



## 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 2016

(Source: 2016 Economic Impact of Travel on North Carolina Counties study by the U.S. Travel Association)

- Visitor spending generated an economic impact of \$192.63 million. This is a 4.4 percent increase from 2015.
- Orange County ranked 24th in travel impact among North Carolina’s 100 counties.
- Some 1,890 jobs in Orange County were directly attributable to travel and tourism
- Travel generated a \$37.41 million payroll in Orange County, a 5.4% increase.
- Tax revenues from travel to Orange County amounted to a total of \$14.64 million (\$10.48 million from the state and \$4.16 million in local taxes). This represents an approximate \$103.32 tax savings to each county resident.

### Orange County Travel Economic Impact Statistics

Year	Expenditures \$(millions)	Change from previous	Payroll \$(millions)	Employment (thousands)	State Tax Receipts \$(millions)	Local Tax Receipts \$(millions)	Tax Savings Per Resident
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
2008	\$152.22	3.17%	\$29.93	1.77	\$8.09	\$3.14	\$86.84
2007	\$147.55	7.22%	\$28.62	1.74	\$7.80	\$3.05	\$87.28