

# tourism day

north carolina division of tourism, film and sports development

## WHAT TOURISM MEANS TO THE U.S. ECONOMY

*Every day millions of domestic and international visitors travel for business and pleasure, benefiting the economy of the United States and North Carolina. For years, travel and tourism has been one of the leading retail industries in the United States and has touched the lives of virtually every American. Airlines, restaurants, hotels and motels, gift shops, auto rentals, and travel agencies are just some of the related businesses that factor into travel and tourism, making it one of the most diverse industries in the United States.*

### ONE OF AMERICA'S LARGEST INDUSTRIES

- Travel and tourism is one of America's largest service exports:
  - International travelers spend over \$80 billion annually in the United States.
- Travel and tourism is one of America's largest retail sales industries:
  - Nine out of every 10 international travelers, and more than half of domestic travelers, name shopping as the number-one reason for their travel—generating over \$95 billion in tax revenue for federal, state and local government.
  - Each U.S. household would pay \$889 more in taxes without tax revenue generated by tourism.

- Travel and tourism is one of America's largest employers:
  - Ninety-eight percent of travel and tourism-related businesses are “small businesses.”
  - Over 12 percent of the United States civilian labor force is directly or indirectly employed by travel and tourism. This creates \$157 billion in payroll annually.

**Spending by domestic and international travelers in the US averages \$1.5 billion a day, or:**

- \$63 million per hour
- \$1.1 million per minute
- \$18,000 per second

Information provided by the US Chamber of Commerce; Tourism Works for America, Travel Industry Association of America (TIA), US Department of Commerce, Office of Travel and Tourism Industries, and the World Tourism Organization.

## WHAT TOURISM MEANS TO NORTH CAROLINA

Travel and tourism is also a significant revenue producer for the state of North Carolina:

- Tourism is one of North Carolina's largest industries.
  - Domestic travelers spend over \$13 billion across the state.
- Domestic tourism expenditures directly support nearly 183,000 jobs in North Carolina.
- Annually, over 49 million visitors travel to North Carolina, making it the eighth-most-visited state in the nation.
- Each household in North Carolina would pay over \$350 more in taxes without tax revenue generated by tourism.

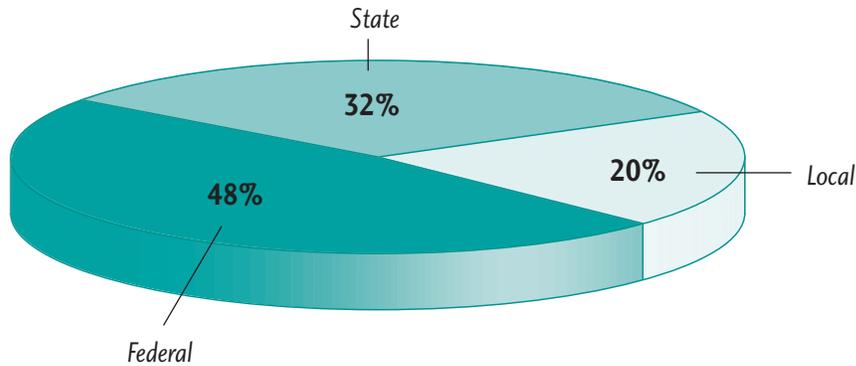
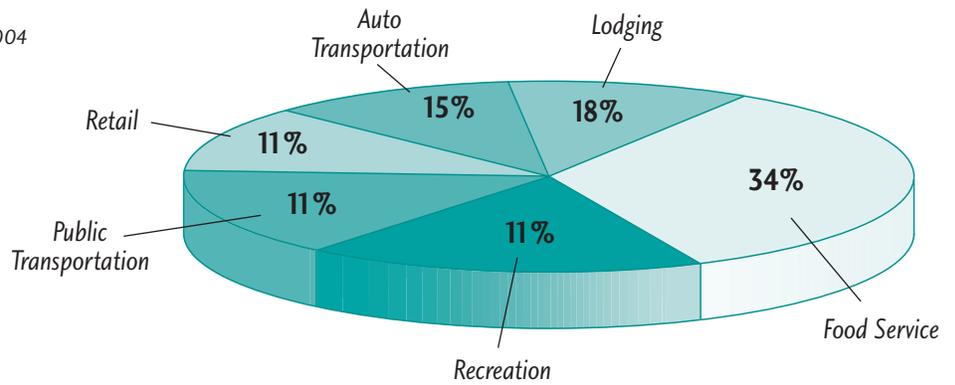
- Traveler spending generates over \$2 billion in tax receipts (over \$1 billion in federal taxes and over \$1 billion in state and local taxes).

