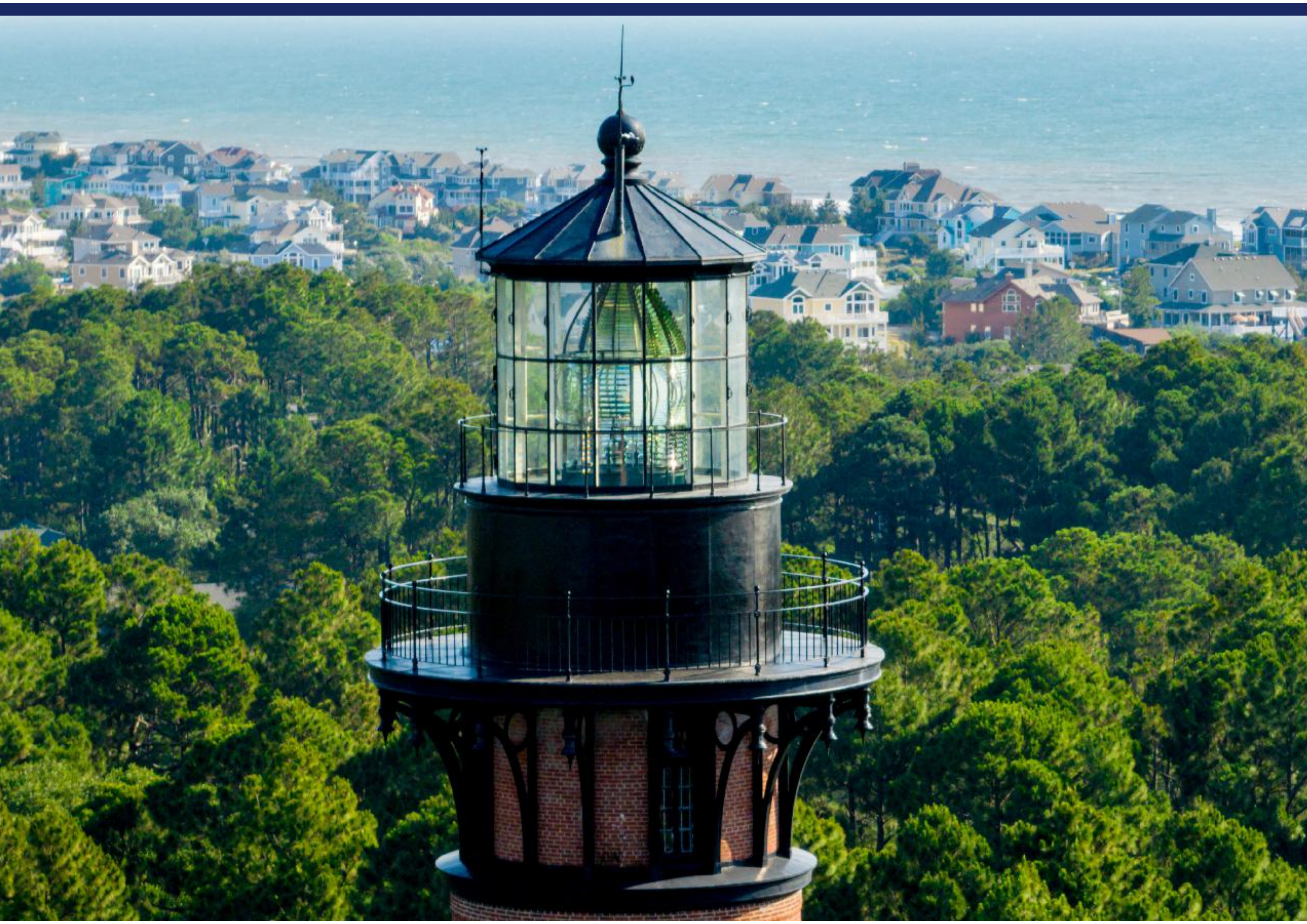

2026 PROFILE OF NORTH CAROLINA OCCUPANCY TAXES AND THEIR INVESTMENT

July 2026

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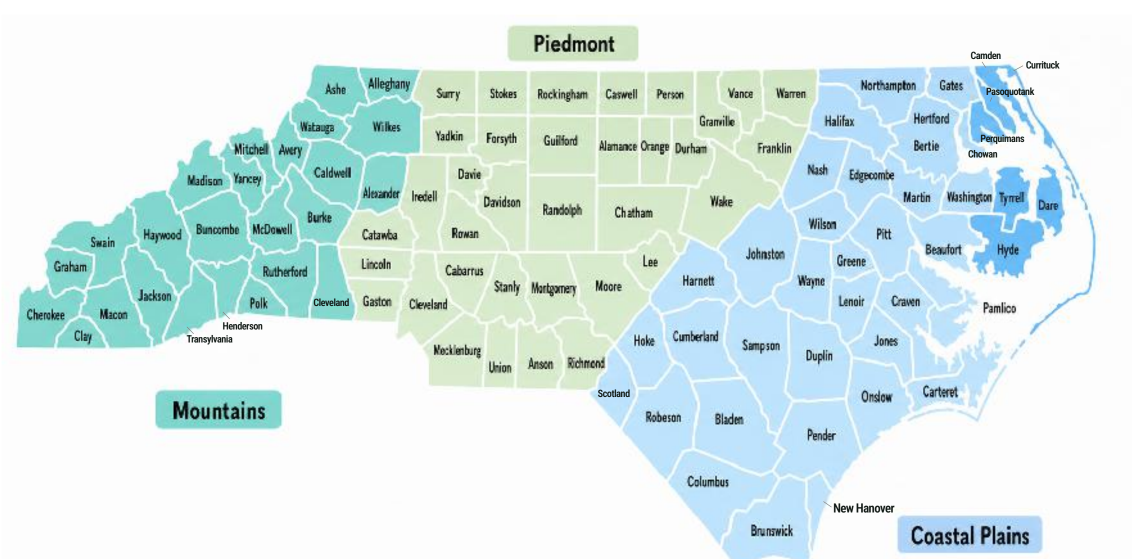

ABOUT MAGELLAN STRATEGY GROUP

Located at the intersection of strategic planning, research, and marketing

Magellan Strategy Group of Asheville, NC, was founded by Chris Cavanaugh in 2004 with the vision of providing organizations with profitable opportunities through strategic insight. Since its founding, MSG has worked with a diverse group of best-in-class partners across several categories to solve problems and address opportunities for clients.

MSG doesn't believe in a one-size-fits-all approach for its customers. Every client has needs that are different and every market has opportunities that are unique, so MSG provides recommendations and works with partners that make sense for each client. MSG's mantra is "Create a dissatisfaction with the status quo." It's at the heart of everything we do—developing solutions that generate meaningful results by identifying real benefits customers want and organizations can deliver.

Magellan Strategy Group is a member of the Travel and Tourism Research Association, Southeast Tourism Society, North Carolina Travel Industry Association, and Destinations International. Magellan's founder and president, Chris Cavanaugh, has 30+ years of experience in the travel and tourism sector. He has been the recipient of the North Carolina Travel Industry Association Tourism Excellence Award, Southeast Tourism Society's Shining Example and Dorothy Hardman Spirit of STS awards, and was selected for Visit North Carolina's Winners Circle in 2023. He is a former vice president of marketing at The Biltmore Company in Asheville and served as interim CEO of the Explore Asheville CVB in 2020 and interim President and CEO of STS in 2026.

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Overview

Beginning in 1983, local lodging occupancy taxes enacted via legislation passed by the North Carolina General Assembly and signed into law have been a popular means of growing the economy of Tar Heel State communities. These taxes paid by lodging guests on the cost of their accommodation have generated billions of dollars in direct tax revenue and many billions more in visitor spending, sales and property taxes, and direct and indirect economic impacts. Tourism is a pillar of the economy in many North Carolina communities, employing thousands of people, supporting numerous entrepreneurs, and generating revenue for both small and large businesses in industries as diverse as banking, construction, and professional services.

