

2012 County Tourism Statistics by NC Prosperity Zone

County	2012 Expenditures	Percent Change	2012 Payroll	Percent Change	2012 Employment	Percent Change	2012 State Tax Receipts	Percent Change	2012 Local Tax Receipts	Percent Change
	(\$ millions)	(2011 - 2012)	(\$ millions)	(2011 - 2012)	(thousands)	(2011 - 2012)	(\$ millions)	(2011 - 2012)	(\$ millions)	(2011 - 2012)
Southeast										
Brunswick	\$445.87	6.7%	\$80.59	6.3%	4.84	3.7%	\$20.20	-1.0%	\$27.17	3.2%
Carteret	282.03	1.2%	49.18	0.8%	2.93	-1.0%	12.45	-5.7%	16.98	-2.3%
Craven	119.32	2.6%	21.86	2.2%	1.04	0.2%	6.36	-0.1%	2.54	-0.9%
Duplin	35.70	3.0%	3.94	2.6%	0.19	0.6%	2.01	1.0%	1.13	-0.1%
Greene	5.40	4.0%	0.51	3.6%	0.03	1.5%	0.29	1.6%	0.18	1.2%
Jones	3.88	4.3%	0.51	3.5%	0.02	1.4%	0.23	4.0%	0.12	2.6%
Lenoir	79.51	1.5%	12.76	1.1%	0.62	-0.9%	4.30	-1.5%	1.47	-2.3%
New Hanover	460.05	8.0%	100.74	6.7%	5.34	4.8%	21.96	1.4%	18.44	5.2%
Onslow	203.40	4.1%	36.22	3.7%	1.70	1.7%	10.32	-0.1%	7.47	1.0%
Pamlico	15.64	4.0%	1.79	3.6%	0.08	1.6%	0.63	-1.3%	1.69	0.8%
Pender	80.59	5.5%	13.42	5.1%	0.74	3.0%	3.78	1.7%	5.60	5.6%
Wayne	144.37	4.2%	18.52	3.7%	0.98	1.0%	8.66	3.6%	2.13	2.2%
Total	\$1,875.76	5.0%	\$340.03	4.6%	18.51	2.5%	\$91.20	-0.4%	\$84.91	2.1%
State Totals	\$19,409.81	5.4%	\$4,391.25	4.7%	193.61	2.8%	\$970.41	1.1%	\$579.38	3.3%
Northeast										
Beaufort	\$71.08	1.0%	\$8.91	0.7%	0.43	-1.3%	\$3.50	-2.4%	\$4.08	-3.2%
Bertie	12.68	1.4%	1.21	0.6%	0.05	-1.1%	0.68	0.9%	0.68	-2.7%
Camden	1.86	2.1%	0.20	1.7%	0.01	-0.3%	0.10	2.1%	0.15	-1.5%
Chowan	18.13	5.5%	2.59	5.1%	0.14	3.0%	0.86	0.7%	1.11	2.6%
Currituck	131.15	8.1%	23.70	7.7%	1.46	5.5%	5.50	0.4%	6.06	4.7%
Dare	926.33	5.6%	184.92	5.2%	11.62	3.1%	43.35	-2.1%	41.40	2.1%
Edgecombe	53.56	3.3%	7.09	3.0%	0.36	0.9%	2.88	0.8%	0.88	0.3%
Gates	5.90	2.2%	0.49	1.9%	0.02	-0.2%	0.35	2.6%	0.21	-1.4%
Halifax	81.89	4.3%	9.45	3.9%	0.50	1.8%	4.89	3.8%	1.93	15.2%
Hertford	25.54	2.2%	3.12	1.3%	0.17	-0.6%	1.48	1.9%	0.62	-1.4%
Hyde	31.99	1.0%	5.94	0.6%	0.38	-1.4%	1.47	-6.1%	1.67	-2.5%
Martin	27.99	1.0%	4.02	0.6%	0.22	-1.4%	1.49	-2.1%	0.67	-2.9%
