



2023 Visitor Impact for Alamance County

County Spending Increases by 7.9% Percent to \$271.33 million

BURLINGTON, N.C. — Visitors to and within Alamance County spent \$271.33 million in 2023, an increase of 7.9% from 2022. The data comes from an annual study commissioned by [Visit North Carolina](#), a unit of the Economic Development Partnership of North Carolina.

“We are pleased with the growth in tourism spending in the county and across the state. Throughout the year, visitors, and locals alike, continued to explore our community. This outcome validates our efforts and the work of our partners. Our partners continue to invest in our community providing wonderful experiences.” stated Grace VandeVisser, Executive Director of the Alamance County Visitors Bureau.

Tourism impact highlights for 2023:

- The travel and tourism industry directly employed more than 1,841 in Alamance County.
- Total payroll generated by the tourism industry in Alamance County was \$61.6 million.
- State tax revenue generated in Alamance County totaled \$11 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.

These statistics come from the “Economic Impact of Travel on North Carolina Counties 2023,” which can be accessed at partners.visitnc.com/economic-impact-studies. The study was prepared for Visit North Carolina by Tourism Economics.

Statewide, visitor spending in 2023 rose 6.9 percent to reach \$35.6 billion. Direct tourism employment increased 4.8 percent to 227,224.

“The new study underscores the importance of tourism to every county in North Carolina,” said Wit Tuttell, executive director of Visit NC. “There is a lot of competition for travelers’ time and money, and we owe our success to everything from the state’s scenic beauty and outdoor adventure to our mix of tradition and innovation and our welcoming spirit. Those qualities might be hard to measure, but we can follow the trail to a measurable impact on our workforce, our businesses, and our tax base. We look forward to continued success.”

Statewide tourism facts include:

- Domestic travelers spent a record \$34.6 billion in 2023. Spending was up 6.8 percent from \$32.4 billion in 2022.
- State tax receipts from visitor spending rose 5.6 percent to nearly \$1.3 billion in 2023.
- Local tax receipts grew 5.4 percent to \$1.2 billion.
- Visitors spend more than \$97 million per day in North Carolina. That spending added \$7.1 million per day to state and local tax revenues (about \$3.7 million in state taxes and \$3.4 million in local taxes).
- Each North Carolina household saved \$518 on average in state and local taxes as a direct result of visitor spending in the state. Savings per capita averaged \$239.

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CONTACT:

Grace VandeVisser, Executive Director, Alamance County Visitors Bureau
336-570-1444 / Grace@VisitAlamance.com