The concept of the occupancy tax is relatively straightforward: overnight guests pay a small additional amount as a percentage of their nightly accommodations rate, and that tax is then remitted monthly by the lodging owner to a local government finance office. (Occupancy taxes generated by rentals made via online platforms Airbnb and VRBO in North Carolina are directly remitted by those companies to the municipality or county where the rental occurred.) That revenue is usually managed at the local level by a state-created Tourism Development Authority (TDA), consisting of a board of appointed individuals who are typically stakeholders in the local visitor economy. In a few instances, investment of occupancy tax revenue is administered directly by county commissioners or a town or city council rather than a TDA.

All occupancy taxes must first be authorized via legislation passed by the General Assembly, and every community is governed by its own distinct legislation (although those laws are often similar). Unlike sales tax, no occupancy tax revenue is directed to North Carolina state government—100% of revenue remains at the local level.

Occupancy taxes are typically applied to any lodging property that also pays sales tax, including hotels, bed and breakfasts, cabins, condominiums, and rental homes for short-term stays by the same person lasting no more than 89 days. (For stays lasting longer than 89 days, the tax is not applied and a rebate must be made available to the guest). The tax is usually not applied to religious conference centers, colleges, and youth camps if the guest's stay is related to the mission or programming of that organization. Tent campgrounds and RV parks are mostly exempted from occupancy taxes but campgrounds with fixed structures such as cabins and treehouses typically pay taxes on the rental of permanent buildings. Also, if an owner rents out their lodging for fewer than 15 nights a year, they are exempt from the tax unless the rental occurs via Airbnb or VRBO.

Below are several additional observations about North Carolina occupancy taxes:

Since legislation is unique to each community, the investment of occupancy taxes may not necessarily be the same from community to community. Every community's situation is dependent upon a variety of considerations. With the adoption of guidelines by the state House of Representatives in 1997, however, there are many similarities in legislation passed over the last 30 years.

In North Carolina, lodging guests always pay sales tax on the cost of their lodging in addition to occupancy tax. The sales taxes generated by accommodations amount to many millions of added dollars annually directed to the state and local governments. Occupancy taxes are also different from prepared meals taxes, which are levied by five communities in North Carolina and governed by their own local legislation.

In some instances, a guest may pay occupancy taxes collected by two different entities. A county may have an occupancy tax that covers all accommodations in the entire county, and a city or town where the lodging property is also physically located may have their own individual occupancy tax in addition to the county tax.

The total tax charged to the guest cannot exceed 6%, except in Mecklenburg County. Mecklenburg has another 2% lodging tax in addition to the maximum 6% tax. This additional tax has been used to fund the development and operation of the NASCAR Hall of Fame in Charlotte. In no other North Carolina community does the total rate charged to the paying guest exceed 6%.

While occupancy tax rates in North Carolina can be compared to those in destinations in other states, the laws and policies which enable the collection of taxes and govern their investment may vary greatly from state to state.

The North Carolina House of Representatives adopted uniform provisions in 1997 as guidelines for the creation of future occupancy tax legislation to establish standards for such legislation. (A current copy of the guidelines is included in this report.) However, these guidelines did not retroactively affect legislation enacted prior to 1997, and the amount of money allocated for destination promotion and other tourism-related uses is still dictated by specific local legislation.

According to the Department of Revenue, the following charges are considered to be included in the gross receipts derived from rentals of rooms and accommodations and are subject to tax, unless specifically exempt by law, regardless of whether the charges are separately stated from the base room or accommodation rate:

- Credit card fee
- Damage fee
- Early/late departure fee
- Extra person charge
- In-room safe rental
- Inspection fee
- Linen fee
- Maid/cleaning fee
- “Peace of mind” fee (similar to insurance but provided by hotel or rental agency rather than third-party carrier)
- Pet fee (incurred by guests who have pets traveling with them)
- Reservation fee (also referred to as a processing or administrative fee)
- Security deposit
- Smoking fee
- Transfer fee (for changing to a different room or unit or a different date)
- Tentative reservation fee (for priority reservation the following year)
- Charges for cribs and roll-away beds
- Charges for microwave ovens and refrigerators
- Accommodation facilitator fees
- Any other charges necessary to complete the rental

The following charges are not considered part of the gross receipts derived from rentals of hotels or similar accommodations and are not rentals of tangible personal property; therefore, these charges are exempt from sales and use tax provided the charges are separately stated:

- Banquet room rental and related facility or service fee (unless the rental is in connection with a catered event)
- Cancellation fee
- Internet service
- Guaranteed no-show fee (unless the fee is at the customary or agreed-upon rate, the guest is entitled to the use of the room, and the room cannot be rented to another party)
- Laundry service (provided by an outside laundry/dry-cleaning establishment)
- Returned check charge
- Telephone calls (unless a set fee is charged to all transients regardless of whether calls are made)
- Trip insurance provided by a third party
- Security deposits refunded to the purchaser of an accommodation rental
- Parking fees

Summary of Local Occupancy Taxes in North Carolina

Counties and cities/towns in North Carolina can both be enabled by the General Assembly to collect occupancy taxes. (There are also two townships enabled to collect. For the purposes of this analysis, they are counted as cities and towns.) Of the state's 100 counties, 90 are legislatively enabled to have some type of countywide tax within their boundaries as of July 2026, usually applicable to the entire county but in some cases only to unincorporated areas. (There are at least three counties included in this total—Davidson, Iredell, and Union—which have the legislative authorization to collect but have not yet instituted the tax.) Six of the remaining 10 counties have no occupancy tax levied at either the county or municipal level, while the other four counties have only a city or town that levies a tax. There are also 112 cities, towns, townships, and special taxing districts legislatively enabled to collect an occupancy tax, often in addition to a county tax.

Counties in North Carolina legislatively enabled to collect occupancy tax	90
Counties without *any* occupancy tax legislation in place, at either the county or municipal level	6
Counties without a countywide tax, but with at least one city or town legislatively enabled to collect occupancy tax	4
Municipalities, townships, and special taxing districts legislatively enabled to collect occupancy tax (often in addition to a countywide tax)	112

Thus, there are a combined 202 jurisdictions in North Carolina authorized to levy an occupancy tax of at least 1%. As noted, there are some counties that have an occupancy tax, but which also have cities or towns in the county levying either an additional or separate room tax, depending upon their legislation. There are currently 32 counties where the county and at least one city or town are authorized to levy occupancy taxes on lodging. (This statistic does not include counties with cities that are primarily located in one county but whose boundaries spill into another county. An example of this is Hickory, which is mostly located in Catawba County but also extends into Burke and Caldwell counties. For this analysis, Hickory is only included in Catawba County.

There are also some communities legislatively enabled to raise their taxes beyond their current levied rate or to begin collecting a higher tax rate upon approval of a county commission or municipal council, but only if that county or municipality has current legislation allowing them to adjust the rate.

According to the Local Government Division of the North Carolina Department of Revenue, $461 million in occupancy tax revenue was collected statewide at the local level in fiscal 2025. The most current data available from the Department of Revenue showing collections in each county and municipality is attached to this report as an appendix. The Department of Revenue typically does not report this data until at least a year after the conclusion of the prior fiscal year.

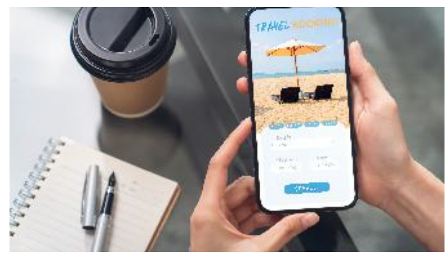
The occupancy tax is not the only tax revenue generated by visitors in North Carolina. As previously noted, guests also pay applicable sales taxes on the cost of their rooms. The other businesses in which visitors spend money during their stays—restaurants, shops, activities, and attractions—pay millions of dollars in sales taxes. These same businesses also pay property taxes that would otherwise not be generated if they did not exist to serve visitors. The local revenue impact of visitors thus goes far beyond the occupancy tax paid by overnight guests.

