



2023 State of the Industry Report

INDUSTRY IMPACT IN NORTH CAROLINA

Oxford Economics Analysis – January 2023

Hotels power America’s economy, invest in our communities and support our employees in all 50 states. As an industry, we not only provide good-paying jobs in every state and district, with every direct hotel job supporting an additional 2.6 jobs in the community, we also drive significant state and local tax revenue. In 2023, the hotel industry is poised to continue its strong recovery from the pandemic’s effects on travel, achieving record demand and revenue figures. Despite this, ongoing staffing shortages continue to affect hotel businesses, the guest experience, and local communities. AHLA is committed to addressing these challenges and other issues affecting small businesses.

Below is a snapshot of the industry’s impact in North Carolina.

48,981

DIRECT HOTEL JOBS SUPPORTED



204,457

TOTAL JOBS SUPPORTED

\$4.6 BILLION

2022 ROOM REVENUE



\$747.7 MILLION

STATE & LOCAL TAX REVENUE GENERATED

1,974

2022 HOTEL PROPERTIES IN STATE



37.8 MILLION

ROOMS SOLD IN 2022