

Tourism Impact

Piedmont Triad Travel & Tourism Facts

Tourism is one of the largest industries North Carolina. In 2010, travel and tourism represented a \$17 billion industry in North Carolina, which is a 9% percent increase over the previous year.

The top five states from which our visitors originate: Virginia, South Carolina, Florida, Georgia and New York. In 2010, North Carolina was the sixth most visited state in the nation.

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 \$2.02 billion in the Piedmont Triad in 2010.

Tourism in the Piedmont Triad generated \$133.41 million in state tax receipts and \$53.43 million in local taxes in 2011.

The tourism industry employs more than 22,330 people in the Piedmont Triad.

2010 County Tourism Statistics

County	Expenditures (millions)	Payroll (millions)	Employment (thousands)	State Tax Receipts (millions)	Local Tax Receipts (millions)
Alamance	\$136.28	\$22.11	1.21	\$8.55	\$2.52
Caswell	\$6.85	\$0.70	0.04	\$0.35	\$0.51
Davidson	\$118.92	\$16.84	0.88	\$7.13	\$4.08
Davie	\$28.48	\$5.12	0.26	\$1.70	\$0.53
Forsyth	\$622.88	\$107.46	5.82	\$39.24	\$12.27
Guilford	\$1,006.91	\$247.55	11.44	\$56.60	\$24.38
Montgomery	\$22.15	\$2.23	0.10	\$1.12	\$2.16
Randolph	\$108.38	\$16.77	0.88	\$6.95	\$1.79
Rockingham	\$57.08	\$9.32	0.51	\$3.27	\$1.45
Stokes	\$20.06	\$2.55	0.13	\$1.10	\$0.83
Surry	\$95.02	\$13.78	0.74	\$5.69	\$2.15
Yadkin	\$29.37	\$5.02	0.32	\$1.71	\$0.76
Piedmont Triad	\$2,252.38	\$449.45	22.33	\$133.41	\$53.43

Source: NC Department of Commerce Division of Tourism, Film and Sports Development, 2011

Area attractions include Chinqua-Penn Plantation, Reynolda House Museum of American Art, Seagrove Area Potteries, The Bob Timberlake Gallery, Yadkin Valley and Haw River Valley wineries and vineyards, Childress Vineyards, Blandwood Mansion and Carriage House, International, Civil Rights Center & Museum, Andy Griffith Museum, Charlotte Hawkins Brown Memorial, Joppa Cemetery, Körner's Folly, Old Salem Museums and Gardens, Bill Davis Racing, Bowman Gray Stadium, Richard Childress Racing Museum & Shop, Richard Petty Museum, Capel Rug Outlet, Replacement's Ltd., Tanger Outlet Center, Thomasville Furniture Industries, Furnitureland South, Natural Science Center, North Carolina Zoological Park, SciWorks, Boone's Cave State Park, Guilford Courthouse National Military Park, Hanging Rock State Park, Pilot Mountain State Park, Tanglewood Park, Uwharrie National Forest