Where Does the Money Go?

How occupancy tax revenue is invested often varies more between communities in North Carolina than the rate charged to guests. That is not to say that rates are not comparable from destination to destination (and the tax rate may occasionally be a factor in destination selection for some meeting and event planners comparing North Carolina destinations to those in other states). However, the rate is less of a differentiator between communities than how tax revenue is invested at the local level.

This analysis looks only at the legislatively-enabled intended uses of occupancy taxes—the actual investment of occupancy taxes in a community may vary from the letter or spirit of the law. Generally, investment of North Carolina occupancy tax revenue at the local level falls into one of five categories as specified by law:

1. **Destination Promotion**



2. **"Tourism-Related" Expenditures,** which may include everything from grants for festival and event expenses to capital projects ("Tourism-related" is a term that usually appears in the specific legislation for a community)

3. **Debt Service and/or Operating Support** for tourism-related capital projects such as convention centers, stadiums, arenas, or visitor attractions

4. **Beach Nourishment** (considered to be a "tourism-related" expenditure)

5. **Local Government General Fund Revenue** and other non-tourism uses

Occupancy taxes are governed by the same clause in the North Carolina Constitution that governs the investment of all state taxes, Article 5, Section 5, which reads:

> *"Every act of the General Assembly levying a tax shall state the special object to which it is to be applied, and it shall be applied to no other purpose."*

Most counties and cities/towns legislatively enabled to collect an occupancy tax are mandated to dedicate a portion of their tax revenue to destination promotion. Many of the same counties and cities/towns also dedicate some of their tax revenue to "tourism-related" expenditures. North Carolina coastal destinations are heavily dependent upon their beaches for visitation, so beach nourishment is often a priority investment of their tax revenue to maintain a critical tourism asset. Other communities aim to stimulate business travel or event-related visitation, therefore they invest in conference centers or other large venues. Some destinations have chosen to invest occupancy tax revenue in sports assets or cultural capital infrastructure to grow their visitor economy. Others have invested the tax revenue in support of a variety of destination enhancement initiatives initiated by the public or private sectors, including parks, greenways, public art, and wayfinding signage. All of these are generally considered legally acceptable as "tourism-related" expenditures.

In some communities, such as those with legislatively-designated funding for convention centers or sports venues, the state legislation may be highly specific directing investment in those targeted uses. In others, the language of "tourism-related expenditures" may be sufficiently broad to allow for revenue to be invested in those kinds of projects. The interpretation of "tourism-related" expenditures may depend upon the specific needs of the destination's visitor economy, but the term has been interpreted in different ways at the local level even when it appears in the local legislation.

Uses of Occupancy Tax Funding

Of the 90 North Carolina counties legislatively enabled to collect an occupancy tax, 64 (71%) have legislation that mandates that at least two-thirds of revenue must be invested in destination promotion. Of the remainder, 16 counties have legislation that specifies an amount to be invested in promotion that is less than two-thirds of collected revenue. Another six counties have legislation that says the revenue may be invested in promotion but does not mandate a percentage to invest. The remaining four counties have legislation that does not specifically define destination promotion as a mandated investment.

A similar breakdown for North Carolina cities and towns is included in the chart below. (Counties and municipalities which do not have occupancy tax legislation that mandates investment in destination promotion may still invest some of their revenue in promotional activities.)

Mandated Legislative Investment	Number of Counties*	Number of Municipalities*
Specifies at least 2/3 of revenue to be invested in destination promotion	64**	85
Specifies an amount to be invested in promotion that is less than 2/3 of revenue	16	12
Revenue may be invested in promotion, but does not mandate a percentage to invest	6	6
Does not define destination promotion as a specific mandated investment	4	9
TOTAL	**90**	**112**

** Legislatively-enabled -- may or may not be actively collecting an occupancy tax.*

*** Includes Durham County, which is transitioning to having 2/3 of revenue invested in destination promotion over the next several years.*

Exceptions to the 1997 Legislative Guidelines

Most of the counties and municipalities that have legislation mandating less than two-thirds of tax revenue invested in destination promotion are governed by laws passed prior to the adoption of the 1997 occupancy tax guidelines or are governed by more recent legislation that still has roots in laws passed prior to 1997; or which dedicate a percentage of funding to beach nourishment.

- There are seven counties which direct some or all of their occupancy tax revenue into their general funds to be expended on any unspecified "lawful public purpose," as mandated by their legislation: Ashe, Cleveland, Davie, Durham, Hertford, Hyde, and Lee. (This is distinct from occupancy tax revenue specifically dedicated to the construction and operation of civic centers, convention facilities, arenas, and other traditional "tourism-related" venues owned and operated by a municipality or county government.)
- There are also two towns that collect occupancy tax and are legislatively enabled to direct money into their general funds for any public purpose: Claremont (Catawba County) and Columbus (Polk County).
- In addition to destination promotion, Caldwell County's pre-1997 legislation has language which provides for funding support via occupancy tax revenue of initiatives to promote "economic and industrial growth in the county."
- The language in Orange County/Chapel Hill's occupancy tax legislation is not very specific and can be read as allowing spending on some non-tourism-related functions:

> *"The Town Council of the Town of Chapel Hill shall decide on the allocation of the revenues collected from this tax annually during its budgeting process with particular consideration given to providing funding for visitor information services and support for cultural events, and not less than ten percent [10%] of the annual revenues shall be used for those purposes. "The Orange County Board of Commissioners shall decide on the allocation of the revenues collected from this tax annually during its budgeting process. At least ten percent (10%) of the annual revenues shall be used to provide funding for visitor information services and to support cultural events.*

- Dare County in the Outer Banks, which sees large increases in its transient visitor population during the summer season, has legislation predating the 1997 guidelines that specifically dictates that a portion of its occupancy tax go towards "services or programs needed due to the impact of tourism on the county."

- Likewise, four beach communities in Brunswick County have pre-1997 legislation that requires revenue be allocated to the criminal justice system, fire protection, public facilities and utilities, health facilities, solid waste and sewage treatment control, and/or repair of waterfront erosion: Caswell Beach, Holden Beach, Ocean Isle Beach, and Sunset Beach.

All the above instances of occupancy tax spending were enabled through legislation passed prior to the uniform occupancy tax guidelines in 1997. These guidelines direct that any new occupancy tax legislation should be written to mandate at least two-thirds of occupancy tax revenue must be invested in destination promotion, and no more than one-third of the revenue invested in “tourism-related expenditures,” or which allow for revenue to be invested in beach nourishment.

Many of the 27 counties that do not allocate at least two-thirds of revenue to destination promotion are also communities with specific mandated occupancy tax investments in arenas, sports complexes, or convention and civic centers, or where at least some tax revenue is used for beach nourishment (a legally allowable use of some occupancy tax revenue under the guidelines as a tourism-related expenditure). The latter category includes Carteret, Currituck, Dare, New Hanover, and Pender counties. Many of those counties also have legislation predating the 1997 guidelines. Of the 10 counties that have no mandated percentage of revenue for promotion, all have legislation predating the 1997 guidelines.

Similarly, of the 27 municipalities that have legislation that does not allocate at least two-thirds of revenue for promotion, several are communities with their own investments in arenas, sports complexes, convention and civic centers, or beach nourishment. Many have legislation predating the guidelines.

A few of the occupancy tax laws passed since 1997 include a sunset provision that changes or reverses the allocation at a future date. The biggest difference in these laws versus the non-compliant bills passed prior to 1997 is that most of the newer legislation still allocates any revenue not mandated for promotion to one of three specific tourism-related areas: beach nourishment, civic and convention centers or similar venues, and “tourism-related expenditures.” (Note that some non-compliant bills enacted since 1997 were updates of prior non-compliant local legislation.)

