



Tourism BY THE NUMBERS

CVB
FY 2018-19
14.4% increase
in occupancy tax
collections over 2017
(July 1, 2018 - June 30, 2019)

NC State Tax Receipts
\$1.3 billion
(2018)

State Tax Receipts in
Moore County
\$26.4 million
(2018)
(up 5.1% from 2017)

Overnight Visitors in the
Piedmont Region
stayed an average of
3.3 nights

Average Household
Trip Expenditure
\$511
(for overnight visitors: \$634;
for daytrippers: \$211)

Local Tax Receipts in
Moore County
\$15.5 million
(2018)
(up 5.3% from 2017)

*All data provided by North Carolina
Department of Commerce*

Market of Origin

Charlotte
Raleigh-Durham
New York City
Greenville-Spartanburg-Asheville
Greensboro-High Point-Winston Salem
Washington DC Metro
Atlanta
Greenville-Washington-New Bern
Philadelphia
Wilmington
Norfolk-Portsmouth-Newport News

Type of Lodging

51% Hotel/Motel
43% Private Home
3% AirBnB/VRBO

Top States for Origin of Overnight Visitors

North Carolina 32%
Virginia 8%
South Carolina 7%
Florida 6%
New York 6%
Georgia 5%

First Time vs Repeat Visitors

12% First Visit
24% Visited 1-2x in past 5 years
(up 4% since 2017)
63% visited 3+ times in past 5 years

Purpose of Overnight Trip

88% Leisure (up 2% since 2017)
10% Business (flat)
2% Other (flat)

Race of Visitors

78.3% White
14% African American/Black

Visitor expenditures directly supported
230,000 jobs
and
\$6.3 billion
in payroll income in 2018

\$134.68 million
in payroll in **Moore County** in 2018
(up 5.5% from 2017)
6,070 tourism employees
in **Moore County** in 2018
(up 2.4% from 2017)

Domestic visitor spending in all of North Carolina
\$25.3 billion
(increase of 5.6% from 2017)



Moore County
Domestic Travel Expenditures

↑ **6.0%**
(2018)
\$520.7 million
(up from \$491 million in 2017)

Average Party Size
2.1 people

100%
of the State's counties
saw direct tourism employment growth
(2018)

Average Age of Visitor
44

