

Piedmont Triad Travel & Tourism Facts

- The North Carolina Department of Commerce's Division of Tourism, Film and Sports Development estimates that travelers (convention delegates and all other visitors) spent a total of \$2.34 billion in the Piedmont Triad in 2008.
- Tourism in the Piedmont Triad generated \$124.56 million in state tax receipts and \$55.84 million in local taxes in 2008.
- The tourism industry employs more than 24,310 people in the Piedmont Triad.
- The top five states from which our visitors originate: Virginia, South Carolina, Georgia, Florida and New York. In 2008, North Carolina was the sixth most visited state in the nation.
- Travel and tourism is one of the largest industries in the state. In 2008, travel and tourism represented a \$16.9 billion industry in North Carolina, which is a 2.1% percent increase over the previous year. A total of 37.5 million travelers visited North Carolina in 2008.
- In 2008, 442,171 travelers visited the Piedmont Triad Visitor Center.

2008 County Tourism Statistics

County	Expenditures (millions)	Payroll (millions)	Employment (thousands)	State Tax Receipts (millions)	Local Tax Receipts (millions)
Alamance	\$143.01	\$23.67	1.31	\$8.07	\$2.66
Caswell	\$6.75	\$0.74	0.04	\$0.31	\$0.51
Davidson	\$117.80	\$18.05	0.94	\$6.34	\$4.07
Davie	\$29.50	\$5.52	0.27	\$1.58	\$0.55
Forsyth	\$634.21	\$114.64	6.17	\$35.91	\$12.58
Guilford	\$1,083.68	\$281.25	12.79	\$54.75	\$26.41
Montgomery	\$21.61	\$2.32	0.10	\$0.98	\$2.12
Randolph	\$108.36	\$17.94	0.93	\$6.24	\$1.80
Rockingham	\$61.36	\$10.35	0.57	\$3.16	\$1.57
Stokes	\$19.56	\$2.65	0.13	\$0.96	\$0.81
Surry	\$87.00	\$13.45	0.72	\$4.68	\$1.98
Yadkin	\$29.71	\$5.41	0.34	\$1.55	\$0.78
Piedmont Triad	\$2,342.55	\$495.98	\$24.31	\$124.56	\$55.84

Source: N.C. Department of Commerce Division of Tourism, Film and Sports Development, 2009