Recent Developments

There have been several notable developments in North Carolina occupancy tax laws and policies in the last two years.

Stallings and Indian Trail

Two municipalities primarily located in Union County in suburban Charlotte, Stallings and Indian Trail, were authorized by the legislature to seek voter approval to levy their first occupancy taxes. Referenda for local occupancy taxes in North Carolina have not previously occurred. Both taxes failed to receive approval from voters in the November 2024 general election, but the measures were approved by voters in the November 2025 municipal election.

Durham County

Another noteworthy development occurred during the 2024 legislative session and is associated with Durham County's occupancy tax. Durham's original tax legislation passed in 1985 and was not compliant with the 1997 guidelines. That legislation specified that the first 3% (of what ultimately became a 6% tax) be divided between the general funds of Durham County (receiving 57.5%) and the City of Durham (receiving 42.5%). The next 2% was mandated for investment in destination promotion. The final 1% was authorized for design costs and debt service related to the Durham Performing Arts Center until 2034, plus another $500,000 annually for improvements to the Museum of Life and Science.

In 2023 Discover Durham, the destination marketing organization for Durham County, completed a master plan identifying several tourism-related needs for the destination to remain competitive, including renovations and expansion of the Durham Convention Center, additional sports facilities, and more funding for destination promotion. Following a collaborative effort by Discover Durham, city and county staff, elected officials, and Durham County's local legislative delegation, the county's occupancy tax legislation was rewritten in 2024 to allow for a phased transition of the investment of tax revenue over a period of several years, so that by 2034 the mandated investment matches the current legislative guidelines of at least two-thirds for destination promotion and one-third for tourism-related expenditures.

The 2024 Durham County legislation was notable for several reasons. It represented a model for collaboration between destination leadership, city and county governments, and the local legislative delegation to provide more flexible funding for capital projects that will benefit the tourism sector as well as the residents of the community. The investment formula mandated by the new legislation allows local government to fulfill its debt service obligations while enabling those entities to plan for impacts to the general fund and commence planning for future capital projects.

Duplin County

Another notable occupancy tax-related development occurred in 2025 in Duplin County, where the county commissioners voted to reduce the occupancy tax rate from the maximum of 6% to 4.5% for the new fiscal year beginning July 1. Duplin County's unique occupancy tax legislation allowed the commissioners to create a tourism development authority only when annual revenue exceeds $200,000—but that also meant the commissioners could disband the local TDA when revenue dropped below that figure.

Because annual revenues were projected to fall below $200,000 with the reduced tax rate, the commissioners immediately eliminated the TDA board and the staff charged with destination marketing. This action likely marked the first time in the 40+ year history of occupancy tax-funded destination marketing organizations in North Carolina that a jurisdiction lowered their occupancy tax rate.

Currituck County

Perhaps the most significant developments associated with occupancy taxes in the last few years, however, are related to Currituck County in the northeast corner of the state.

A lawsuit filed by a group of property owners in Currituck County in 2019 alleged that county government had misspent more than $40 million in lodging taxes intended for beach nourishment and other "tourism-related" purposes by investing in emergency services and other uses that were not exclusively tourism-related. The plaintiffs lost the original court decision, but upon appeal it was overturned by unanimous decision of the state Appeals Court in March 2024. The North Carolina Supreme Court agreed to hear the county's appeal, and it ruled on Costanzo v. Currituck County in the county's favor in May 2026.

The high court determined that the current occupancy tax statute for Currituck did not categorically bar the county from spending tax revenue on enhanced public safety services connected to county tourism. The court determined that the county commissioners, vested with statutory discretion, could reasonably conclude that such expenditures are tourism-related, given the substantial increase in demand for public safety during tourist season and the importance of safety to attracting visitors.

Currituck County is unusual in North Carolina in that its county commission also serves as its TDA. Elsewhere in the state, a TDA board is appointed by county commissioners or a city or town council and typically consists of lodging managers or owners and representatives of other tourism-related entities such as restaurants and attractions. However, the county's 2008 occupancy tax legislation mandates that the commissioners make these investment decisions. (There are a few communities that have occupancy tax legislation predating the 1997 guidelines where a local government unit decides how the money is spent and there is no TDA.)

The Currituck ruling by the state Supreme Court subsequently led to the passage of Senate Bill 484 in June 2026 that specifically bars spending occupancy tax revenue in the following manner:

1. For development or construction of a hotel or another transient lodging facility.

2. For services ordinarily provided by a city for its residents, or for purposes that are designed for or primarily benefit residents of the city unless explicitly authorized by local act, including all of the following:

a. Solid waste collection or disposal
b. Water supply, distribution, or treatment
c. Fire protection
d. Law enforcement, public safety services, or emergency services
e. Affordable housing
f. Education

That legislation, however, was followed by another bill, House Bill 240, which specifically allows Currituck the following investment of occupancy tax revenue:

1. Two-thirds only for tourist-related purposes, including services or programs needed due to the impact of tourism and seasonal population increases, such as law enforcement, emergency services, fire protection, construction and maintenance of public facilities, solid waste collection and disposal, and beach nourishment. Funds under this subdivision may not be used for services or programs normally provided by the county on behalf of its citizens unless the services or programs promote tourism and enlarge its economic benefits by enhancing the ability of the county to attract and provide for tourists.

2. The remainder only to promote travel and tourism.

The same bill also specifically clarified that for the three New Hanover County beach communities of Carolina Beach, Kure Beach, and Wrightsville Beach, tourism-related expenditures include tourism-related capital expenditures, seasonal ocean rescue and lifeguard services, and police and fire overtime pay for festivals and special events that are funded by occupancy tax proceeds.

Summary of Occupancy Tax Rates as of July 2026

Counties and Municipalities

Jurisdictions Enabled to Levy Occupancy Tax**	Occupancy Tax Rate*								
	1%	2%	3%	4%	4.5%	5%	6%	8%	
Municipalities	1	11	59	2	0	11	27	0	112
Counties	3	0	28	2	1	6	50	1	90
TOTAL	4	11	87	4	1	17	77	1	202

** The rate does not necessarily indicate the rate paid by the lodging guest. As noted previously, the guest in some cases may pay occupancy tax to more than one jurisdiction, such as to both a city and county taxing jurisdiction. However, the guest pays no more than 6% in any jurisdiction in North Carolina other than Mecklenburg County.*

*** This number includes specially legislated separate taxing districts within communities like New Hanover County District U for unincorporated areas of the county, or the Wilmington Convention Center District in downtown Wilmington.*

SUMMARY OF THE INVESTMENT OF OCCUPANCY TAX REVENUE*

Jurisdictions Enabled to Levy Occupancy Tax	At Least Some Occupancy Tax Revenue Invested In...		
	Tourism Promotion	"Tourism-Related" Expenditures	Non-Tourism Activities
Total Jurisdictions	186	187	17