Spending by domestic travelers in North Carolina also generates over \$710 million in tax revenue for the state treasury through state sales and excise taxes and taxes on personal and corporate income.

Local governments in North Carolina directly benefit from domestic travel as well. Domestic travel spending generates over \$437 million in sales and property tax revenue for municipal governments, up over 4.5% from 2003.

# North Carolina Domestic Traveler Impact: Expenditures by Sector, 2004

Source: Travel Industry Association of America (TIA), TEIM Model, 2004

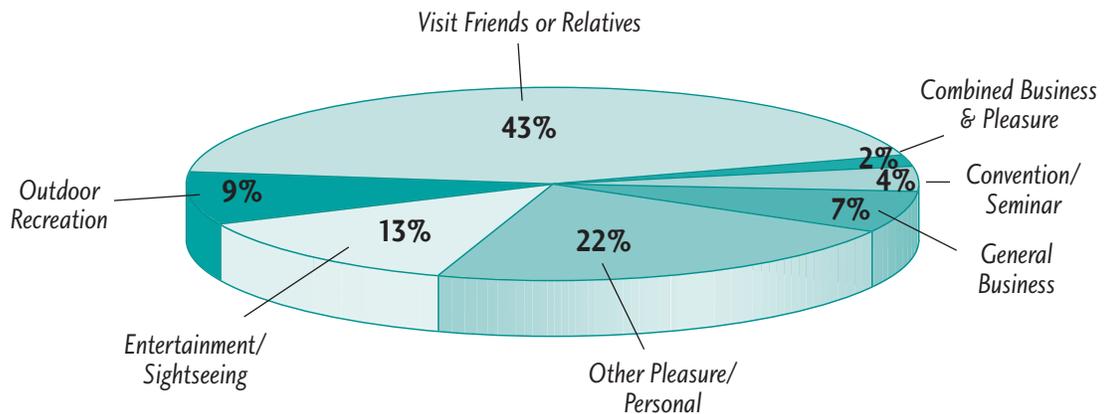


# North Carolina Domestic Travel Impact: Distribution of Tax Receipts, 2004

Source: TIA, TEIM Model, 2004

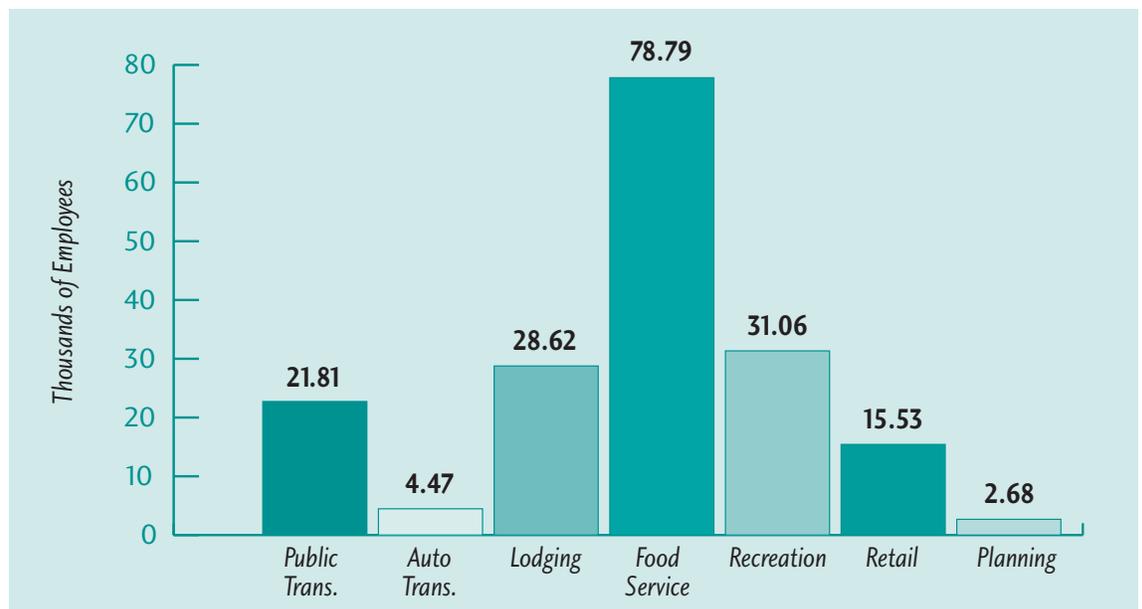
# Reasons for Travel

Source: TIA, TravelScope, 2004

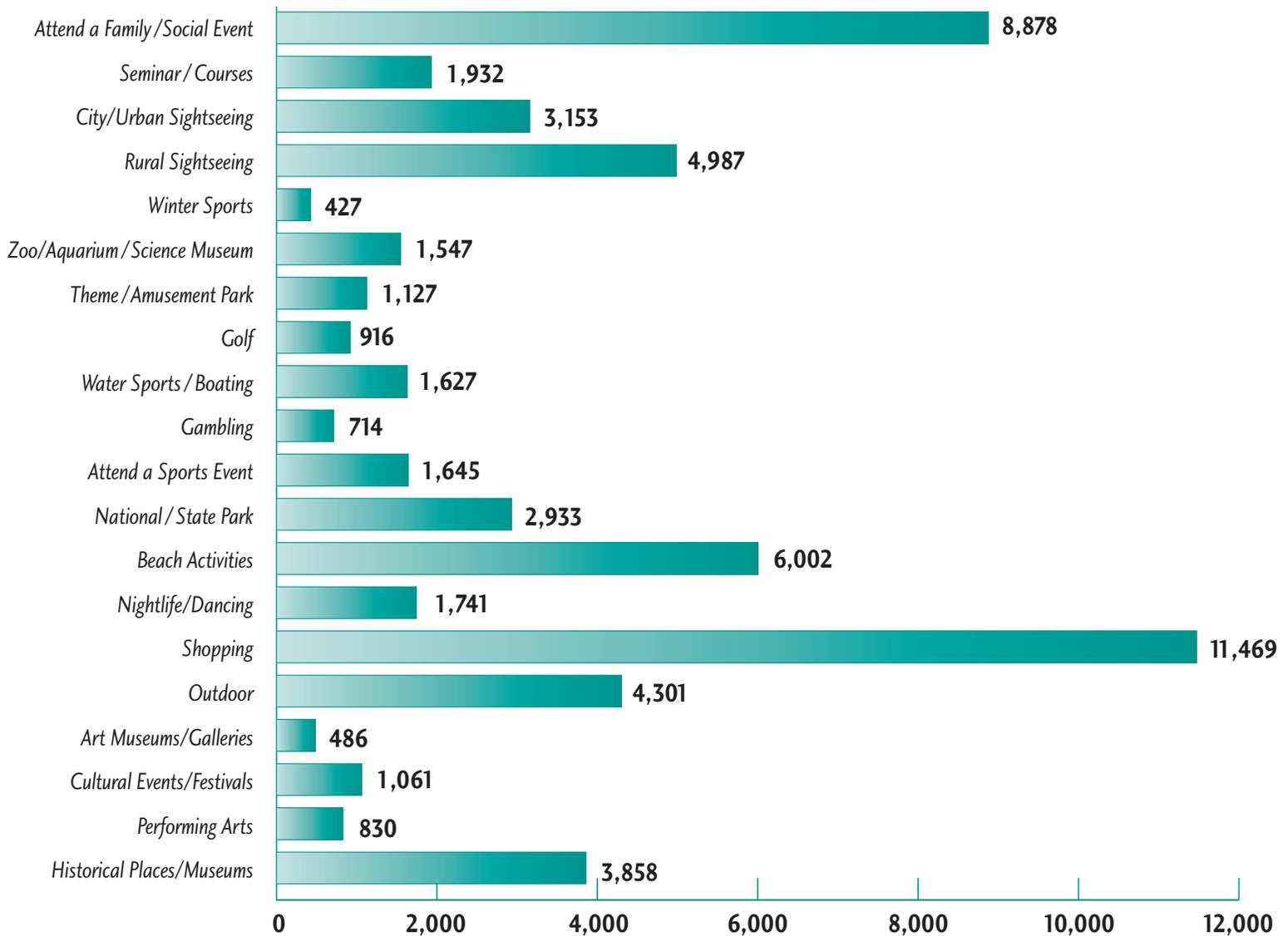


# Distribution of Employment in the Travel Industry

Source: TIA, TEIM Model, 2004



# WHAT TRAVELERS DO WHILE VISITING NORTH CAROLINA



Source: TIA, TravelScope, 2003

## TOURISM OFFERS EVEN MORE BENEFITS

*Public officials are historically supportive of tourism development efforts because of the industry's potential for increasing public revenue. Tourism has several other potential benefits that make it such an invaluable industry aside from the revenue generating aspects including:*