Nash	256.80	4.5%	48.07	4.1%	2.87	2.0%	13.12	-1.1%	6.68	1.3%
Northampton	13.21	1.9%	1.47	1.5%	0.05	-0.5%	0.57	-1.5%	1.07	-2.5%
Pasquotank	54.71	2.9%	8.02	1.7%	0.47	-0.2%	2.93	-1.6%	1.19	-0.5%
Perquimans	9.52	5.4%	1.11	5.0%	0.04	2.9%	0.39	-1.3%	1.05	2.2%
Pitt	199.68	2.6%	37.89	2.2%	1.95	0.2%	10.11	-1.8%	4.32	-1.1%
Tyrrell	3.38	2.0%	0.31	1.6%	0.01	-0.4%	0.15	-1.3%	0.31	-1.6%
Washington	14.11	3.1%	1.78	2.8%	0.09	0.7%	0.76	0.9%	0.58	0.0%
Wilson	102.48	5.0%	14.57	3.3%	0.80	1.9%	5.84	2.7%	1.89	3.0%
Total	\$2,042.00	4.7%	\$364.87	4.3%	21.64	2.4%	\$100.42	-1.1%	\$76.54	1.7%
State Totals	\$19,409.81	5.4%	\$4,391.25	4.7%	193.61	2.8%	\$970.41	1.1%	\$579.38	3.3%

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Sandhills (South Central)										
Bladen	\$35.71	4.3%	\$3.65	3.9%	0.19	1.8%	\$2.08	-4.6%	\$0.98	2.8%
Columbus	47.89	3.8%	5.53	2.4%	0.28	1.0%	2.67	-2.3%	1.27	1.2%
Cumberland	467.64	3.9%	83.51	3.1%	4.25	1.2%	24.42	0.4%	9.53	1.0%
Hoke	10.55	5.0%	1.25	4.7%	0.07	2.6%	0.57	-1.3%	0.16	2.4%
Montgomery	24.91	5.5%	2.43	5.1%	0.11	3.0%	1.12	-0.3%	2.47	12.2%
Moore	392.16	4.8%	84.89	4.4%	5.00	2.3%	19.62	2.1%	11.69	1.5%
Richmond	42.29	3.5%	7.22	2.6%	0.39	0.7%	2.18	1.0%	0.78	0.3%
Robeson	125.78	2.2%	18.09	1.5%	1.05	-0.6%	7.07	-0.1%	2.42	-1.3%
Sampson	45.12	2.7%	5.62	2.4%	0.28	0.0%	2.45	-0.7%	1.39	-0.5%
Scotland	38.79	2.1%	6.10	1.2%	0.35	-0.4%	2.08	1.7%	0.66	-1.5%
Total	\$1,230.83	3.9%	\$218.29	3.4%	11.97	1.4%	\$64.26	0.6%	\$31.35	1.7%
State Totals	\$19,409.81	5.4%	\$4,391.25	4.7%	193.61	2.8%	\$970.41	1.1%	\$579.38	3.3%
North Central										
Chatham	\$29.47	6.3%	\$3.41	5.9%	0.17	3.8%	\$1.69	4.5%	\$0.53	5.4%
Durham	621.11	5.2%	123.02	3.7%	7.34	2.0%	32.48	-0.4%	19.29	11.7%
Franklin	21.24	3.9%	2.38	3.6%	0.12	1.5%	1.14	0.3%	0.51	1.0%
Granville	42.97	5.1%	5.13	4.7%	0.28	2.6%	2.42	4.3%	1.16	3.8%
Harnett	71.78	4.7%	9.86	4.3%	0.55	2.2%	3.84	0.7%	1.59	1.9%
Johnston	197.66	3.4%	29.11	3.0%	1.63	1.0%	10.76	0.4%	4.88	0.3%
Lee	65.03	1.8%	11.01	1.0%	0.59	-0.6%	3.64	-0.6%	1.27	-1.8%
