



GREENVILLE-PITT COUNTY
CONVENTION & VISITORS BUREAU

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Sierra Jones, Director of Communications & Marketing | Visit Greenville, NC

Phone: 252.329.4200 ext. 4248 | Email: sierra@visitgreenvillenc.com

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2018 VISITOR IMPACT FOR PITT COUNTY

SPENDING BY DOMESTIC VISITORS INCREASES BY 5.62 PERCENT TO \$260.59 MILLION

GREENVILLE, NC (8-15-19) Governor Roy Cooper announced today that **domestic visitors to and within Pitt County spent \$260.59 million in 2018, an increase of 5.62 percent from \$246.72 million 2017.** The data comes from an annual study commissioned by [Visit North Carolina](http://www.visitnorthcarolina.com), a unit of the Economic Development Partnership of North Carolina.

“We are both excited and pleased to see the consistent year over year increase in tourism related expenditures for Pitt County,” stated Andrew Schmidt, President & CEO of the Greenville-Pitt County Convention & Visitors Bureau. “These numbers validate that Greenville-Pitt County is quickly becoming a preferred destination across our state for event planners and leisure travelers.”

Greenville-Pitt County Tourism Impact Highlights for 2018:

- The **travel and tourism industry directly employees more than 2,310** in Pitt County an increase of 1.7% over 2017.
- Total **payroll generated by the tourism industry in Pitt County was \$54.95 million an increase of 5.16% over 2017.**
- **State tax revenue generated in Pitt County totaled \$13.47 million (an increase of 4.6% over 2017)** through state sales and excise taxes, and taxes on personal and corporate income. About **\$5.8 million (an increase of 4.88% over 2017) in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.**
- **Travel and tourism tax revenue generated helped save Pitt County taxpayers \$106.56 per resident in 2018.**
- **Pitt County ranks 20th out of North Carolina’s 100 counties in visitor expenditures in 2018.**

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.

These statistics are from the “Economic Impact of Travel on North Carolina Counties 2018,” 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.

“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 employees more than 230,000 North Carolinians.
- Each North Carolina household saves on average \$532 in state and local taxes as a direct result of visitor spending in the state.

For more information, contact: Andrew Schmidt, President & CEO | Greenville-Pitt County Convention & Visitors Bureau
Phone: 252.329.4200 | Email: andrew@visitgreenvillenc.com | Website: www.visitgreenvillenc.com