

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 2021

Source - “Economic Impact of Travel on North Carolina Counties 2021,” which can be accessed at partners.visitnc.com/economic-impact-studies. The study was prepared for Visit North Carolina by Tourism Economics in collaboration with the U.S. Travel Association.

- Domestic and international visitors spending totaled \$194.81 up from \$128.4 million in 2020, a 51.7%. Visitors spending represents a tax savings of \$100.83 per county resident.
- The travel and tourism industry directly employs 1,514.
- Total payroll generated by the tourism industry in Orange County was \$53.4 million.
- State tax revenue generated in Orange County totaled \$8.3 million through state sales and excise taxes, and taxes on personal and corporate income. About \$6.9 million in local taxes were generated from sales and property tax revenue from travel-generated and travel- supported businesses. This total of \$15.2 million is up from \$11.6 million in state and local tax revenue generated in 2020.

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
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
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	1.7	\$8.94	\$3.57	\$89.80
2012	\$161.60	3%	\$29.48	1.66	\$8.54	\$3.31	\$85.51

*covid

Updated October 2022