### EXPANDING THE OVERALL EXPORT BASE

Tourism can increase the demand for exported goods and services in several different sectors by expanding the customer base beyond local parameters.

### DIVERSIFICATION

Tourism can diversify the economic base by generating more employment opportunities for specialty and seasonal workers.

### INFRASTRUCTURE DEVELOPMENT

The tourism industry leads to the development of an infrastructure for visitors and local residents alike.

### IMAGE PROMOTION

Tourism generates a more positive image of a particular region, thereby aiding the region in areas such as business recruitment and retention.

# 2003 DOMESTIC TRAVEL IMPACT ON NORTH CAROLINA COUNTIES

County	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (\$Thousands)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)
ALAMANCE	107.23	20.61	1.26	6.54	2.04
ALEXANDER	13.47	2.34	0.12	0.77	0.61
ALLEGHANY	14.54	3.21	0.17	0.74	1.04
ANSON	11.31	1.72	0.11	0.68	0.30
ASHE	31.68	5.71	0.37	1.72	1.87
AVERY	79.17	22.68	1.34	4.29	3.74
BEAUFORT	50.58	8.06	0.44	2.67	3.29
BERTIE	8.84	1.11	0.05	0.50	0.54
BLADEN	24.39	3.26	0.19	1.49	0.77
BRUNSWICK	272.58	63.57	4.33	13.69	18.24
BUNCOMBE	512.62	139.86	8.48	27.89	16.91
BURKE	59.46	10.73	0.66	3.42	1.89
CABARRUS	190.79	53.49	3.04	11.64	3.25
