Tourism Promotion

We need an investment in North Carolina's tourism budget that is commensurate with the financial benefit the tourism industry provides to the state. There is a significant return on investment when the state invests in the tourism industry.

- Total tourism demand tallied $24 billion in 2011, expanding 9.0% after a 7.6% increase from 2009 to 2010. This marks a new high in the NC tourism sector.
- Including the direct, indirect and induced impacts of total tourism demand, the tourism sector generated $17.8 billion of state GDP. This is 4.1% of the state economy.
- Tourism is one of North Carolina's largest industries, supporting nearly 380,000 jobs, or 9% of all payroll employment in the state.
- In terms of direct tourism employment, tourism is the 4th largest private employer in NC.
- NC remains the 6th most visited state in the U.S. for overnight visitors. Total visitation went from 36.8 million in 2010 to 37.2 million in 2011.
- More than 40,000 businesses in NC directly provide products and services to travelers, with travelers directly contributing more than 25% to their total products and services.
- Visitors spend over $50 million per day in NC and contribute over $4.3 million per day in state and local tax revenues as a result of that spending (nearly $3 million in state taxes and over $1.5 million in local taxes).
- Each NC household saves $420 in state and local taxes as a direct result of visitor spending in the state.
- NC enjoys a more than 17 to 1 return on investment of tax dollars invested in paid media advertising through the Division of Tourism.
- For every $1 invested in paid media advertising by the Division of Tourism in 2010, NC received $191 in new visitor spending, $10.31 in new state taxes and $6.25 in new local taxes.
- State tax receipts as a result of visitor spending neared $1 billion in 2011, and have increased nearly 52% in the last 10 years.
- North Carolina is the 6th most visited state, and yet North Carolina ranks 27th in tourism promotion funding.