



Moore County
Tourism Payroll throughout County
\$134.3 million
↑ **7.7%**
(from 2018)

Visitor spending in 2019 for all of North Carolina
\$563 million
(increase of 8.1% from 2018)
**7th Best Increase Year-Over-Year among
100 counties in North Carolina**
(\$520 million in 2018)

Moore County
maintains
11th
Highest Tourism
Economy in NC

Visitors to North Carolina set a record for spending in 2019
\$26.7 billion
in total spending representing a **5.6% increase**
(from 2018)

STATE HIGHLIGHTS:

State tax receipts, as a result of visitor spending, rose **5%** to more than **\$1.3 billion** in 2019
(a **4.8%** increase from the previous year)

Visitors spend more than
\$73 million
per day in North Carolina. That spending added **\$5.92 million** per day to state and local tax revenues
(about **\$3.7 million** in state taxes and **\$2.2 million** in local taxes)

The Travel and Tourism Industry directly employs more than
235,000
North Carolinians

Each North Carolina household saves on average **\$551** in state and local taxes as a direct result of visitor spending in the state

Positive spending growth was seen throughout the state's economic development regions. The North Central and Piedmont Triad regions (6.3% growth and 6.1% growth respectively), and Western Region (5.9%) experienced the strongest growth, yet all eight regions had spending growth of 5% or more from 2018 to 2019

TOURISM IMPACT HIGHLIGHTS FOR 2019:

The Travel and Tourism Industry directly employs more than
6,300 people in Moore County
(a 4.8% increase from the previous year)

**TOTAL PAYROLL GENERATED BY THE TOURISM INDUSTRY
IN MOORE COUNTY IN 2019**
\$134.3 million
(a 7.7% increase from 2018)

State Tax Revenue generated in Moore County totaled
\$28.4 million
through state sales and excise taxes
and taxes on personal and corporate income, a
7.5% increase
from the previous year

2019-2020 OCCUPANCY TAX COLLECTIONS

\$1,480,708.75

down
↓ **21.4%**

compared to the previous fiscal year

COVID-19 IMPACT

Lowest Collections year since 2015-2016
Reduced 2020-21 operating budget

\$750,000 to \$1.25 million

More than **\$400,000** less to spend on marketing in 2020-2021

\$16 Million

in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses



2019 NORTH CAROLINA VISITOR PROFILE Total Visitor Summary

In 2019, approximately
48 million
person-trips were taken in North Carolina and the state ranked
#6
in the United States in terms of domestic visitation

89%
of all domestic visitors came to North Carolina for pleasure purposes, while more than **7%** of visitors came to conduct business (includes meetings/conventions). The remaining **3%** indicated "other" reason for visiting the state

The summer (June - August) was the most popular season for travel to North Carolina, with
31%
of all 2019 visitors

The spring (March - May) and fall (September - November) seasons each had **24%** of annual visitors.

The winter (December - February) saw **21%** of visitors in 2019

JULY was the single largest month for travel to the state with **12%**, followed by June with **9.8%** and August with **9.3%**

48%
of North Carolina overnight visitors lodged in a hotel/motel, while

35%
stayed in a private home

6%
stayed in a rental home or condo, while

3%
stayed in a second home or condo

Nearly
4%
stayed in an RV park or campground and approximately

5%
of overnight visitors indicated that they stayed in a shared economy property, such as and AirBnB or VRBO

\$760

The AVERAGE TRIP EXPENDITURE FOR OVERNIGHT VISITORS

Daytrip Parties

to the state spent approximately

\$201

per visit

(This is why we don't DIRECTLY market to daytrippers, as we make 3.5x more with overnight guest)

Average Travel Party Size

2.2 people

for all North Carolina visitors

30%

of travel parties to the state included children in the party

\$605

The AVERAGE HOUSEHOLD TRIP EXPENDITURE BY VISITORS TO NORTH CAROLINA in 2019

80%

of all travelers to the state drove (includes personal automobile, rental, motorcycle and RV), while

8%

traveled by air