



2020 Visitor Impact for Pasquotank County *County Spending During 2020 Totals \$56.2 Million*

ELIZABETH CITY, N.C. (October 8, 2021) — Domestic visitor spending in Pasquotank County decreased by 19.4% for 2020 to an estimated \$56.2 million compared with 2019 spending, according to the results of an annual study commissioned by [Visit North Carolina](#), a unit of the Economic Development Partnership of North Carolina.

“After a record-breaking ten years of year-over-year growth in visitor spending, it is disappointing yet also not unexpected that our tourism numbers decreased in 2020,” said Corrina Ruffieux, Executive Director of Visit Elizabeth City. “The decreases are a direct result of travel restrictions and negative shifts in visitor sentiment toward travel during the outbreak of COVID-19. The global pandemic is also the reason why countywide room occupancy tax collections decreased by -21% in total collections for calendar year 2020.”

For reference, statewide visitor spending was down 32 percent to \$19.96 billion compared to 2019. These losses were most acutely felt in urban areas and those with a high volume of visitors for meetings and conventions.

Pasquotank County and Elizabeth City Tourism impact highlights for 2020

- The travel and tourism industry put more than 507 people in Pasquotank County to work.
- Tourism payroll in Pasquotank County was \$15.9 million.
- The City and County collected over \$2.7 million in local taxes from visitors.
- The taxes collected from visitors saved every household in the City and County over \$329 in taxes last year.

“We are extremely gratified that tourism thrived in 20 counties in the face of pandemic shutdowns and other impediments to travel,” said Visit NC Director Wit Tuttell. “And despite the bad news for North Carolina as a whole, our ranking at No. 5 among states for visitation is a position of strength for rebuilding our tourism economy. Given the state’s resilience and vast appeal of its natural beauty, our creative cities and our authentic experiences at every turn, we’re confident that we’ll regain what has been lost and exceed the spending records of the recent past.”

These statistics come from the “Economic Impact of Travel on North Carolina Counties 2020,” which can be accessed at partners.visitnc.com/economic-impact-studies. The study was prepared for Visit North Carolina by Tourism Economics in collaboration with the U.S. Travel Association.

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