The 2012 Economic Impact of Travel on North Carolina Counties
Prepared for the North Carolina Division of Tourism, Film and Sports Development
By the U.S. Travel Association

County	Expenditures ($ Millions)	Percent Change 2011/12	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
MECKLENBURG	$4,404.86	7.0%	$1,432.54	45.12	$205.71	$107.28
WAKE	1,791.62	5.5%	546.10	19.71	84.96	47.71
GUILFORD	1,159.15	6.0%	275.36	12.19	58.66	25.88
DARE	926.32	5.6%	184.23	11.59	43.39	41.40
BUNCOMBE	834.24	6.5%	174.71	9.36	41.59	27.41
FORSYTH	711.82	3.4%	117.41	6.05	41.12	12.82
DURHAM	621.10	5.2%	123.06	7.36	32.54	19.29
CUMBERLAND	467.63	3.9%	83.54	4.26	24.47	9.53
NEW HANOVER	460.05	8.0%	100.77	5.36	22.00	18.43
BRUNSWICK	445.86	6.7%	80.28	4.85	20.22	27.17
MOORE	392.16	4.8%	84.57	4.99	19.64	11.68
CABARRUS	362.97	6.7%	77.27	3.94	20.27	6.33
SWAIN	293.06	4.5%	79.75	3.34	16.73	6.12
CARTERET	282.03	1.2%	49.06	2.93	12.47	16.98
NASH	256.80	4.5%	47.89	2.87	13.13	6.68
CATAWBA	220.74	2.3%	38.54	2.08	11.87	6.45
HENDERSON	218.44	4.3%	37.81	1.96	9.72	9.42
GASTON	215.16	4.9%	32.73	1.74	11.98	3.48
WATAUGA	210.99	6.8%	44.71	2.49	10.33	8.08
IREDELL	205.73	5.8%	30.65	1.66	11.06	6.23
ONSLOW	203.40	4.1%	36.08	1.70	10.33	7.47
PITT	199.67	2.6%	37.75	1.95	10.12	4.32
JOHNSTON	197.66	3.4%	29.00	1.63	10.78	4.88
ORANGE	161.60	3.0%	29.37	1.65	8.54	3.31
ALAMANCE	156.50	4.1%	23.98	1.28	8.91	2.68
RUTHERFORD	149.69	5.6%	20.39	1.15	8.66	4.36
WAYNE	144.37	4.2%	18.53	0.98	8.68	2.13
ROWAN	137.74	5.4%	21.70	1.21	7.16	4.44
DAVIDSON	136.94	3.9%	18.54	0.92	7.47	4.33
MACON	135.76	7.6%	22.63	1.15	5.97	10.72
CURRITUCK	131.15	8.1%	23.61	1.45	5.50	6.05
HAYWOOD	126.35	4.9%	23.71	1.31	6.35	5.04
ROBESON	125.78	2.2%	18.04	1.05	7.08	2.42
RANDOLPH	120.28	4.2%	17.64	0.90	7.08	1.90
CRAVEN	119.32	2.6%	21.78	1.04	6.37	2.54
UNION	108.62	7.3%	16.29	0.89	5.88	1.94
SURRY	107.06	4.4%	14.92	0.77	5.78	2.23
AVERY	103.73	5.4%	22.78	1.19	5.08	4.46
WILSON	102.48	5.0%	14.58	0.80	5.85	1.89

The 2012 Economic Impact of Travel on North Carolina Counties
Prepared for the North Carolina Division of Tourism, Film and Sports Development
By the U.S. Travel Association