Orange	161.60	3.0%	29.48	2.7%	1.66	0.6%	8.54	-0.8%	3.31	9.1%
Person	32.81	4.0%	3.91	3.7%	0.21	0.6%	1.86	2.7%	0.70	1.6%
Vance	42.75	2.4%	5.56	2.0%	0.28	0.0%	2.46	2.1%	1.20	-1.1%
Wake	1,791.64	5.5%	544.39	4.5%	19.67	2.5%	84.73	1.4%	47.72	3.1%
Warren	25.29	7.0%	2.96	6.6%	0.13	4.5%	0.90	1.2%	2.14	4.3%
Total	\$3,103.34	5.0%	\$770.22	4.2%	32.63	2.1%	\$154.48	0.9%	\$84.32	4.9%
State Totals	\$19,409.81	5.4%	\$4,391.25	4.7%	193.61	2.8%	\$970.41	1.1%	\$579.38	3.3%
Piedmont Triad (Central)										
Alamance	\$156.50	4.1%	\$24.07	3.8%	1.28	1.7%	\$8.90	2.4%	\$2.68	1.5%
Caswell	7.67	3.8%	0.76	3.4%	0.04	1.4%	0.35	-1.2%	0.53	0.6%
Davidson	136.94	3.9%	18.53	3.0%	0.92	1.2%	7.46	2.4%	4.33	1.4%
Davie	32.18	5.7%	5.58	5.3%	0.27	3.2%	1.74	2.3%	0.55	3.4%
Forsyth	711.83	3.4%	117.36	2.9%	6.04	0.4%	41.05	2.6%	12.82	0.6%
Guilford	1,159.16	6.0%	276.39	5.7%	12.16	3.1%	58.61	1.8%	25.89	3.2%
Randolph	120.28	4.2%	17.70	3.8%	0.90	1.3%	7.07	2.7%	1.90	1.9%
Rockingham	62.30	3.7%	9.85	2.8%	0.52	0.3%	3.20	-0.9%	1.46	0.6%
Stokes	22.10	3.9%	2.72	3.5%	0.13	1.4%	1.10	0.5%	0.84	0.9%
Surry	107.07	4.4%	14.91	3.6%	0.77	1.3%	5.77	0.8%	2.23	1.6%
Yadkin	32.38	3.4%	5.36	3.1%	0.32	1.0%	1.70	-0.6%	0.77	0.2%
Total	\$2,548.40	4.8%	\$493.26	4.6%	23.35	2.0%	\$136.94	2.0%	\$54.00	2.1%
State Totals	\$19,409.81	5.4%	\$4,391.25	4.7%	193.61	2.8%	\$970.41	1.1%	\$579.38	3.3%

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Southwest										
Anson	\$16.00	2.6%	\$1.88	2.2%	0.10	0.2%	\$0.91	1.7%	\$0.38	-0.8%
Cabarrus	362.97	6.7%	77.56	6.3%	3.95	4.2%	20.25	0.7%	6.33	13.2%
Cleveland	92.44	4.8%	12.86	4.4%	0.65	2.3%	5.27	2.7%	1.57	2.6%
Gaston	215.16	4.9%	32.85	4.6%	1.74	2.5%	11.97	2.0%	3.48	2.5%
Iredell	205.73	5.8%	30.76	5.4%	1.66	3.3%	11.05	2.0%	6.23	3.5%
Lincoln	47.80	5.2%	7.45	4.9%	0.36	2.8%	2.57	2.6%	1.38	3.1%
Mecklenburg	4,404.90	7.0%	1,428.11	5.4%	45.20	4.5%	205.14	3.1%	107.29	4.0%
Rowan	137.74	5.4%	21.70	4.9%	1.21	2.7%	7.15	1.2%	4.44	2.8%
Stanly	69.24	2.7%	8.78	2.3%	0.46	0.2%	3.91	1.5%	2.00	-0.6%
Union	108.62	7.3%	16.35	6.9%	0.89	4.7%	5.87	3.0%	1.94	5.2%