CALDWELL	37.02	6.77	0.37	2.08	1.27
CAMDEN	1.39	0.19	0.01	0.08	0.13
CARTERET	224.26	49.91	3.31	10.92	14.90
CASWELL	5.36	0.68	0.04	0.27	0.41
CATAWBA	169.43	37.85	2.30	9.68	5.62
CHATHAM	17.71	2.65	0.15	1.09	0.35
CHEROKEE	29.24	5.58	0.35	1.49	1.90
CHOWAN	14.04	2.57	0.16	0.72	0.96
CLAY	9.35	1.26	0.07	0.42	1.11
CLEVELAND	68.29	11.98	0.70	4.17	1.29
COLUMBUS	36.35	5.35	0.31	2.16	1.09
CRAVEN	74.73	17.95	0.96	4.25	1.79
CUMBERLAND	299.39	71.47	4.07	16.96	6.79
CURRITUCK	99.82	23.05	1.59	4.64	5.06
DARE	597.79	152.83	11.06	31.02	29.33
DAVIDSON	93.00	16.55	0.95	5.42	3.28
DAVIE	23.05	5.01	0.27	1.34	0.44
DUPLIN	29.49	4.19	0.23	1.77	0.95
DURHAM	422.39	106.53	7.22	24.12	13.24
EDGECOMBE	36.56	6.18	0.35	2.09	0.68
FORSYTH	469.82	98.63	5.85	28.76	9.53
FRANKLIN	13.31	1.90	0.11	0.77	0.36
GASTON	145.79	28.20	1.70	8.69	2.64
GATES	4.22	0.45	0.02	0.26	0.17
GRAHAM	19.78	4.26	0.30	1.00	1.40
GRANVILLE	29.21	4.52	0.28	1.75	0.89
GREENE	3.89	0.48	0.03	0.22	0.15
GUILFORD	862.94	260.10	13.02	47.13	21.50
HALIFAX	50.11	7.63	0.45	3.17	1.19
HARNETT	44.72	7.92	0.49	2.59	1.10
HAYWOOD	95.93	23.07	1.44	5.25	4.24
HENDERSON	173.85	38.50	2.26	8.38	8.36
HERTFORD	19.43	3.09	0.19	1.18	0.52
HOKE	6.48	0.98	0.07	0.38	0.11
HYDE	24.58	5.83	0.42	1.25	1.42
IREDELL	128.36	25.18	1.53	7.45	4.32
JACKSON	53.51	10.92	0.65	2.60	4.51
JOHNSTON	72.48	13.63	0.87	4.25	2.00

