Travel plays an essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities and inspiring new businesses, and it is indispensable to our nation’s global competitiveness.

Travel is a significant economic driver for North Carolina— and matters to our communities, jobs and public funding.

**IN 2022**
- Domestic and international travelers spent an estimated $32.2 billion while visiting North Carolina.
- Travel spending was 10.0% above 2019 levels and 12.5% above 2021.

The travel industry **fuels businesses, jobs and investment beyond travel**—creating a ripple effect within our communities, including North Carolina.

**IN 2019**
- Travel spending directly supported 242,600 jobs, and was the state’s 7th largest sector in terms of employment.
- Travel spending generated $2.4 billion in taxes to state and local governments.
- Rather than taxing constituents, travel brings money into our communities, which helps fund public programs such as police, firefighters, teachers, road improvements and community revitalization projects.

### WHEN THE TRAVEL INDUSTRY THRIVES, AMERICA THRIVES.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TRAVEL SPENDING</th>
<th>STATE AND LOCAL TAX RECEIPTS</th>
<th>JOBS</th>
<th>TRAVEL INDUSTRY EMPLOYMENT RANKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$29.2 Billion</td>
<td>$2.4 Billion</td>
<td>242,600</td>
<td>7</td>
</tr>
<tr>
<td>2020</td>
<td>$20.0 Billion</td>
<td>$1.9 Billion</td>
<td>178,700</td>
<td>10</td>
</tr>
<tr>
<td>2021</td>
<td>$28.6 Billion</td>
<td>$2.4 Billion</td>
<td>189,900</td>
<td>10</td>
</tr>
<tr>
<td>2022*</td>
<td>$32.2 Billion</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Preliminary

**SOURCE: U.S. Travel Association and Tourism Economics**

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

- **DOMESTIC LEISURE**
  - $837 Billion (99% Recovered***)

- **DOMESTIC BUSINESS**
  - $234 Billion (74% Recovered***)

- **INTERNATIONAL INBOUND**
  - $116 Billion (55% Recovered***)

**Percent recovered is adjusted for inflation**