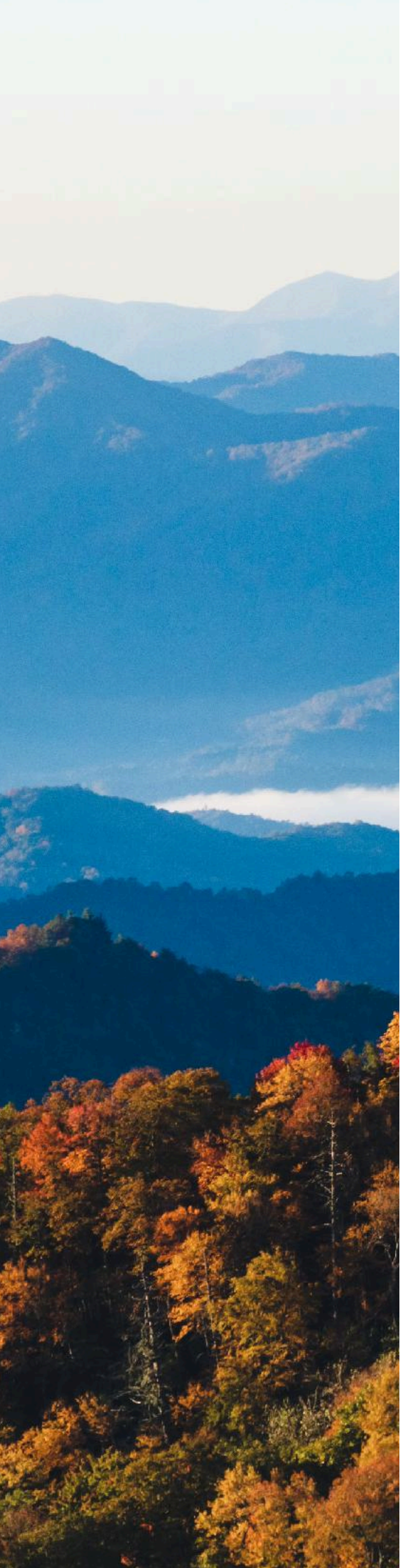
**Does not include the administrative fees collected by counties and cities/towns for tax collection and administration by their finance departments. These fees and their amounts are usually mandated in the local legislation.*

FY 2024-25 Total Occupancy Tax Collections by Jurisdiction
Top 10 Counties and Municipalities

Rank	Counties*	Municipalities
1	Mecklenburg $88,230,633	Greensboro $7,777,921
2	Dare $46,944,135	Wilmington $7,040,841
3	Wake $41,286,498	Oak Island $5,745,751
4	Buncombe $27,767,225	Ocean Isle Beach $5,091,633
5	Currituck $19,797,056	Holden Beach $4,180,080
6	Durham $16,270,289	Hickory $3,416,943
7	Carteret $13,943,423	Carolina Beach $2,858,320
8	New Hanover $11,752,753	Boone $2,325,211
9	Guilford $9,120,583	Wrightsville Beach $2,253,701
10	Cumberland $9,109,329	Bald Head Island $2,087,370

Source: Local Government Division, North Carolina Department of Revenue; Visit NC. Data represents most recent fiscal year available.

** Does not include occupancy tax revenue collected separately by any municipalities within each county that have their own tax, or where dollars from the county tax are legislatively directed to a city or town in the same county.*



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Appendix A

GUIDELINES FOR OCCUPANCY TAX LEGISLATION

Background – Since 1983, the General Assembly has authorized many units of local government to levy a room occupancy tax. At that time, the use of the tax proceeds, the administration of the tax, and the body with the authority to expend the proceeds varied considerably.

In the mid-1990s, there was an effort to make occupancy taxes more uniform and to ensure that proceeds were used primarily for tourism. In 1993, the House Finance Committee adopted the Occupancy Tax Guidelines, which contain many of the same principles espoused by the North Carolina Travel and Tourism Coalition (NCTTC) in its policy statement for legislation authorizing local occupancy taxes. In 1997, the General Assembly enacted administrative provisions for occupancy tax legislation, which provide uniformity in the areas of levy, administration, collection, repeal, and penalties (G.S. 153A-155 and G.S. 160A-215).

Consistent with these objectives, the House Finance Committee established the Occupancy Tax Subcommittee in the late 1990s to regularly review occupancy tax legislation and to look for adherence to the following provisions in the bills it considers:

Rate – The county tax rate cannot exceed 6% and the city tax rate, when combined with the county rate, cannot exceed 6%.

Use – At least two-thirds of the proceeds must be used to promote travel and tourism and the remainder must be used for tourism-related expenditures, which may include beach nourishment. However, local governments in coastal counties may allocate up to 50% of occupancy tax proceeds for beach nourishment, so long as all remaining proceeds are used for tourism promotion and provided that the use of occupancy tax proceeds for beach nourishment is limited by either a statutory cap or sunset provision.

Definitions – The terms "net proceeds", "promote travel and tourism", "tourism- related expenditures", and "beach nourishment" are defined terms:

- ***Net proceeds*** – Gross proceeds less the costs to the city/county of administering and collecting the tax, as determined by the finance officer, not to exceed 3% of the first $500,000 of gross proceeds collected each year and 1% of the remaining gross receipts collected each year.

- ***Promote travel and tourism*** – To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area; the term includes administrative expenses incurred in engaging in these activities.

- ***Tourism-related expenditures*** – Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, and convention facilities in a city/county by attracting tourists or business travelers to the city/county. The term includes tourism-related capital expenditures.

- ***Beach Nourishment*** – The placement of sand, from other sand sources, on a beach or dune by mechanical means and other associated activities that are in conformity with the North Carolina Coastal Management Program along the North Carolina shorelines and connecting inlets for the purpose of widening the beach to benefit public recreational use and mitigating damage and erosion from storms to inland property. The term includes expenditures for the following:

a. Costs directly associated with qualifying for projects either contracted through the
b. U.S. Army Corps of Engineers or otherwise permitted by all appropriate federal and State agencies;
c. The nonfederal share of the cost required to construct these projects;
d. The costs associated with providing enhanced public beach access; and
e. The costs of associated nonhardening activities such as the planting of vegetation, the building of dunes, and the placement of sand fences.

Administration – The net revenues must be administered by a local tourism promotion agency, typically referred to as a "Tourism Development Authority," that has the authority to determine how the tax proceeds will be used, is created by a local ordinance, and at least ½ of the members must be currently active in the promotion of travel and tourism in the taxing district and ⅓ of the members must be affiliated with organizations that collect the tax.

Costs of Collection – The taxing authority may retain from the revenues its actual costs of collection, not to exceed 3% of the first $500,000 collected each year plus 1% of the remainder collected each year.

Conformity with Other Local Occupancy Taxes – In 2008, the NCTTC formally revised its policy position with regard to occupancy taxes to include a statement that if a city seeks to impose a new occupancy tax or increase its existing tax on lodging facilities in a county that also has an existing occupancy tax, the county occupancy tax must conform to the guidelines in order for the Coalition to support the proposed municipal tax. During the 2009 Regular Session, the House Finance Chairs considered the revised policy statement of the NCTTC but declined to amend the House Finance Committee's Guidelines for Occupancy Tax accordingly.

Appendix B

NC OCCUPANCY TAX COLLECTIONS – FISCAL YEAR 2024-25

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
ALAMANCE COUNTY	3%	1,521,505	551,783	---	969,722	CITY OF BURLINGTON	3%	1,358,719	891,664	---	467,055	---
						CITY OF MEBANE	3%	413,921	73,712	4,040	327,570	8,599
ALLEGHANY COUNTY	6%	237,937	---	---	237,937							
ANSON COUNTY	6%	61,091	---	---	61,091							
ASHE COUNTY	3%	544,717	---	---	544,717	TOWN OF WEST JEFFERSON	3%	141,269	---	---	---	141,269
AVERY COUNTY	6%	677,886	---	---	677,886	TOWN OF BEECH MOUNTAIN	*See Wautaga County					
						TOWN OF SEVEN DEVILS	*See Wautaga County					
						TOWN OF SUGAR MOUNTAIN	6%	727,153	207,004	---	---	520,149
BEAUFORT COUNTY	---	---	---	---	---	TOWN OF WASHINGTON	6%	525,332	15,760	---	---	509,572

