



2019 Brings Record-Breaking \$69.84 Million in Visitor Spending to Pasquotank County

County Spending by Visitors Increases by 6.4% Percent over previous year

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Elizabeth City, N.C. — Domestic visitors to and within Pasquotank County spent a record-breaking nearly \$70 million in 2019, an increase of 6.4% from 2018. The data comes from an annual study commissioned by [Visit North Carolina](#), a unit of the Economic Development Partnership of North Carolina.

“2019 was a record-breaking year for Pasquotank County tourism with nearly \$70 million dollars in visitor spending. It’s bittersweet to celebrate our best year ever while in the midst of the worst crisis the tourism industry has ever seen. But - this good news really highlights the power of travel in driving much-needed local and state tax revenue plus significant and critical spending at our local businesses. The success of Elizabeth City and Pasquotank County travel and tourism in 2019 speaks to the potential to help lead our region on the road to recovery from the pandemic.” said [Visit Elizabeth City’s](#) Executive Director, Corrina Ruffieux.

Tourism impact highlights in Pasquotank County for 2019:

- In 2019, the travel and tourism industry put more than 520 local people to work, with a total payroll of over \$11 million .
- State tax revenue generated in Pasquotank County totaled \$3.81 million through state sales and excise taxes, and taxes on personal and corporate income.
- \$1.58 million in local taxes were generated from sales and property tax revenue from travel and travel-supported businesses.
- Visitors spent almost \$70 million dollars at our local business in 2019 – a record breaking year for us, and a 6.38% increase over visitor spending in 2018.
- The taxes collected by visitors saves each household in Pasquotank County over \$380 in taxes each year.

Visitors to North Carolina set a record for spending in 2019. The \$26.7 billion in total spending represented an increase of 5.6 percent from 2018. Each year these economic impact studies prove how important travel and tourism is to the general public and our local and state economies.

“As we approach 2021, the impacts of the COVID pandemic are still very much with us, but we’re learning more and more how resilient the travel and tourism industry is,” Ruffieux said. “People want to make plans, travel, see loved ones, and explore. We hope to be the place they decide to do so when the time is right.”

These statistics are from the “Economic Impact of Travel on North Carolina Counties 2019,” which can be accessed at partners.visitnc.com/economic-impact-studies. The study was prepared for Visit North Carolina by the U.S. Travel Association.

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