County	Expenditures (\$Millions)	Payroll (\$Millions)	Employment (\$Thousands)	State Tax Receipts (\$Millions)	Local Tax Receipts (\$Millions)
JONES	2.73	0.46	0.02	0.17	0.09
LEE	49.18	10.75	0.64	2.93	1.03
LENOIR	56.13	11.60	0.64	3.24	1.18
LINCOLN	32.64	6.49	0.36	1.88	1.06
MACON	85.90	18.52	1.06	4.18	7.47
MADISON	21.04	5.05	0.29	1.15	1.04
MARTIN	21.36	3.92	0.24	1.22	0.58
MCDOWELL	32.26	5.97	0.38	1.78	1.27
MECKLENBURG	2,568.26	1,077.20	38.64	128.72	70.66
MITCHELL	15.58	2.94	0.17	0.73	0.72
MONTGOMERY	16.09	2.00	0.10	0.79	1.62
MOORE	290.10	81.38	5.44	15.99	9.48
NASH	171.12	41.33	2.83	9.51	4.93
NEW HANOVER	312.33	85.59	5.21	16.35	12.60
NORTHAMPTON	9.64	1.38	0.06	0.45	0.87
ONSLOW	109.93	25.51	1.35	6.05	4.13
ORANGE	115.27	26.32	1.71	6.78	2.50
PAMLICO	11.51	1.68	0.08	0.51	1.38
PASQUOTANK	36.88	7.00	0.46	2.14	0.90
PENDER	53.89	11.28	0.70	2.65	3.96
PERQUIMANS	7.15	1.06	0.05	0.32	0.87
PERSON	22.99	3.55	0.22	1.38	0.56
PITT	143.62	34.09	2.03	7.85	3.47
POLK	15.18	2.70	0.17	0.82	0.94
RANDOLPH	84.16	16.18	0.93	5.24	1.43
RICHMOND	34.80	7.68	0.47	1.95	0.71
ROBESON	88.29	16.30	1.08	5.27	1.73
ROCKINGHAM	49.50	9.70	0.59	2.76	1.29
ROWAN	98.69	20.04	1.25	5.54	3.36
RUTHERFORD	99.18	17.52	1.12	6.12	3.21
SAMPSON	33.94	5.43	0.30	1.97	1.18
SCOTLAND	28.17	5.70	0.37	1.63	0.54
STANLY	49.33	8.08	0.48	2.96	1.62
STOKES	16.08	2.53	0.14	0.86	0.68
SURRY	61.95	11.13	0.66	3.60	1.44
SWAIN	216.47	76.29	3.61	13.64	4.96
TRANSYLVANIA	62.92	14.13	0.82	2.64	3.10
TYRRELL	3.01	0.36	0.02	0.15	0.31
UNION	63.85	12.31	0.76	3.75	1.25
VANCE	33.02	5.59	0.32	2.00	1.08
WAKE	1,082.45	418.49	17.07	55.13	31.89
WARREN	17.12	2.57	0.12	0.67	1.59
WASHINGTON	10.39	1.70	0.10	0.60	0.48
WATAUGA	151.64	40.69	2.57	8.15	6.39
WAYNE	98.08	16.29	0.98	6.24	1.64
WILKES	50.71	9.13	0.57	2.62	1.23
WILSON	66.65	12.35	0.76	4.06	1.38
YADKIN	24.17	5.11	0.35	1.37	0.65
YANCEY	22.39	4.64	0.25	1.08	1.72
<b>TOTALS</b>	<b>12,631.50</b>	<b>3,607.89</b>	<b>183.22</b>	<b>683.44</b>	<b>417.68</b>

