



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 & International Visitor Spending in Orange County 2025

Source - These statistics come from the “Economic Impact of Travel on North Carolina Counties 2022,” which can be accessed at [VisitNC Industry Research](#). The study was prepared for Visit North Carolina by Tourism Economics and measures visitor spending in lodging, food and beverage, recreation, retail and transportation as well as employment, payroll income and tax revenues directly generated by these expenditures.

- Domestic and international visitors spending totaled \$278.58 down from \$280.04 million in 2024. Visitors spending represents a tax savings of \$124.25 per county resident.
- The travel and tourism industry directly employs 1,999.
- Total payroll generated by the tourism industry in Orange County was \$76.04 million.
- State tax revenue generated in Orange County totaled \$10.55 million through state sales and excise taxes, and taxes on personal and corporate income. About \$8.64 million in local taxes were generated from sales and property tax revenue from travel-generated and travel- supported businesses. This total of \$19.19 million is up from \$19.25 million in state and local tax revenue generated in 2024.

Orange County Travel Economic Impact Statistics – 10 Year Look Back

Year	Spending Millions	Change from previous	Payroll Millions	Employment Thousands	State Tax Receipts Millions	Local Tax Receipts Millions	Tax Savings Per Resident
2025	\$278.58	-0.5%	\$76.04	1,999	\$10.55	\$8.64	\$124.25
2024	\$280.04	4.9%	\$76.26	2,039	\$10.6	\$8.65	\$126.31
2023	\$266.92	13%	\$73.6	1,990	\$10.3	\$8.3	\$123.11
2022	\$236.29	21.3%	\$64.9	1.81	\$9.1	\$7.4	\$110.36
2021	\$194.81	51.70%	\$53.40	1.51	\$8.30	\$6.90	\$100.83
2020*	\$128.40	-47.70%	\$44.60	1.45	\$6.30	\$5.30	\$78.88
2019	\$218.38	4.99%	\$42.98	1.97	\$11.62	\$4.71	\$111.02
2018	\$208.00	5.10%	\$41.91	1.94	\$11.13	\$4.52	\$107.31
2017	\$197.99	2.67%	\$40.07	1.91	\$10.69	\$4.33	\$105.53
2016	\$192.63	4.44%	\$37.41	1.89	\$10.48	\$4.16	\$103.32

*covid

Updated August 2026