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
BRUNSWICK COUNTY	3%	3,407,272	74,594	27,624	3,305,054	CITY OF SOUTHPORT	3%	210,076	210,076	---	---	---
						TOWN OF CASWELL BEACH	6%	599,635	501,655	97,980	---	---
						TOWN OF HOLDEN BEACH	6%	4,180,080	3,971,076	209,004	---	---
						TOWN OF LELAND	3%	273,030	---	---	---	273,030
						TOWN OF OAK ISLAND	5%	5,745,751	5,745,751	---	---	---
						TOWN OF OCEAN ISLE BEACH	6%	5,091,633	4,244,714	846,919	---	---
						TOWN OF SHALLOTTE	3%	119,450	60,724	---	---	58,726
						TOWN OF SUNSET BEACH	5%	1,609,515	1,609,515	---	---	---
						[a]VILLAGE OF BALD HEAD ISLAND	6%	2,087,370	2,087,370	---	---	---
BUNCOMBE COUNTY	6%	27,767,225	1,390,784	---	26,376,441							
BURKE COUNTY	6%	1,306,641	23,066	---	1,283,575	CITY OF HICKORY	*See Catawba County					
CABARRUS COUNTY	6%	7,520,760	752,076	---	6,768,684							
CALDWELL COUNTY	3%	351,819	---	---	351,819	CITY OF HICKORY	*See Catawba County					
						CITY OF LENOIR	3%	267,105	7,493	---	---	259,612
						TOWN OF BLOWING ROCK	*See Watauga County					
CAMDEN COUNTY	6%	30,376	---	---	30,376							
CARTERET COUNTY	6%	13,943,423	7,050,484	---	6,892,939							

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
CASWELL COUNTY	6%	107,320	3,220	---	104,100							
CATAWBA COUNTY	---	---	---	---	---	CITY OF CLAREMONT	4%	10,027	10,027	---	---	---
						*CITY OF HICKORY	6%	3,416,943	---	---	---	3,416,943
CHATHAM COUNTY	3%	287,087	287,087	---	---							
CHEROKEE COUNTY	4%	823,842	24,715	---	799,127							
CHOWAN COUNTY	5%	319,032	9,571	---	309,461							
CLAY COUNTY	3%	123,017	18,452	---	104,565							
CLEVELAND COUNTY	3%	1,247,063	793,236	453,827	---	*CITY OF KINGS MOUNTAIN	3%	269,026	8,071	---	---	260,955
						CITY OF SHELBY	3%	294,700	---	---	---	294,700
						TOWN OF BOILING SPRINGS	3%	24,503	---	---	---	24,503
COLUMBUS COUNTY	3%	207,236	---	---	207,236							
CRAVEN COUNTY	6%	2,677,100	1,699,206	102,152	875,742							
CUMBERLAND COUNTY	6%	8,603,582	---	---	8,603,582							
CURRITUCK COUNTY	6%	19,797,056	19,797,056	---	---							
DARE COUNTY	6%	46,944,135	23,187,784	15,939,664	7,816,687							

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
DAVIDSON COUNTY	---	---	---	---	---	CITY OF HIGH POINT	*See Guilford County					
						CITY OF LEXINGTON	6%	628,726	---	---	---	628,726
						*CITY OF THOMASVILLE	6%	201,397	10,070	---	191,327	---
DAVIE COUNTY	3%	152,428	---	---	152,428	TOWN OF BERMUDA RUN	3%	70,211	70,211	---	---	---
						TOWN OF MOCKSVILLE	3%	68,429	68,429	---	---	---
						TOWN OF COOLEEMEE	3%	54	54	---	---	---
DUPLIN COUNTY	6%	228,280	---	---	228,280							
DURHAM COUNTY	6%	16,270,289	4,677,708	3,457,436	8,135,145	TOWN OF CHAPEL HILL	*See Orange County					
EDGECOMBE COUNTY	6%	153,563	---	---	153,563							
FORSYTH COUNTY	6%	9,109,329	1,563,347	1,949,817	5,596,165	CITY OF HIGH POINT	*See Guilford County					
						*TOWN OF KERNERSVILLE	3%	267,922	267,922	---	---	---
FRANKLIN COUNTY	6%	108,646	---	---	108,646							
GASTON COUNTY	3%	3,255,555	1,786,919	1,468,636	---	CITY OF BELMONT	3%	317,052	---	---	---	317,052
						CITY OF GASTONIA	3%	1,160,383	---	---	---	1,160,383
						CITY OF KINGS MOUNTAIN	*See Cleveland County					
						CITY OF MOUNT HOLLY	3%	211,273	---	---	---	211,273

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
GRAHAM COUNTY	6%	514,970	---	---	514,970	TOWN OF FONTANA DAM	3%	66,098	---	---	---	66,098
						TOWN OF ROBBINSVILLE	3%	71,903	---	---	---	71,903
						TOWN OF LAKE SANTEETLAH	3%	14,768	---	---	---	14,768
GRANVILLE COUNTY	6%	332,140	5,246	---	326,894							
GUILFORD COUNTY	3%	9,120,583	91,206	270,881	8,758,496	CITY OF GREENSBORO	3%	7,777,921	6,234,806	---	---	1,543,115
						*CITY OF HIGH POINT	3%	611,955	---	---	---	611,955
						TOWN OF KERNERSVILLE	*See Forsyth County					
HALIFAX COUNTY	5%	1,191,866	35,756	---	1,156,110	CITY OF ROANOKE RAPIDS	1%	181,364	5,441	---	---	175,923
HARNETT COUNTY	3%	716,220	---	---	716,220	CITY OF DUNN	6%	597,927	---	---	---	597,927
						TOWN OF BENSON	*See Johnston County					
HAYWOOD COUNTY	4%	2,938,017	39,380	---	2,898,637							
HENDERSON COUNTY	5%	3,780,866	---	---	3,780,866							
HERTFORD COUNTY	3%	45,970	45,970	---	---	TOWN OF AHOSKIE	3%	33,913	---	---	---	33,913
HYDE COUNTY	3%	1,341,350	1,341,350	---	---	OCRACOKE TOWNSHIP	2%	529,653	---	15,860	---	513,793
IREDELL COUNTY	---	---	---	---	---	CITY OF STATESVILLE	5%	1,560,167	1,253,254	---	---	306,913
						TOWN OF MOORESVILLE	4%	1,538,055	25,361	---	---	1,512,694
						TOWN OF TROUTMAN	3%	12,383	---	---	---	12,383

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
JACKSON COUNTY	6%	2,370,462	---	---	2,370,462							
JOHNSTON COUNTY	3%	1,317,570	65,878	---	1,251,692	*TOWN OF BENSON	2%	97,013	2,910	94,103	---	---
						*TOWN OF KENLY	2%	32,366	---	---	---	32,366
						TOWN OF SELMA	2%	79,925	2,398	---	---	77,527
						TOWN OF SMITHFIELD	2%	389,129	11,674	---	---	377,455
						TOWN OF CLAYTON	2%	30,825	925	29,900	---	---
LEE COUNTY	3%	443,621	---	---	443,621	CITY OF SANFORD	3%	422,005	---	---	---	422,005
LENOIR COUNTY	3%	309,517	15,476	---	294,041	CITY OF KINSTON	3%	326,473	16,323	---	---	310,150
LINCOLN COUNTY	3%	444,116	444,116	---	---	CITY OF LINCOLNTON	3%	177,159	---	---	---	177,159
MACON COUNTY	3%	2,164,202	173,136	---	1,991,066	TOWN OF FRANKLIN	3%	190,202	6,201	---	---	184,001
MADISON COUNTY	5%	706,618	21,199	---	685,419							
MARTIN COUNTY	6%	389,182	11,638	---	377,544							
MCDOWELL COUNTY	6%	1,239,546	22,395	---	1,217,151							
MECKLENBURG COUNTY	8%	---	---	---	---							
See detail next two lines												
Occupancy Tax	6%	67,947,004	2,381,315	22,355,459	43,210,230							
NASCAR Tax	2%	22,767,454	---	22,767,454	---							
MITCHELL COUNTY	6%	306,256	---	---	306,256							

