

Travel will power our economic recovery. Why travel matters to NORTH CAROLINA

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$29.2 Billion	\$8.5 Billion	242,650	7
2020	▼ -32%	▼ -24%	▼ -26%	▼ 10
2021	▼ -15% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **NORTH CAROLINA**. In 2019:

- Domestic and international travelers spent **\$29.2 billion** while visiting.
- For every **\$1 million** spent in North Carolina by domestic and international travelers, **8.3 jobs were created**.
- Travel spending directly supported **242,650 jobs**, making the travel industry the state's **7th largest workforce**, representing **6.4%** of our state's total private sector employment.
- Travel spending generated **\$4.1 billion in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In **2020 and 2021**, the COVID-19 pandemic led to historic declines in travel to **NORTH CAROLINA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 32% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 15% below 2019 levels in 2021**.
- **Travel employment fell by 26% in 2020** and travel's share of total private industry employment fell from **6.4% to 4.9%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

