

VISITOR ECONOMICS - 2025

\$102M

Visitor Spending per Day

\$7.45M

Visitor Related Taxes Generated per Day

1/48

NC Residents Directly Employed by Tourism

\$605

Annual Household Tax Savings

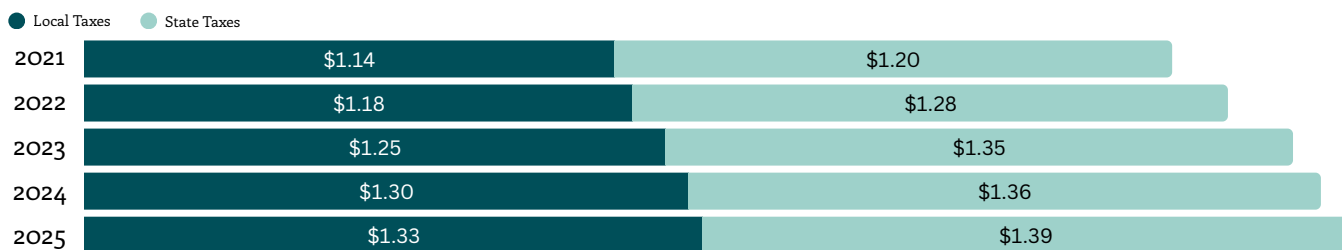
Total Direct Visitor Spending (\$ Billions)



Direct Tourism Employment



Domestic Tourism Generated State & Local Tax Receipts (\$ Billions)



Average Overnight Party Spending & Stay Length

\$861

3.4 Nights
NC Total
Overnight

\$930

3.7 Nights
Out-of-State
Overnight

\$727

2.8 Nights
NC Resident
Overnight

Domestic Spending by Sector (\$ Billions)

