

Impact of Domestic and International Travel on North Carolina, 2017-2025

Tourism Economics - 2026

Expenditures	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025/24	2025/19
	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	% Change	% Change
Public Transportation	\$3,355.4	\$3,355.4	\$3,355.4	\$3,355.4	\$3,355.4	\$3,355.4	\$3,355.4	\$3,355.4	\$3,451.3	2.9%	2.9%
Auto Transportation	\$3,098.7	\$3,381.9	\$3,500.7	\$2,736.0	\$3,818.4	\$4,577.7	\$4,620.0	\$4,612.8	\$4,503.8	-2.4%	28.7%
Lodging	\$4,758.7	\$5,132.6	\$5,610.6	\$4,261.1	\$6,371.9	\$7,672.3	\$8,132.4	\$8,391.5	\$8,467.8	0.9%	50.9%
Foodservice	\$7,707.4	\$8,021.9	\$8,484.8	\$6,887.0	\$9,189.7	\$9,767.7	\$10,588.3	\$10,944.7	\$11,234.0	2.6%	32.4%
Recreation	\$3,677.5	\$3,773.8	\$4,003.5	\$2,427.6	\$3,928.9	\$4,260.0	\$4,822.0	\$5,034.0	\$5,145.8	2.2%	28.5%
Retail	\$2,806.6	\$2,944.0	\$2,964.4	\$2,146.6	\$3,002.8	\$3,086.4	\$3,142.7	\$3,205.9	\$3,294.0	2.7%	11.1%
Domestic	\$25,022.2	\$26,364.9	\$27,919.4	\$19,691.0	\$28,582.9	\$32,415.9	\$34,635.3	\$35,569.5	\$36,096.6	1.5%	29.3%
Int'l	\$1,299.1	\$1,299.3	\$1,305.2	\$268.3	\$337.0	\$910.1	\$996.7	\$1,160.8	\$1,127.8	-2.8%	-13.6%
Total	\$26,321.3	\$27,664.2	\$29,224.6	\$19,959.3	\$28,919.8	\$33,326.0	\$35,631.9	\$36,730.3	\$37,224.4	1.3%	27.4%
Income	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025/24	2025/19
	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	% Change	% Change
Public Transportation	\$1,987.0	\$2,077.9	\$2,101.1	\$1,710.4	\$1,806.0	\$2,060.7	\$2,213.5	\$2,240.5	\$2,332.4	4.1%	11.0%
Auto Transportation	\$292.3	\$307.2	\$317.8	\$276.5	\$319.5	\$340.9	\$343.4	\$347.7	\$349.6	0.6%	10.0%
Lodging	\$1,495.3	\$1,555.0	\$1,652.5	\$1,265.3	\$1,582.2	\$1,855.6	\$1,969.7	\$2,026.0	\$2,075.2	2.4%	25.6%
Foodservice	\$1,939.3	\$2,048.3	\$2,202.7	\$1,772.2	\$2,218.7	\$2,410.4	\$2,585.4	\$2,673.0	\$2,785.4	4.2%	26.5%
Recreation	\$1,080.9	\$1,156.4	\$1,239.7	\$837.3	\$1,070.3	\$1,187.4	\$1,285.9	\$1,316.3	\$1,376.3	4.6%	11.0%
Retail	\$564.2	\$586.9	\$608.0	\$493.3	\$570.5	\$593.8	\$600.0	\$599.8	\$622.6	3.8%	2.4%
Domestic	\$7,359.0	\$7,731.7	\$8,121.8	\$6,354.9	\$7,567.2	\$8,448.7	\$8,997.8	\$9,203.3	\$9,541.4	3.7%	17.5%
Int'l	\$407.7	\$397.5	\$412.3	\$92.4	\$101.1	\$252.2	\$273.7	\$309.9	\$306.7	-1.0%	-25.6%
Total	\$7,766.8	\$8,129.2	\$8,534.1	\$6,447.3	\$7,668.3	\$8,700.9	\$9,271.5	\$9,513.2	\$9,848.2	3.5%	15.4%

Employment	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025/24	2025/19
	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	(Thousands)	% Change	% Change
Public Transportation	25.8	26.0	26.8	22.9	23.7	25.4	26.6	26.8	27.0	0.6%	0.6%
Auto Transportation	4.4	4.4	4.5	3.8	3.9	4.1	4.1	4.2	4.2	-0.2%	-7.6%
Lodging	41.6	42.4	44.1	31.3	36.1	41.0	43.1	43.9	43.1	-1.7%	-2.3%
Foodservice	89.2	90.7	92.8	72.6	80.5	86.1	90.0	91.3	92.1	0.8%	-0.7%
Recreation	40.0	41.7	42.9	29.8	33.8	37.1	39.6	40.1	40.5	1.0%	-5.6%
Retail	19.9	20.3	20.2	15.9	17.0	17.2	17.3	17.2	17.4	1.1%	-13.6%
Domestic	220.9	225.5	231.3	176.2	194.9	211	220.8	223.6	224.3	0.3%	-3.0%
Int'l	11.6	11.1	11.3	2.5	2.6	6.0	6.5	6.8	6.7	-1.3%	-40.8%
Total	232.4	236.7	242.6	178.7	197.5	216.9	227.2	230.3	231.0	0.3%	-4.8%

Tax Receipts	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025/24	2025/19
	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	% Change	% Change
Federal	\$1,473.2	\$1,542.7	\$1,627.1	\$1,205.6	\$1,541.1	\$1,677.0	\$1,779.2	\$1,827.3	\$1,883.7	3.1%	15.8%
State	\$1,100.6	\$1,151.5	\$1,211.4	\$891.6	\$1,197.9	\$1,275.7	\$1,347.4	\$1,362.6	\$1,389.8	2.0%	14.7%
Local	\$1,040.3	\$1,091.0	\$1,147.1	\$906.4	\$1,141.1	\$1,181.6	\$1,245.1	\$1,298.3	\$1,332.3	2.6%	16.1%
Domestic	\$3,614.0	\$3,785.1	\$3,985.5	\$3,003.6	\$3,880.2	\$4,134.4	\$4,371.7	\$4,488.2	\$4,605.8	2.6%	15.6%
Int'l	\$144.4	\$141.9	\$149.2	\$32.6	\$35.8	\$89.6	\$96.5	\$111.1	\$108.3	-2.5%	-27.4%
Total	\$3,758.5	\$3,927.0	\$4,134.7	\$3,036.2	\$3,916.0	\$4,224.0	\$4,468.0	\$4,599.2	\$4,714.1	2.5%	14.0%