Total	\$5,660.62	6.7%	\$1,638.30	5.4%	56.22	4.3%	\$274.08	2.8%	\$135.04	4.2%
State Totals	\$19,409.81	5.4%	\$4,391.25	4.7%	193.61	2.8%	\$970.41	1.1%	\$579.38	3.3%
Northwest										
Alexander	\$17.50	2.7%	\$2.49	2.4%	0.11	0.3%	\$0.94	1.4%	\$0.70	-0.5%
Alleghany	21.94	1.5%	3.80	1.1%	0.18	-0.9%	1.02	-4.8%	1.42	-2.0%
Ashe	46.55	2.7%	6.61	2.3%	0.37	0.3%	2.34	-1.4%	2.45	-0.7%
Avery	103.74	5.4%	22.87	5.1%	1.19	3.0%	5.08	-1.9%	4.46	2.0%
Burke	80.46	2.5%	11.25	2.1%	0.62	0.1%	4.35	0.9%	2.26	-0.9%
Caldwell	46.55	3.8%	6.75	3.4%	0.33	1.4%	2.47	1.8%	1.40	1.1%
Catawba	220.74	2.3%	38.53	1.1%	2.08	-0.4%	11.85	0.3%	6.45	-1.1%
McDowell	49.06	3.2%	7.07	2.9%	0.39	0.8%	2.51	0.0%	1.73	0.1%
Mitchell	20.96	2.3%	3.07	2.0%	0.16	-0.1%	0.90	-2.7%	0.88	-1.1%
Watauga	211.00	6.8%	44.87	6.4%	2.50	4.3%	10.32	-0.3%	8.08	3.5%
Wilkes	63.55	2.0%	8.99	1.6%	0.49	-0.4%	3.05	-1.8%	1.51	-1.5%
Yancey	31.69	2.1%	4.96	1.7%	0.23	-0.3%	1.39	-4.3%	2.20	-1.4%
Total	\$913.72	3.8%	\$161.25	3.5%	8.65	1.6%	\$46.22	-0.5%	\$33.56	0.5%
State Totals	\$19,409.81	5.4%	\$4,391.25	4.7%	193.61	2.8%	\$970.41	1.1%	\$579.38	3.3%
Western										
Buncombe	\$834.25	6.5%	\$175.37	6.2%	9.32	2.8%	\$41.55	0.6%	\$27.41	13.4%
Cherokee	35.33	4.2%	5.19	3.8%	0.29	1.7%	1.64	-1.6%	2.07	0.9%
Clay	12.29	5.5%	1.30	5.1%	0.06	3.0%	0.50	-1.1%	1.32	2.3%
Graham	24.84	4.7%	4.12	2.7%	0.25	1.2%	1.14	-2.1%	1.59	1.4%
Haywood	148.63	n/a	29.88	n/a	1.57	n/a	8.06	n/a	5.49	n/a
Henderson	218.44	4.3%	37.80	3.9%	1.96	1.4%	9.70	-0.9%	9.42	1.2%
Jackson	156.05	n/a	34.71	n/a	1.57	n/a	8.55	n/a	7.11	n/a
Macon	135.76	7.6%	22.63	5.7%	1.15	4.4%	5.96	0.0%	10.72	4.3%
Madison	32.22	5.3%	6.03	4.9%	0.31	2.8%	1.62	-0.2%	1.45	2.2%
Polk	22.63	4.0%	3.13	3.7%	0.17	1.6%	1.15	1.3%	1.24	1.3%
Rutherford	149.69	5.6%	20.46	5.2%	1.15	3.1%	8.65	3.9%	4.36	4.2%
Swain	184.09	n/a	50.29	n/a	2.10	n/a	11.25	n/a	3.84	n/a
Transylvania	80.93	4.7%	14.13	4.3%	0.72	2.2%	3.06	-2.6%	3.63	1.3%
Total	\$2,035.14	5.6%	\$405.04	5.1%	20.64	2.5%	\$102.81	1.5%	\$79.66	5.7%
State Totals	\$19,409.81	5.4%	\$4,391.25	4.7%	193.61	2.8%	\$970.41	1.1%	\$579.38	3.3%