

TRAVEL: POWERING THE ECONOMY. CONNECTING AMERICA.

NORTH CAROLINA

ECONOMIC IMPACT OF TRAVEL

YEAR	TRAVEL SPENDING	STATE AND LOCAL TAX RECEIPTS	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$29.2 Billion	\$2.4 Billion	242,600	7
2020	\$20.0 Billion	\$1.9 Billion	178,700	10
2021	\$28.6 Billion	\$2.4 Billion	189,900	10
2022	\$32.4 Billion	\$2.5 Billion	205,100	9

WHEN THE TRAVEL INDUSTRY THRIVES, AMERICA THRIVES.

2023 NATIONAL DATA



\$1.3 TRILLION
In Travel Spending

Produced
\$2.8 TRILLION
In Economic Output



Represented **2.5%**
of our National GDP

In 2023, travel supported more than
15 MILLION
American workers & directly employed
8 MILLION



But still has more than
1 MILLION
job openings as of early
2024

Travel strengthens communities and generated
\$89 BILLION
in state and local tax revenue



Each segment of travel plays an essential role in boosting **our economy**, contributing billions in travel spending:

DOMESTIC LEISURE
\$855 BILLION
(100% RECOVERED**)

TOTAL BUSINESS
\$294 BILLION
(81% RECOVERED**)

INTERNATIONAL INBOUND
\$155 BILLION
(73% RECOVERED**)

TRANSIENT
\$175 BILLION
(83% RECOVERED**)

MEETINGS & EVENTS
\$119 BILLION
(79% RECOVERED**)

NOTE: National data for 2023 and state data for 2022 are most recent available

** Percent recovered to 2019 is adjusted for inflation

SOURCE: Tourism Economics, U.S. Travel Association and U.S. Department of Commerce