.51	\$506.83
100	Buncombe	\$781.79	\$717.63	\$329.20	\$495.73	\$321.89	\$2,646.24	7.2%	-10.8%	18,362	8.0%	\$608.67	\$116.29	\$103.16	\$784.93
	State	\$8,866.35	\$11,218.82	\$5,114.92	\$3,408.16	\$8,122.09	\$36,730.34	100%	3.1%	230,338	100%	\$9,513.19	\$1,362.62	\$1,298.26	\$242.37

\* Lodging includes 2nd home spending.  
 \*\* Transport includes both ground and air transportation.  
 Source: Tourism Economics, 2025