

**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**

<b>County</b>	<b>Expenditures (\$ Millions)</b>	<b>Percent Change 2011/12</b>	<b>Payroll Employment (\$ Millions)</b>	<b>Employment (Thousands)</b>	<b>State Tax Receipts (\$ Millions)</b>	<b>Local Tax Receipts (\$ Millions)</b>
ALAMANCE	\$156.50	4.1%	\$24.07	1.28	\$8.90	\$2.68
ALEXANDER	17.50	2.7%	2.49	0.11	0.94	0.70
ALLEGHANY	21.94	1.5%	3.80	0.18	1.02	1.42
ANSON	16.00	2.6%	1.88	0.10	0.91	0.38
ASHE	46.55	2.7%	6.61	0.37	2.34	2.45
AVERY	103.74	5.4%	22.87	1.19	5.08	4.46
BEAUFORT	71.08	1.0%	8.91	0.43	3.50	4.08
BERTIE	12.68	1.4%	1.21	0.05	0.68	0.68
BLADEN	35.71	4.3%	3.65	0.19	2.08	0.98
BRUNSWICK	445.87	6.7%	80.59	4.84	20.20	27.17
BUNCOMBE	834.25	6.5%	175.37	9.32	41.55	27.41
BURKE	80.46	2.5%	11.25	0.62	4.35	2.26
CABARRUS	362.97	6.7%	77.56	3.95	20.25	6.33
CALDWELL	46.55	3.8%	6.75	0.33	2.47	1.40
CAMDEN	1.86	2.1%	0.20	0.01	0.10	0.15
CARTERET	282.03	1.2%	49.18	2.93	12.45	16.98
CASWELL	7.67	3.8%	0.76	0.04	0.35	0.53
CATAWBA	220.74	2.3%	38.53	2.08	11.85	6.45
CHATHAM	29.47	6.3%	3.41	0.17	1.69	0.53
CHEROKEE	35.33	4.2%	5.19	0.29	1.64	2.07
CHOWAN	18.13	5.5%	2.59	0.14	0.86	1.11
CLAY	12.29	5.5%	1.30	0.06	0.50	1.32
CLEVELAND	92.44	4.8%	12.86	0.65	5.27	1.57
COLUMBUS	47.89	3.8%	5.53	0.28	2.67	1.27
CRAVEN	119.32	2.6%	21.86	1.04	6.36	2.54
CUMBERLAND	467.64	3.9%	83.51	4.25	24.42	9.53
CURRITUCK	131.15	8.1%	23.70	1.46	5.50	6.06
DARE	926.33	5.6%	184.92	11.62	43.35	41.40
DAVIDSON	136.94	3.9%	18.53	0.92	7.46	4.33
DAVIE	32.18	5.7%	5.58	0.27	1.74	0.55
DUPLIN	35.70	3.0%	3.94	0.19	2.01	1.13
DURHAM	621.11	5.2%	123.02	7.34	32.48	19.29
EDGECOMBE	53.56	3.3%	7.09	0.36	2.88	0.88
FORSYTH	711.83	3.4%	117.36	6.04	41.05	12.82
FRANKLIN	21.24	3.9%	2.38	0.12	1.14	0.51
GASTON	215.16	4.9%	32.85	1.74	11.97	3.48
GATES	5.90	2.2%	0.49	0.02	0.35	0.21
GRAHAM	24.84	4.7%	4.12	0.25	1.14	1.59
GRANVILLE	42.97	5.1%	5.13	0.28	2.42	1.16