# 2005 CALENDAR OF MEETINGS AND SPECIAL EVENTS

Event	Date	Location
<b>MAY</b>		
International Pow Wow	May 3-7, 2005	New York, NY
National Tourism Week	May 7-15, 2005	Nationwide
North Carolina Travel Industry Association (NCTIA)	May 9, 2005	Raleigh, NC
North Carolina Tourism Day	May 10, 2005	Raleigh, NC
North Carolina Travel & Tourism Board	May 10, 2005	Raleigh, NC
Domestic Sales Mission	May 16-19, 2005	Philadelphia, PA
<b>JUNE</b>		
North Carolina Association of Convention and Visitors Bureaus (NCACVB) Annual Meeting	June 2-3, 2005	Asheville, NC
Meeting Professionals International (MPI) – Carolinas Chapter Annual Meeting	June 9-10, 2005	Pawleys Island, SC
Hospitality Sales & Marketing Association (HSMIA) Affordable Meetings	June 15-16, 2005	San Jose, CA
US Open Golf Championship	June 16-19, 2005	Pinehurst, NC
Southeast Tourism Society (STS) Summer Board Meeting	June 23-25, 2005	Virginia Beach, VA
Association Executives of North Carolina (AENC) Annual Meeting	June 26-28, 2005	Charlotte, NC
<b>AUGUST</b>		
STS Marketing College	August 2005	TBA
American Society of Association Executives (ASAE) Annual Meeting	Aug. 13-16, 2005	Nashville, TN
Educational Seminar for Tourism Organizations (ESTO) Conference	Aug. 13-16, 2005	Coeur d'Alene, ID
MPI – Carolinas Chapter	Aug. 18-19, 2005	Spartanburg, SC
NCTIA Board Meeting	Aug. 25, 2005	Kannapolis, NC
<b>SEPTEMBER</b>		
Association of Film Commissioners International "Cineposium"	September 2005	Glasgow, Scotland
HSMIA's Affordable Meetings	Sept. 7-8, 2005	Washington, DC
STS Annual Fall Meeting	Sept. 7-9, 2005	South Carolina
Mid-Year Marketing Update	Sept. 13, 2005	Raleigh, NC
North Carolina Travel & Tourism Board	Sept. 13, 2005	Raleigh, NC
Student Youth Travel Association Annual Conference	Sept. 17-20, 2005	Memphis, TN
<b>OCTOBER</b>		
Cycle North Carolina	Oct. 1-8, 2005	Asheville to Wilmington, NC
MPI – Carolinas Chapter	Oct. 13-14, 2005	Sunset Beach, NC
Ontario Motorcoach Association Conference Marketplace	Oct. 23-26, 2005	Sheraton, Downtown Toronto, Can.
TIA's Marketing Outlook Forum	Oct. 26-28, 2005	Seattle, WA
Rhythms of the South	Oct. 29-Nov. 1, 2005	Louisville, KY
<b>NOVEMBER</b>		
American Film Market	Nov. 2-9, 2005	Santa Monica, CA
CrossSphere Annual Convention	Nov. 4-8, 2005	Detroit, MI
World Travel Market	Nov. 14-17, 2005	ExCel, London, UK
North Carolina Travel & Tourism Board	Nov. 16, 2005	Raleigh, NC
<b>DECEMBER</b>		
STS Winter Board Meeting	Dec. 12-13, 2005	TBA
MPI – Carolinas Chapter	Dec. 15-16, 2005	Winston-Salem, NC

# HOW TOURISM DOLLARS ARE SPENT



TRAVEL & TOURISM UPDATE IS PUBLISHED BY THE NORTH CAROLINA DIVISION OF TOURISM, FILM AND SPORTS DEVELOPMENT. PLEASE SEND COMMENTS OR NEWS ITEMS FOR POSSIBLE PUBLICATION TO: THE TRAVEL UPDATE 4324 MAIL SERVICE CENTER RALEIGH, NC, 27699-4324 PHONE: 919-733-4171 FAX: 919-733-8582 WWW.VISITNC.COM

The North Carolina Division of Tourism, Film and Sports Development is committed to a high level of communication with the taxpayers of North Carolina, the North Carolina travel industry and related businesses, and the traveling public. We encourage you to share this publication with other members of your staff and community.

PRSRRT STD  
US POSTAGE  
PAID  
RALEIGH, NC  
PERMIT NO 1095