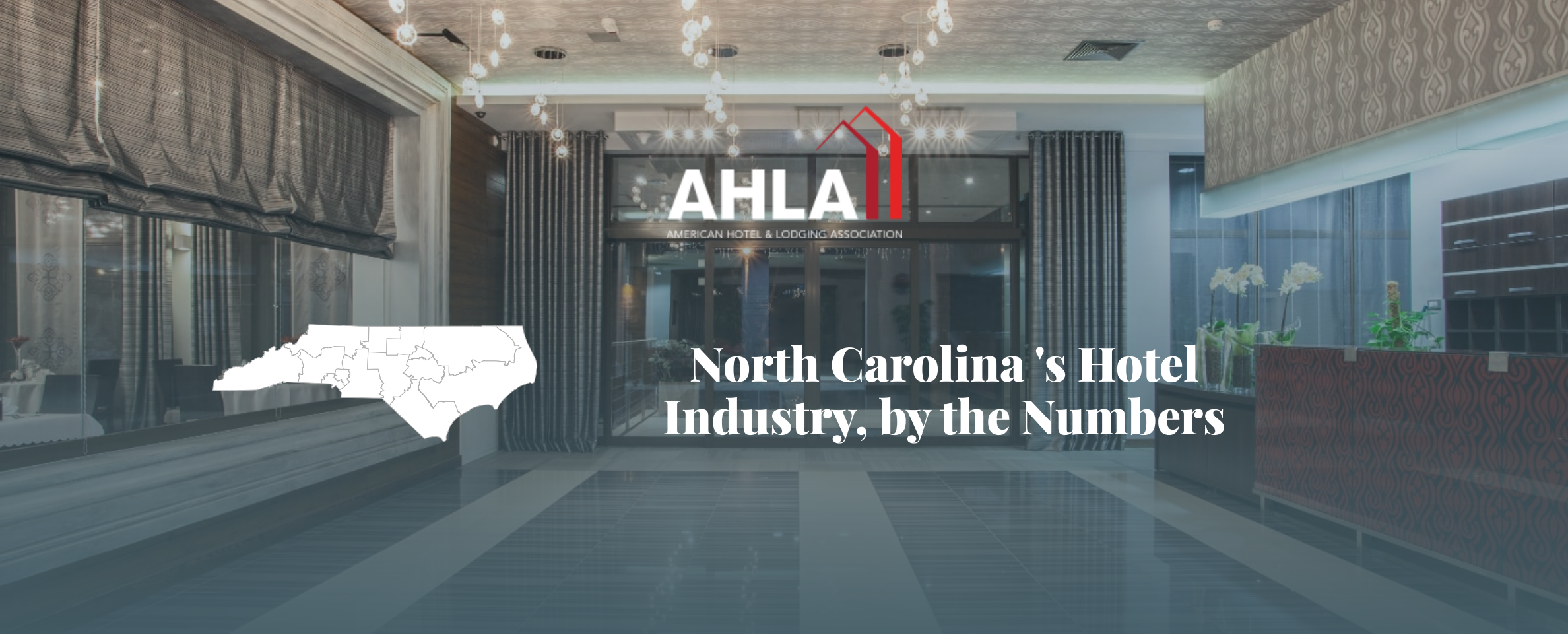




Industry Snapshot in North Carolina

HOTEL GUEST SPENDING IN NC ECONOMY	PROPERTIES IN NC (NUMBER OF HOTELS)	HOTEL GUESTROOMS IN NC (NUMBER OF ROOMS)	SHARE OF TOTAL JOBS SUPPORTED BY HOTEL INDUSTRY IN NC
\$15.1 billion	2,025	169,822	3.3%

Total Hotel Industry Impact in North Carolina

WAGES AND SALARIES IN NC	EMPLOYMENT IN NC (NUMBER OF JOBS)	TOTAL TAXES IN NC
\$11.3 billion	223,887	\$4.7 billion
		NC STATE AND LOCAL TAXES
		\$2.1 billion
TAXES ON LODGING IN NC	FEDERAL TAXES IN NC	
\$472.3 million	\$2.5 billion	

There are three main components of the hotel industry's total economic impact:

- Direct impacts consisting of direct spending, in this case hotel operations, guest ancillary spending, and capital investment.
- Indirect impacts representing downstream supplier industry impacts, also referred to as supply chain impacts. For example, hotels require inputs such as energy and food ingredients. Also, many hotels contract with specialized service providers, such as for marketing, maintenance and equipment upkeep, cleaning, technology support, and accounting.
- Induced impacts occur as employees spend their wages in the broader economy. For example, as hotel employees spend income on rent, transportation, and food and beverage.

Hotel Operations Impact in North Carolina

WAGES AND SALARIES IN NC	EMPLOYMENT IN NC (NUMBER OF JOBS)	
\$2.3 billion	55,795	
TOTAL TAXES IN NC	NC STATE AND LOCAL TAXES	FEDERAL TAXES IN NC
\$1.3 billion	\$763.1 million	\$534.5 million

On-site hotel revenues, employment, wages, and salaries.