TRAVEL IS AN ECONOMIC ENGINE
Why Travel Matters to North Carolina

TRAVEL AND TOURISM WORKS FOR NORTH CAROLINA
2018 Data

• Domestic and international travelers to North Carolina spent $26.3 billion in 2018 and generated $4.1 billion to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

• The 240,040 jobs created by travelers to North Carolina in 2018 represent 6.5% of the state’s total private industry employment.

• Without these jobs generated by domestic and international travel, North Carolina’s 2018 unemployment rate of 3.8% would have been 8.6% of the labor force.

• For every $1 million spent in North Carolina by domestic and international travelers, 9.1 jobs are created.

TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY
2019 Data

DIRECT IMPACT

$1.1 TRILLION in travel spending
9 MILLION JOBS #7 largest employer of all industries in the U.S.¹
$277 BILLION in payroll
$180 BILLION in tax revenue. Each household will pay $1,398 additional taxes per year without the tax revenue from travel

INTERNATIONAL

$255 BILLION in travel exports ², generating a $59 Billion trade surplus
$155 BILLION in travel spending by international visitors in the U.S.

TOTAL IMPACT

$2.6 TRILLION in U.S. economic output
1 in 10 U.S. non-farm jobs supported by travel
15.8 MILLION American jobs

¹ Out of 20 industries by 2-digit NAICS code
² Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians’ fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.