



NORTH CAROLINA

In 2022, approximately **43 million** domestic and international travelers visited North Carolina, spending **\$33.3 billion**, which supported **216,900** jobs with a payroll of **\$8.7 billion** and generated **\$4.2 billion** in federal, state, and local tax revenues, according to research by Tourism Economics. These numbers are substantial but they don't tell the whole story. Communities across North Carolina are promoting their cultural, natural, and historic assets to tell their stories, deliver remarkable travel experiences, and drive economic vitality.

The key segments that make tourism an engine of growth for North Carolina include:

National Park Service: There are **12** national parks in North Carolina:

- Appalachian National Scenic Trail (runs across CT, GA, MA, MD, ME, NC, NH, NJ, NY, PA, TN, VA, VT, WV)
- Blue Ridge Parkway (runs across NC, VA)
- Cape Hatteras National Seashore
- Cape Lookout National Seashore
- Carl Sandberg Home National Historic Site
- Fort Raleigh National Historic Site
- Great Smoky Mountains National Park
- Guilford Courthouse National Military Park
- Moores Creek National Battlefield
- Overmountain Victory National Historic Trail (runs across NC, SC, TN, VA)
- Trail of Tears National Historic Trail (runs through AL, AR, GA, IL, KY, MO, NC, OK, TN)
- Wright Brothers National Memorial



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In 2022, these natural and recreation sites attracted **5.1 million** visitors, who spent **\$267.9 million** in North Carolina's gateway communities, supporting a total of **1,433** jobs with a payroll of **\$77.6 million**.

U.S. Forest Service: There are **4** national forests in North Carolina:

- Pisgah
- Nantahala
- Uwharrie
- Croatan

These forests provide clean air and water, preserve cultural resources and conserve lands for the enjoyment of present and future generations, and support the economies of gateway communities through recreation, timber, energy, and minerals. According to U.S. Forest Service research, these forests annually contribute **\$230.9 million** to North Carolina's GDP and support **3,550** jobs with a payroll of **\$143.8 million**.

North Carolina also showcases its cultural, historic, and scenic resources and shares its unique contribution to the American story through three congressionally-designated National Heritage Areas:

- Blue Ridge National Heritage Area
- Gullah Geechee Cultural Heritage Corridor (runs across FL, GA, NC, SC)
- Southern Campaign of the Revolution National Heritage Corridor (runs across NC, SC)



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