



Visitor spending in Pasquotank County breaks the \$65 million mark
2018 County Spending by Visitors Increases by 4.8 Percent to over 65 million dollars

August 20, 2019 | Elizabeth City, N.C. — Governor Roy Cooper announced last week that domestic visitors to and within Pasquotank County spent 65.65 million dollars in 2018, an increase of 4.8 percent from 2017. The data comes from the annual US Travel Association study commissioned by [Visit North Carolina](#), a unit of the Economic Development Partnership of North Carolina.

“Tourism is a key element of growth, revitalization and overall economic impact to Elizabeth City and Pasquotank County. With the infusion of over 65 million visitors’ dollars directly spent at our local shops, restaurants, places to stay, attractions and so much more, our entire community has the opportunity to become stronger,” said Corrina Ferguson, Executive Director of Visit Elizabeth City. “I look forward to working with our tourism partners to continue to drive increased visitation and increased tourism impact in Elizabeth City and Pasquotank County.”

Tourism impact highlights for 2018:

- The travel and tourism industry puts more than 500 people to work in Pasquotank County
- Total payroll generated by the tourism industry in Pasquotank County was 10.69 million dollars.
- State tax revenue generated in Pasquotank County totaled 3.6 million dollars through state sales and excise taxes, and taxes on personal and corporate income.
- And 1.5 million dollars in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.
- In addition, tourism tax revenue generated helped save Pasquotank County taxpayers \$128 per person

Governor Cooper announced in May that visitors to North Carolina set a record for spending in 2018. The \$25.3 billion in total spending represented an increase of 5.6 percent from 2017.

“The numbers confirm the strength of North Carolina’s tourism industry as an anchor of economic development,” said Wit Tuttell, executive director of Visit North Carolina. “As the No. 6 state in the country for overnight visitation, we can attribute our success to the natural beauty and authenticity that visitors experience, and to a passionate effort to inform and inspire travelers. The money they spend benefits everyone by sustaining jobs and reducing our residents’ tax burden.”

Statewide highlights include:

- State tax receipts as a result of visitor spending rose 4.7 percent to more than \$1.3 billion in 2018.
- Visitors spend more than \$69 million per day in North Carolina. That spending adds \$5.64 million per day to state and local tax revenues (about \$3.5 million in state taxes and \$2.1 million in local taxes).
- The travel and tourism industry directly employs more than 230,000 North Carolinians.

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