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
MONTGOMERY COUNTY	6%	213,707	---	---	213,707							
MOORE COUNTY	3%	3,778,333	47,784	---	3,730,549							
NASH COUNTY	5%	2,103,880	---	841,552	1,262,328							
[b]NEW HANOVER COUNTY	3%	11,752,753	6,458,775	---	5,293,978	CITY OF WILMINGTON	3%	7,040,841	7,040,841	---	---	---
						TOWN OF CAROLINA BEACH	3%	2,858,320	---	---	---	2,858,320
						TOWN OF KURE BEACH	3%	1,057,099	---	---	---	1,057,099
						TOWN OF WRIGHTSVILLE BEACH	3%	2,253,701	---	---	---	2,253,701
NORTHAMPTON COUNTY	6%	290,479	7,447	841,552	283,032							
ONSLOW COUNTY	3%	4,591,904	4,591,904	---	---	CITY OF JACKSONVILLE	3%	1,489,101	---	---	---	1,489,101
						TOWN OF N. TOPSAIL BEACH	3%	1,764,882	1,764,882	---	---	---
						TOWN OF SURF CITY	*See Pender County					
						TOWN OF SWANSBORO	3%	123,191	3,696	---	---	119,495
ORANGE COUNTY	3%	2,225,316	---	---	2,225,316	TOWN OF CARRBORO	3%	232,495	6,975	---	---	225,520
						*TOWN OF CHAPEL HILL	3%	1,784,635	1,202,780	---	---	581,855
						TOWN OF HILLSBOROUGH	3%	117,763	3,533	---	---	114,230
PAMLICO COUNTY	---	---	---	---	---	TOWN OF ORIENTAL	3%	41,429	---	---	---	41,429

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
PASQUOTANK COUNTY	6%	1,070,918	---	---	1,070,918							
PENDER COUNTY	6%	4,509,972	97,976	4,411,996	---	TOWN OF BURGAW	3%	14,381	---	---	---	14,381
						*TOWN OF SURF CITY	3%	1,768,728	1,768,728	---	---	---
						TOWN OF TOPSAIL BEACH	3%	726,926	726,926	---	---	---
PERQUIMANS COUNTY	6%	47,943	47,943	---	---							
PERSON COUNTY	6%	488,372	---	---	488,372							
PITT COUNTY	6%	3,259,947	---	2,173,298	1,086,649							
POLK COUNTY	3%	452,271	452,271	---	---	TOWN OF COLUMBUS	3%	31,190	---	---	---	31,190
						TOWN OF TRYON	3%	19,772	19,772	---	---	---
						CITY OF SALUDA	3%	29,651	29,651	---	---	---
RANDOLPH COUNTY	5%	1,557,910	46,737	---	1,511,173	CITY OF HIGH POINT	*See Guilford County					
						CITY OF THOMASVILLE	*See Davidson County					
RICHMOND COUNTY	3%	518,211	259,106	259,105	---							
ROBESON COUNTY	---	---	---	---	---	CITY OF LUMBERTON	6%	1,721,408	27,214	---	---	1,694,194
						TOWN OF PEMBROKE	6%	122,940	---	---	---	122,940
						TOWN OF ROWLAND	2%	4,309	---	---	---	4,309
						TOWN OF ST PAULS	6%	44,119	---	---	---	44,119

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
ROCKINGHAM COUNTY	3%	573,811	7,157	215,953	350,701	CITY OF EDEN	2%	108,571	108,571	---	---	---
						CITY OF REIDSVILLE	2%	105,174	---	---	---	105,174
ROWAN COUNTY	6%	1,571,688	20,426	---	1,551,262							
RUTHERFORD COUNTY	6%	2,191,315	---	---	2,191,315							
SAMPSON COUNTY	6%	202,742	---	---	202,742							
SCOTLAND COUNTY	6%	417,882	12,171	---	405,711							
STANLY COUNTY	6%	478,200	80,797	397,403	---							
STOKES	6%	114,588	114,588	---	---							
SURRY COUNTY	6%	190,287	---	---	190,287	CITY OF MOUNT AIRY	6%	727,873	---	---	---	727,873
						TOWN OF DOBSON	6%	186,920	---	---	---	186,920
						*TOWN OF ELKIN	6%	240,296	---	---	---	240,296
SWAIN COUNTY	6%	2,539,886	78,553	---	2,461,333							
TRANSYLVANIA COUNTY	5%	1,789,740	---	---	1,789,740							
TYRRELL COUNTY	6%	33,862	1,016	---	32,846							
UNION COUNTY	---	---	---	---	---	CITY OF MONROE	5%	927,723	19,277	---	---	908,446
VANCE COUNTY	6%	528,976	---	---	528,976							
WAKE COUNTY	6%	41,286,498	2,682,050	21,893,443	16,711,005							

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
WARREN COUNTY	5%	314,815	314,815	---	---							
WASHINGTON COUNTY	6%	174,288	---	---	174,288							
[c]WATAUGA COUNTY	6%	3,570,109	45,701	---	3,524,408	*TOWN OF BEECH MOUNTAIN	6%	1,178,703	---	---	---	1,178,703
						*TOWN OF BLOWING ROCK	6%	1,771,551	653,566	---	---	1,117,985
						TOWN OF BOONE	6%	2,325,211	716,941	---	---	1,608,270
						*TOWN OF SEVEN DEVILS	6%	318,645	---	---	---	318,645
WAYNE COUNTY	1%	249,151	---	14,627	234,524	CITY OF GOLDSBORO	5%	1,118,634	1,118,634	---	---	---
WILKES COUNTY	6%	925,514	26,724	120,000	778,790	TOWN OF ELKIN	*See Surry County					
WILSON COUNTY	6%	1,428,450	26,382	---	1,402,068	TOWN OF KENLY	*See Johnston County					
[c]YADKIN COUNTY	6%	79,966	79,966	---	---	TOWN OF JONESVILLE	6%	412,134	11,219	---	---	400,915
						TOWN OF YADKINVILLE	6%	28,627	---	---	---	28,627
YANCEY COUNTY	6%	378,710	---	---	378,710							
TOTAL		384,075,136	83,884,808	99,120,327	201,069,643			77,728,832	42,843,797	1,297,806	985,952	32,601,277

Notes

Data compiled from reports furnished by counties and municipalities to the Local Government Division, North Carolina Department of Revenue

- * Indicates municipalities located in multiple counties.
- a The Village of Bald Head Island is exempt from the 1% Brunswick County tax
- b New Hanover Occupancy Tax is 3% countywide, with an additional 3% in unincorporated areas.
- c Watauga County and Yadkin County Occupancy Taxes only apply in unincorporated areas.

Appendix C

NC MEALS TAX COLLECTIONS – FISCAL YEAR 2024-25

County Collections						Municipal Collections						
Counties	Rate	Total Net Collections ($)	Amount to County ($)	Amount to Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)	Municipalities	Rate	Total Net Collections ($)	Amount to Municipality ($)	Amount to County ($)	Amount to Other Municipalities ($)	Amount to Tourism Dev. Auth. / Other ($)
CUMBERLAND COUNTY	1%	10,304,564	10,304,564	---	---							
DARE COUNTY	1%	3,957,477	52,139	---	3,905,338							
MECKLENBURG COUNTY	1%	54,983,360	---	---	54,983,360							
ORANGE COUNTY	---	---	---	---	---	TOWN OF HILLSBOROUGH	1%	526,924	31,615	---	---	495,309
WAKE COUNTY	1%	47,692,741	5,310,575	33,509,924	8,872,242							
TOTAL		**116,938,142**	**15,667,278**	**33,509,924**	**67,760,940**			**526,924**	**31,615**	**0**	**0**	**495,309**

Data compiled from reports furnished by counties and municipalities to the Local Government Division, North Carolina Department of Revenue