County	Expenditures ($ Millions)	Percent Change 2011/12	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
CLEVELAND	92.44	4.8%	12.81	0.65	5.28	1.57
HALIFAX	81.89	4.3%	9.42	0.50	4.90	1.93
TRANSYLVANIA	80.92	4.7%	14.08	0.72	3.07	3.63
PENDER	80.59	5.5%	13.36	0.74	3.82	5.62
BURKE	80.46	2.5%	11.21	0.62	4.36	2.26
LENOIR	79.51	1.5%	12.71	0.62	4.31	1.47
HARNETT	71.78	4.7%	9.82	0.55	3.84	1.59
BEAUFORT	71.08	1.0%	8.88	0.43	3.51	4.08
JACKSON	69.55	4.1%	11.04	0.58	3.07	5.31
STANLY	69.24	2.7%	8.75	0.46	3.91	2.00
LEE	65.03	1.8%	11.01	0.59	3.65	1.27
WILKES	63.55	2.0%	8.95	0.49	3.06	1.51
ROCKINGHAM	62.30	3.7%	9.85	0.52	3.21	1.46
PASQUOTANK	54.71	2.9%	8.02	0.47	2.94	1.19
EDGECOMBE	53.56	3.3%	7.06	0.36	2.88	0.88
MCDOWELL	49.06	3.2%	7.05	0.39	2.52	1.73
COLUMBUS	47.89	3.8%	5.53	0.28	2.68	1.27
LINCOLN	47.80	5.2%	7.42	0.36	2.57	1.38
ASHE	46.55	2.7%	6.58	0.37	2.34	2.45
CALDWELL	46.54	3.8%	6.72	0.33	2.47	1.40
SAMPSON	45.12	2.7%	5.62	0.28	2.45	1.39
GRANVILLE	42.97	5.1%	5.11	0.28	2.43	1.16
VANCE	42.75	2.4%	5.54	0.28	2.47	1.20
RICHMOND	42.29	3.5%	7.22	0.39	2.19	0.78
SCOTLAND	38.78	2.1%	6.11	0.35	2.08	0.66
BLADEN	35.71	4.3%	3.64	0.19	2.08	0.98
DUPLIN	35.70	3.0%	3.93	0.19	2.02	1.13
CHEROKEE	35.33	4.2%	5.17	0.29	1.64	2.07
PERSON	32.81	4.0%	3.91	0.21	1.87	0.70
YADKIN	32.38	3.4%	5.34	0.32	1.70	0.77
MADISON	32.22	5.3%	6.01	0.31	1.62	1.44
DAVIE	32.18	5.7%	5.56	0.27	1.74	0.55
HYDE	31.99	1.0%	5.92	0.38	1.48	1.67
YANCEY	31.69	2.1%	4.94	0.23	1.39	2.20
CHATHAM	29.47	6.3%	3.40	0.17	1.70	0.53
MARTIN	27.99	1.0%	4.01	0.22	1.49	0.67
HERTFORD	25.54	2.2%	3.12	0.17	1.48	0.62
WARREN	25.29	7.0%	2.95	0.13	0.90	2.14
MONTGOMERY	24.91	5.5%	2.42	0.11	1.12	2.47

The 2012 Economic Impact of Travel on North Carolina Counties
Prepared for the North Carolina Division of Tourism, Film and Sports Development
By the U.S. Travel Association

County	Expenditures ($ Millions)	Percent Change 2011/12	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
GRAHAM	24.84	4.7%	4.12	0.26	1.14	1.59
POLK	22.63	4.0%	3.11	0.17	1.15	1.24
STOKES	22.10	3.9%	2.71	0.13	1.10	0.84
ALLEGHANY	21.94	1.5%	3.78	0.18	1.02	1.42
FRANKLIN	21.24	3.9%	2.37	0.12	1.14	0.51
MITCHELL	20.96	2.3%	3.06	0.16	0.90	0.88
CHOWAN	18.13	5.5%	2.58	0.14	0.86	1.117
ALEXANDER	17.50	2.7%	2.48	0.11	0.95	0.70
ANSON	16.00	2.6%	1.88	0.10	0.91	0.38
PAMLICO	15.64	4.0%	1.78	0.08	0.63	1.69
WASHINGTON	14.11	3.1%	1.78	0.09	0.76	0.58
NORTHAMPTON	13.21	1.9%	1.46	0.05	0.58	1.07
BERTIE	12.68	1.4%	1.21	0.05	0.68	0.68
CLAY	12.29	5.5%	1.29	0.06	0.50	1.32
HOKE	10.55	5.0%	1.25	0.07	0.57	0.16
PERQUIMANS	9.52	5.4%	1.10	0.04	0.39	1.05
CASWELL	7.67	3.8%	0.76	0.04	0.35	0.53
GATES	5.90	2.2%	0.49	0.02	0.35	0.21
GREENE	5.40	4.0%	0.51	0.03	0.29	0.18
JONES	3.88	4.3%	0.51	0.02	0.23	0.12
TYRRELL	3.38	2.0%	0.31	0.01	0.15	0.31
CAMDEN	1.86	2.1%	0.20	0.01	0.10	0.15
STATE TOTALS	**$19,409.81**	**5.4%**	**$4,391.25**	**193.61**	**$970.41**	**$579.38**