

Local Tax Receipts From Tourism Spending Grow By Nearly 6 Percent In 2014

By Administrator

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RALEIGH, (SGRToday.com) - North Carolina tourism spending hit a record in 2014, with a total of \$21.3 billion, representing a 5.4 percent jump over 2013. The data was released as part of Tourism Week in North Carolina.

Local tax receipts from visitor spending grew 5.8 percent to \$636.1 million in 2014, and state tax receipts rose 3.9 percent to nearly \$1.1 billion.

Tourism industry supported employment topped 200,000 jobs, according to the release from Gov . Pat McCrory's office.

Other data:

- Domestic travelers spent a record \$21.3 billion in 2014, up from \$20.2 billion in 2013. That's an increase of 5.4 percent.
- Visitors to North Carolina generated more than \$3.2 billion in federal, state and local taxes in 2014.
- Direct tourism employment in North Carolina increased 3.3 percent, to 204,800. This was the largest growth since 2000 and marks the first time direct tourism employment has topped 200,000.
- Direct tourism payroll increased 7.1 percent to \$4.9 billion.
- Visitors spend more than \$58 million per day in North Carolina. That spending adds more than \$4.6 million per day to state and local tax revenues (about \$2.9 million in state taxes and \$1.7 million in local taxes).
- Each North Carolina household saves \$455 in state and local taxes as a direct result of visitor spending in the state.
- More than 44,000 businesses in North Carolina directly provide products and services to travelers, with travelers directly contributing more than 26 percent to their total products and services.
- For every \$1 invested in paid media advertising by Visit North Carolina (a unit of the Economic Development Partnership of North Carolina), the state receives \$184 in new visitor spending, \$9 in new state taxes and \$6 in new local taxes.
- For every \$1.21 invested by the Division of Tourism in paid media advertising, one trip is

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generated to the state.

- North Carolina enjoys a 15-to-1 return on investment of tax dollars invested in paid media advertising through the Division of Tourism.