PUBLIC INFORMATION

ITEM NO. 4.

DATE OF MEETING: October 6, 2014

REQUESTED BY: Ms. Monique Baker, Pender County Tourism

SHORT TITLE: Update on Tourism and Presentation of 2013 Tourism Economic Impact Figures

BACKGROUND: Ms. Baker would like to update the Board of Commissioners on the activities of the Tourism Department and the Tourism Development Authority, including the 2013 Economic Impact Report.

2013 Visitor Impact for Pender County NC

County Spending by Domestic Visitors Increases by 4.4 Percent to $84.2 Million

The North Carolina Division of Tourism, Film and Sports Development announced today that domestic visitors to Pender County spent $84.2 Million in 2013, an increase of 4.4% from 2012.

"Tourism is the second largest industry in Pender County." Tourism Director, Monique Baker, explains. "This Department and the TDA (Touirism Development Authority) Board have a vision of making it #1 by developing & growing this clean, fun and profitable business."

Tourism impact highlights for 2013:

- The travel and tourism industry directly employees more than 760 in Pender County
- Total payroll generated by the tourism industry in Pender County was $14.12 Million
- State tax revenue generated in Pender County totaled almost $4 Million ($3.97) through state sales and excise taxes, and taxes on personal and corporate income. $5.8 Million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.

Gov. Pat McCrory announced in May that visitors to North Carolina spent a record $20.2 billion in 2013, an increase of 4.1 percent from 2013.

These statistics are from the "2013 Economic Impact of Travel on North Carolina Counties." The study was prepared for the North Carolina Division of Tourism, Film and Sports Development by the U.S. Travel Association.

Statewide highlights include:

- State tax receipts as a result of visitor spending passed the $1 billion mark in 2013. The figure represents 4 percent in growth over 2012's $970 million.
- Visitors spend more than $55 million per day in North Carolina. That spending adds more than $4.4 million per day to state and local tax revenues (about $2.8 million in state taxes and $1.6 million in local taxes).
- The travel and tourism industry directly employees nearly 200,000 North Carolinians.

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