



# North Carolina Counties: Spending From Tourism in 2024

Tourists spent money in all 100 counties in 2024 according to the recently released 2024 Economic Impact Study from Visit North Carolina, the state’s official destination marketing organization which is a unit of the Economic Development Partnership of North Carolina. The study breaks down spending across multiple sectors, showing county-level spending on categories including lodging, food and beverage, transportation, and retail. The table below summarizes total tourism-related spending across the state in 2024.



Visitor spending grew in **71 counties** in 2024. Overall, the state saw a **3.1% growth** in tourism related spending, which totaled **\$36.7 billion**.



**Seven** counties saw tourism spending increase by **double digits**, with **Cleveland County** leading the way at **14%**.



County	Spending (\$ in millions)	Change from 2023	County	Spending (\$ in millions)	Change from 2023	County	Spending (\$ in millions)	Change from 2023
Alamance	\$282.9	4.2%	Franklin	\$42.0	-0.3%	Pamlico	\$37.5	-0.7%
Alexander	33.0	0.7%	Gaston	389.1	10.3%	Pasquotank	91.4	1.3%
Alleghany	52.4	8.4%	Gates	10.0	1.1%	Pender	202.3	1.6%
Anson	25.0	2.0%	Graham	51.5	-8.1%	Perquimans	21.6	5.4%
Ashe	123.9	10.0%	Granville	61.7	1.1%	Person	57.6	4.3%
Avery	251.5	-3.1%	Greene	11.2	-1.1%	Pitt	320.1	2.3%
Beaufort	152.0	6.6%	Guilford	1794.3	6.6%	Polk	56.7	-3.4%
Bertie	25.3	3.1%	Halifax	131.8	-2.1%	Randolph	199.9	5.4%
Bladen	56.2	0.2%	Harnett	128.9	3.8%	Richmond	60.3	0.4%
Brunswick	1229.9	4.8%	Haywood	357.1	1.9%	Robeson	167.8	-0.2%
Buncombe	2646.2	-10.8%	Henderson	437.5	2.4%	Rockingham	93.3	-0.6%
Burke	154.3	11.9%	Hertford	32.4	3.6%	Rowan	234.9	7.7%
Cabarrus	679.4	8.7%	Hoke	15.1	0.2%	Rutherford	278.8	-3.9%
Caldwell	76.3	6.7%	Hyde	61.4	-0.8%	Sampson	68.5	2.7%
Camden	4.1	2.2%	Iredell	429.4	11.9%	Scotland	56.7	-1.8%
Carteret	743.4	1.5%	Jackson	463.1	-1.1%	Stanly	115.8	6.9%
Caswell	20.1	1.1%	Johnston	314.6	5.2%	Stokes	58.2	11.5%
Catawba	351.0	0.8%	Jones	6.2	-1.7%	Surry	160.9	6.2%
Chatham	85.9	7.9%	Lee	114.6	9.5%	Swain	341.8	-3.5%
Cherokee	102.4	1.0%	Lenoir	114.1	-0.3%	Transylvania	187.0	-4.2%
Chowan	31.5	4.6%	Lincoln	105.1	9.8%	Tyrrell	7.0	0.7%
Clay	31.3	-0.6%	Macon	347.4	-0.8%	Union	220.7	11.1%
Cleveland	170.8	14.0%	Madison	80.3	-3.7%	Vance	70.6	0.7%
Columbus	62.5	-1.4%	Martin	34.4	1.4%	Wake	3541.1	7.6%
Craven	183.4	2.9%	McDowell	108.8	-2.9%	Warren	76.0	4.0%
Cumberland	697.8	0.0%	Mecklenburg	6371.5	8.9%	Washington	18.3	-0.6%
Currituck	580.7	1.2%	Mitchell	45.1	-3.2%	Watauga	515.9	-0.4%
Dare	2099.3	-2.3%	Montgomery	57.1	3.7%	Wayne	207.3	2.3%
Davidson	316.2	3.3%	Moore	859.3	6.7%	Wilkes	116.8	2.1%
Davie	48.4	5.0%	Nash	340.7	-2.2%	Wilson	156.0	8.5%
Duplin	44.8	1.7%	New Hanover	1139.8	1.5%	Yadkin	53.6	2.1%
Durham	1160.0	3.0%	Northampton	28.0	-7.0%	Yancey	72.6	-2.6%
Edgecombe	71.9	1.6%	Onslow	415.2	0.7%			
Forsyth	1091.1	3.0%	Orange	280.0	4.9%	<b>Statewide</b>	<b>\$36.7 Billion</b>	<b>3.1%</b>