



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 2018

(Source: 2018 Economic Impact of Travel on North Carolina Counties study by the U.S. Travel Association)

- Visitor spending generated an economic impact of \$208 million. This is a 5.1 percent increase from 2017.
- Orange County ranked 25th in travel impact among North Carolina’s 100 counties.
- Some 1,940 jobs in Orange County were directly attributable to travel and tourism
- Travel generated a \$41.91 million payroll in Orange County, a 4.6% increase.
- Tax revenues from travel to Orange County amounted to a total of \$15.65 million (\$11.13 million from the state and \$4.52 million in local taxes). This represents an approximate \$107.31 tax savings to each county resident.

Orange County Travel Economic Impact Statistics – 10 Year Look Back

Year	Expenditures \$(millions)	Change from previous	Payroll \$(millions)	Employment (thousands)	State Tax Receipts \$(millions)	Local Tax Receipts \$(millions)	Tax Savings Per Resident
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
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