

## Chapel Hill/Orange County Visitors Bureau News Service

### Tourism Spending Statistics

Each year, Orange County hosts millions of visitors who have a huge economic impact on Orange County. The impact of the tourism industry in Chapel Hill and the neighboring communities is wide spread – creating jobs, funding town and county services and supporting our quality of life. Below is more information on how tourism benefits Orange County.

### Economic Impact of Domestic Visitor Spending in Orange County 2015

(Source: 2015 Economic Impact of Travel on North Carolina Counties study by the U.S. Travel Association)

- Visitor spending generated an economic impact of \$184.45 million. This is a 1.54 percent increase from 2014.
- Orange County ranked 24th in travel impact among North Carolina’s 100 counties.
- Some 1,820 jobs in Orange County were directly attributable to travel and tourism
- Travel generated a \$35.50 million payroll in Orange County, a 5.8% increase.
- Tax revenues from travel to Orange County amounted to a total of \$13.95 million (\$9.98 million from the state and \$3.97 million in local taxes). This represents an approximately \$98.69 tax saving to each county resident.

### Orange County Travel Economic Impact Statistics

Year	Expenditures \$(millions)	Change from previous	Payroll \$(millions)	Employment (thousands)	State Tax Receipts \$(millions)	Local Tax Receipts \$(millions)	Tax Savings Per Resident
2015	\$184.45	1.54%	\$35.50	1.82	\$9.98	\$3.97	\$98.69
2014	\$181.65	7.75%	\$33.55	1.79	\$9.46	\$3.88	\$95.31
2013	\$168.59	4.32%	\$31.00	1.70	\$8.94	\$3.57	\$89.80
2012	\$161.60	3.05%	\$29.48	1.66	\$8.54	\$3.31	\$85.51
2011	\$156.82	8.85%	\$28.72	1.65	\$8.60	\$3.04	\$85.74
2010	\$144.07	5.70%	\$27.17	1.61	\$8.45	\$2.92	\$84.65
2009	\$136.30	-11.71%	\$26.70	1.62	\$7.74	\$2.81	\$79.74
2008	\$152.22	3.17%	\$29.93	1.77	\$8.09	\$3.14	\$86.84
2007	\$147.55	7.22%	\$28.62	1.74	\$7.80	\$3.05	\$87.28
2006	\$137.61	8.18%	\$27.62	1.71	\$7.68	\$2.88	\$85.33
2005	\$127.20	6.92%	\$26.83	1.70	\$7.27	\$2.71	\$81.81
2004	\$118.96	3.20%	\$26.14	1.68	\$6.93	\$2.58	\$78.75

2003	\$115.27	0.21%	\$26.32	1.71	\$6.78	\$2.50	\$77.10
2002	\$115.03	6.01%	\$26.76	1.77	\$6.79	\$2.49	\$77.77
2001	\$108.51	0.44%	\$26.30	1.73	\$6.52	\$2.36	\$74.73
2000	\$108.04	7.64%	\$25.40	1.70	\$6.42	\$2.35	\$75.53
1999	\$100.37	5.60%	\$22.84	1.61	\$5.93	\$2.26	\$71.95
1998	\$95.05	4.23%	\$22.18	1.61	\$5.23	\$1.82	\$62.46
1997	\$91.19	3.80%	\$19.48	1.58	\$4.95	\$1.72	\$60.52
1996	\$87.85	5.11%	\$17.89	1.51	\$4.69	\$1.63	\$58.36
1995	\$83.58	8.93%	\$17.43	1.51	\$4.47	\$1.58	\$56.95
1994	\$76.73	9.72%	\$16.49	1.44	\$4.11	\$1.45	\$53.36
1993	\$69.93	8.33%	\$15.19	1.34	\$3.57	\$1.32	\$48.14
1992	\$64.55	11.35%	\$14.27	1.28	\$3.29	\$1.21	\$45.70
1991	\$57.97	4.15%	\$12.39	1.22	\$2.71	\$0.97	\$38.32
1990	\$55.66		\$11.74	1.17	\$2.23	\$0.94	\$33.01

Updated August 2016