



North Carolina Counties: Spending From Tourism in 2023

Visit North Carolina, a unit of the Economic Development Partnership of North Carolina, recently released its 2023 *Economic Impact of Travel on North Carolina Counties* report. The study breaks down spending across multiple sectors, showing county-level spending on categories including lodging, transportation and retail. The table below summarizes total tourism-related spending across the state in 2023.



Tourists spent money in **all 100 counties** in 2023, from \$4 million spent in Camden County to \$5.8 billion spent in Mecklenburg County.



Orange County's 13% growth rate was the state's highest, and a total of eight counties saw spending grow by more than 10% from 2022.



County	Spending (\$ in Millions)	Change from 2022	County	Spending (\$ in Millions)	Change from 2022	County	Spending (\$ in Millions)	Change from 2022
Alamance	271.3	7.9%	Franklin	42.2	10.6%	Pamlico	37.8	0
Alexander	32.8	-3.4%	Gaston	352.5	4.9%	Pasquotank	90.2	6.7%
Alleghany	48.3	1.3%	Gates	9.9	1.0%	Pender	199.1	5.0%
Anson	24.5	3.9%	Graham	56.0	2.0%	Perquimans	20.4	3.1%
Ashe	112.6	2.7%	Granville	61.0	3.5%	Person	55.2	6.6%
Avery	259.5	4.8%	Greene	11.3	7.9%	Pitt	312.9	7.5%
Beaufort	142.5	5.9%	Guilford	1,681.7	8.7%	Polk	58.6	1.5%
Bertie	24.5	4.5%	Halifax	134.5	10.4%	Randolph	189.5	6.1%
Bladen	56.0	8.6%	Harnett	124.2	4.7%	Richmond	60.0	6.2%
Brunswick	1,173.4	7.5%	Haywood	350.2	4.2%	Robeson	168.1	5.1%
Buncombe	2,966.9	3.0%	Henderson	426.8	3.3%	Rockingham	93.9	6.4%
Burke	137.8	3.0%	Hertford	31.2	6.7%	Rowan	218.1	4.1%
Cabarrus	624.9	10.3%	Hoke	15.1	3.8%	Rutherford	289.8	2.6%
Caldwell	71.4	4.4%	Hyde	61.9	6.1%	Sampson	66.6	5.3%
Camden	4.0	11.3%	Iredell	383.4	4.2%	Scotland	57.7	3.8%
Carteret	732.3	5.3%	Jackson	468.0	3.4%	Stanly	108.2	4.2%
Caswell	19.8	7.7%	Johnston	299.0	4.9%	Stokes	52.2	1.7%
Catawba	348.2	5.1%	Jones	6.3	1.0%	Surry	151.5	3.0%
Chatham	79.6	5.1%	Lee	104.6	8.6%	Swain	354.0	1.4%
Cherokee	101.4	2.6%	Lenoir	114.4	4.2%	Transylvania	195.1	3.5%
Chowan	30.1	4.8%	Lincoln	95.7	3.0%	Tyrrell	6.9	3.1%
Clay	31.5	1.3%	Macon	350.1	3.8%	Union	198.5	6.1%
Cleveland	149.8	-1.6%	Madison	83.4	2.6%	Vance	70.0	8.1%
Columbus	63.3	4.3%	Martin	33.9	7.1%	Wake	3,288.4	11.4%
Craven	178.1	4.4%	McDowell	112.0	3.8%	Warren	73.0	10.8%
Cumberland	697.1	4.6%	Mecklenburg	5,846.7	9.6%	Washington	18.4	3.3%
Currituck	573.4	4.3%	Mitchell	46.6	5.2%	Watauga	517.5	3.2%
Dare	2,147.2	8.8%	Montgomery	55.1	4.2%	Wayne	202.6	5.4%
Davidson	306.2	5.2%	Moore	805.1	7.4%	Wilkes	114.5	5.1%
Davie	46.1	6.1%	Nash	348.1	4.0%	Wilson	143.7	6.3%
Duplin	44.0	4.6%	New Hanover	1,122.2	5.9%	Yadkin	52.5	3.4%
Durham	1,125.6	10.5%	Northampton	30.1	4.7%	Yancey	74.6	3.7%
Edgecombe	70.7	2.1%	Onslow	412.1	8.5%			
Forsyth	1,056.1	6.9%	Orange	266.9	13.0%			
						Statewide	\$35.6 Billion	6.9%