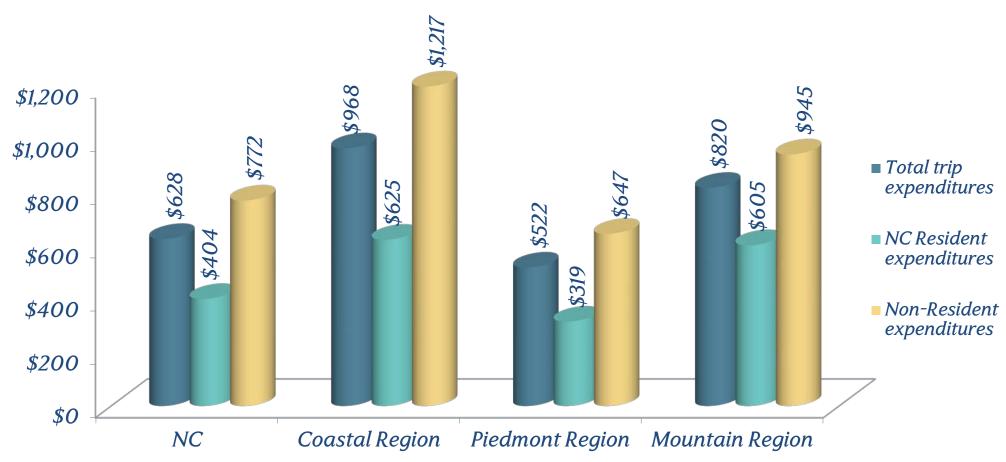
Tourism is Big Business on the NC Coast

- \$3.89 Billion in Visitor Spending
- More Than 38,000 Jobs
- \$185.6 Million in State Tax Revenues
- \$169.3 Million in Local Tax Revenues





Average Trip Spending

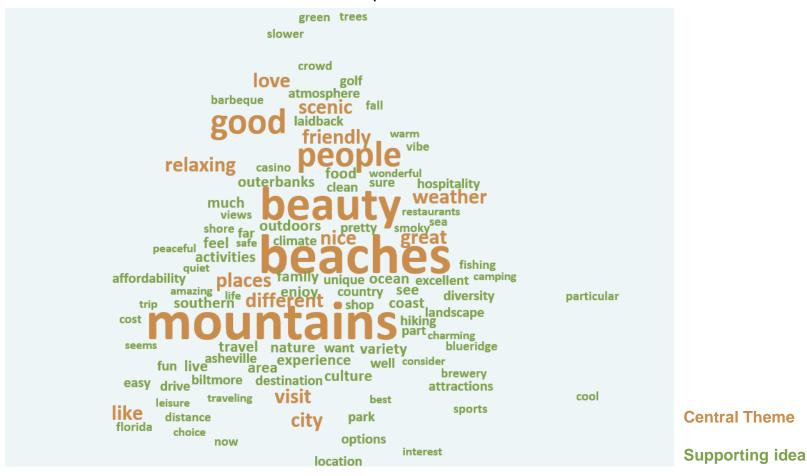




Beauty, people, beaches, and mountains are central themes in leisure travel to NC

Key Things that Set NC Apart from Other Travel Destinations (Cont'd)

Base: All Respondents



Q32. Thinking about traveling to North Carolina in general, what is it about the state that sets it apart from other states you may consider for leisure travel?



only mother nature

could create a scene so stirring

even the rocks weep.

Rising from an underground spring, fresh water flows from these moss-covered rocks and streams into the surf. From beneath the breakers, shifting tides reveal these incredibly rare marvels. Made of countless transformed seashells, these storied stepping stones help lead you back to the drifting clouds, dolphins in the distance, seagulls sailing above and live oaks bent by time.

en the rocks weep