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GREENE	5.40	4.0%	0.51	0.03	0.29	0.18
GUILFORD	1,159.16	6.0%	276.39	12.16	58.61	25.89
HALIFAX	81.89	4.3%	9.45	0.50	4.89	1.93
HARNETT	71.78	4.7%	9.86	0.55	3.84	1.59
HAYWOOD	148.63	n/a	29.88	1.57	8.06	5.49
HENDERSON	218.44	4.3%	37.80	1.96	9.70	9.42
HERTFORD	25.54	2.2%	3.12	0.17	1.48	0.62
HOKE	10.55	5.0%	1.25	0.07	0.57	0.16
HYDE	31.99	1.0%	5.94	0.38	1.47	1.67
IREDELL	205.73	5.8%	30.76	1.66	11.05	6.23
JACKSON	156.05	n/a	34.71	1.57	8.55	7.11
JOHNSTON	197.66	3.4%	29.11	1.63	10.76	4.88
JONES	3.88	4.3%	0.51	0.02	0.23	0.12
LEE	65.03	1.8%	11.01	0.59	3.64	1.27
LENOIR	79.51	1.5%	12.76	0.62	4.30	1.47
LINCOLN	47.80	5.2%	7.45	0.36	2.57	1.38
MACON	135.76	7.6%	22.63	1.15	5.96	10.72
MADISON	32.22	5.3%	6.03	0.31	1.62	1.45
MARTIN	27.99	1.0%	4.02	0.22	1.49	0.67
MCDOWELL	49.06	3.2%	7.07	0.39	2.51	1.73
MECKLENBURG	4,404.90	7.0%	1,428.11	45.20	205.14	107.29
MITCHELL	20.96	2.3%	3.07	0.16	0.90	0.88
MONTGOMERY	24.91	5.5%	2.43	0.11	1.12	2.47
MOORE	392.16	4.8%	84.89	5.00	19.62	11.69
NASH	256.80	4.5%	48.07	2.87	13.12	6.68
NEW HANOVER	460.05	8.0%	100.74	5.34	21.96	18.44
NORTHAMPTON	13.21	1.9%	1.47	0.05	0.57	1.07
ONSLOW	203.40	4.1%	36.22	1.70	10.32	7.47
ORANGE	161.60	3.0%	29.48	1.66	8.54	3.31
PAMLICO	15.64	4.0%	1.79	0.08	0.63	1.69
PASQUOTANK	54.71	2.9%	8.02	0.47	2.93	1.19
PENDER	80.59	5.5%	13.42	0.74	3.78	5.60
PERQUIMANS	9.52	5.4%	1.11	0.04	0.39	1.05
PERSON	32.81	4.0%	3.91	0.21	1.86	0.70
PITT	199.68	2.6%	37.89	1.95	10.11	4.32
POLK	22.63	4.0%	3.13	0.17	1.15	1.24
RANDOLPH	120.28	4.2%	17.70	0.90	7.07	1.90
RICHMOND	42.29	3.5%	7.22	0.39	2.18	0.78
ROBESON	125.78	2.2%	18.09	1.05	7.07	2.42

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ROCKINGHAM	62.30	3.7%	9.85	0.52	3.20	1.46
ROWAN	137.74	5.4%	21.70	1.21	7.15	4.44
RUTHERFORD	149.69	5.6%	20.46	1.15	8.65	4.36
SAMPSON	45.12	2.7%	5.62	0.28	2.45	1.39
SCOTLAND	38.79	2.1%	6.10	0.35	2.08	0.66
STANLY	69.24	2.7%	8.78	0.46	3.91	2.00
STOKES	22.10	3.9%	2.72	0.13	1.10	0.84
SURRY	107.07	4.4%	14.91	0.77	5.77	2.23
SWAIN	184.09	n/a	50.29	2.10	11.25	3.84
TRANSYLVANIA	80.93	4.7%	14.13	0.72	3.06	3.63
TYRRELL	3.38	2.0%	0.31	0.01	0.15	0.31
UNION	108.62	7.3%	16.35	0.89	5.87	1.94
VANCE	42.75	2.4%	5.56	0.28	2.46	1.20
WAKE	1,791.64	5.5%	544.39	19.67	84.73	47.72
WARREN	25.29	7.0%	2.96	0.13	0.90	2.14
WASHINGTON	14.11	3.1%	1.78	0.09	0.76	0.58
WATAUGA	211.00	6.8%	44.87	2.50	10.32	8.08
WAYNE	144.37	4.2%	18.52	0.98	8.66	2.13
WILKES	63.55	2.0%	8.99	0.49	3.05	1.51
WILSON	102.48	5.0%	14.57	0.80	5.84	1.89
YADKIN	32.38	3.4%	5.36	0.32	1.70	0.77
YANCEY	31.69	2.1%	4.96	0.23	1.39	2.20
<b>STATE TOTALS</b>	<b>\$19,409.81</b>	<b>5.4%</b>	<b>\$4,391.25</b>	<b>193.61</b>	<b>\$970.41</b>	<b>\$579.38</b>