Appendix D

OCCUPANCY TAX ALLOCATION BY COUNTY

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
ALAMANCE COUNTY	3%	2/3 to Tourism Development Authority- Used to further the development of travel, tourism, and conventions through advertising and promotion. 1/3 to Alamance County- Used for acquiring, constructing, financing (including debt service), maintaining, and operating civic centers, arts centers, libraries, parks, museums, and recreational facilities, and for visitor-related programs and activities including, but not limited to, museums and other art or cultural programs, events, and festivals.	2%	1%	
Burlington	3%	Municipal Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Elon	3%	MunicipalTourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Graham	3%	Municipal Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Mebane	3%	Municipal Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
ALEXANDER COUNTY	–				
ALLEGHANY COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
ANSON COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
ASHE COUNTY	3%	1/3 to the Ashe County Chamber of Commerce- Used to promote travel & tourism. 2/3 to Ashe County- Used for any public purpose.	1%		2%
Jefferson	3%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Pending authorization resolution.	2%	1%	
Lansing	3%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Pending authorization resolution.	2%	1%	
West Jefferson	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
AVERY COUNTY					
Avery County District A (unincorporated areas)	6%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Banner Elk	6%	Tourism Development Authority of the taxing city- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Crossnore	6%	Tourism Development Authority of the taxing city- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (6%), but does not currently collect.	4%	2%	
Elk Park	6%	Tourism Development Authority of the taxing city- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (6%), but does not currently collect.	4%	2%	
Grandfather Village	6%	Tourism Development Authority of the taxing city- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (6%), but does not currently collect.	4%	2%	
Linville	6%	Tourism Development Authority of the taxing city- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (6%), but does not currently collect.	4%	2%	
Newland	6%	Tourism Development Authority of the taxing city- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Sugar Mountain	6%	Tourism Development Authority of the taxing city- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
BEAUFORT COUNTY	–				
Washington	6%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
BERTIE COUNTY	6%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
BLADEN COUNTY	–				
BRUNSWICK COUNTY	1%	Tourism Development Authority- Used to promote travel & tourism.	1%		
Bald Head Island	6%	Village Council- Used to promote tourism and for tourism-related expenditures. County tax does not apply to this municipality.	0% - 6%	0% - 6%	
Caswell Beach	5%	Town Council- First 3% used for tourism-related expenditures which include the criminal justice system, fire protection, health facilities, waste & sewage treatment, control/repair of waterfront erosion, and remaining 2% used only for beach nourishment and protection.		2%	3%

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
Holden Beach	5%	Town Council- First 3% used for tourism-related expenditures which include the criminal justice system, fire protection, health facilities, waste & sewage treatment, control/repair of waterfront erosion, and remaining 2% used only for beach nourishment and protection.		2%	3%
Leland	3%	Tourism Development Authority- At least 2/3 used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Oak Island	5%	Town Board of Commissioners- First 3% used for tourism-related expenditures; remaining 2% used only for beach nourishment and protection.		5%	
Ocean Isle Beach	5%	City officials- First 3% used for tourism-related expenditures which include the criminal justice system, fire protection, health facilities, waste & sewage treatment, control/repair of waterfront erosion, and remaining 2% used only for beach nourishment and protection.		2%	3%
Shallotte	3%	Tourism Development Authority- At least 1/2 used to promote travel & tourism; remainder used for tourism-related expenditures.	1.5%	1.5%	
Southport	3%	Tourism Development Authority- At least 2/3 used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
St. James	5%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Pending authorization resolution.	3.33%	1.66%	
Sunset Beach	5%	City officials- First 3% used for tourism-related expenditures which include the criminal justice system, fire protection, health facilities, waste & sewage treatment, control/repair of waterfront erosion, and remaining 2% used only for beach nourishment .		2%	3%
BUNCOMBE COUNTY	6%	Tourism Development Authority- 2/3 shall be used only to further the development of travel, tourism, meetings and events in the county through marketing, advertising, sales & promotion and for the administrative expenses (includes salaries, benefits, operations and facilities) of the Authority, not to exceed 20% of the net proceeds for the applicable fiscal year; the remainder shall be split evenly between a Tourism Product Development Fund to provide financial assistance for major tourism projects in order to significantly increase patronage of lodging facilities in, and further economic development in, Buncombe County; and The Legacy Investment from Tourism Fund to provide financial assistance for tourism-related projects that are designed to increase patronage of lodging facilities, meeting facilities, and convention facilities by attracting tourists, business travelers, or both and benefits the community at large in Buncombe County.	4%	2%	
BURKE COUNTY	6%	Tourism Development Authority- Of the first 3%, at least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Remaining 3% of the tax is distributed to a Morganton account (45%), a Burke County account (30%), and a Valdese account (25%), and used in the same way as the first 3%.	4%	2%	
CABARRUS COUNTY	6%	County Tourism Authority- Used to develop or promote tourism, tourist-related support services and facilities, tourist-related events, tourist-related activities, or tourist attractions.	0% - 6%	0% - 6%	
CALDWELL COUNTY	3%	Caldwell County Chamber of Commerce- After 15% of funds for admin, 1/2 used to promote travel & tourism and sponsor tourist-oriented events/activities, and 1/2 used to promote industrial and economic growth.	1.5%		1.5%
Lenoir	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	

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CAMDEN COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
CARTERET COUNTY	6%	50% to the Carteret County Tourism Development Authority to promote travel and tourism; 50% to Carteret County for beach nourishment.	3%	3%	
CASWELL COUNTY	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Yanceyville	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (3%), but does not currently collect.	2%	1%	
CATAWBA COUNTY	–				
Claremont	4%	City of Claremont- Proceeds deposited in the general fund.			4%
Conover	6%	City of Conover -Remits its tax to the Hickory-Conover TDA.Hickory-Conover Tourism Development Authority- Prior to and through December 31, 2039, 2/3 to be used for improving, leasing, constructing, financing, operating or acquiring facilities and properties needed to provide for a convention center facility, including parking facilities for the convention center; remainder must be used to promote travel and tourism. After December 31, 2039, at least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	4%	
Hickory	6%	City of Hickory- Remits its tax to the Hickory-Conover Tourism Development Authority- Prior to and through December 31, 2039, 2/3 to be used for improving, leasing, constructing, financing, operating or acquiring facilities and properties needed to provide for a convention center facility, including parking facilities for the convention center; remainder must be used to promote travel and tourism. After December 31, 2039, at least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	4%	
CHATHAM COUNTY	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
CHEROKEE COUNTY	4%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2.66%	1.33%	
CHOWAN COUNTY	5%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
CLAY COUNTY	3%	Clay County Commissioners (until net proceeds exceed $150,000, then a TDA will be formed)- At least 2/3 to promote travel and tourism; remainder for tourism-related expenditures.	3%		
CLEVELAND COUNTY	3%	County Commissioners- Used for any public purpose.			3%
Boiling Springs	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Grover	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	

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Kings Mountain	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Shelby	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
COLUMBUS COUNTY	3%	County Tourism Board-Used to promote travel & tourism and for tourism-related expenditures.	0% - 3%	0% - 3%	
CRAVEN COUNTY	6%	First 3% to the Tourism Development Authority- Used for: 1) Direct advertising costs for visitor promotions, conventions, or tourism; 2) Marketing and promotions expenses; 3) Operating expenses for the Visitor Information Center; 4) Salaries, benefits, and expenses for Visitor Information Center personnel; and 5) Other expenses that aid and encourage visitor promotions, conventions, or tourism. (35% of net proceeds in excess of $100,000 of the first 3% collected is remitted to the Room Tax Trust Fund.) Remaining 3% to the Room Tax Trust Fund- Used to construct, maintain, operate, or market a convention or meeting facility in New Bern and a tourist center in Havelock.	2% - 6%	0% - 4%	
CUMBERLAND COUNTY	6%	Of the first 3%: 1) 1/2 to Cumberland County- Used for the benefit of the Cumberland County Auditorium Commission to help finance major repairs, renovation, rehabilitation, or other capital improvements to its existing facilities and any new additions. May also be utilized by the Commission for financing construction of new convention-oriented or multipurpose facilities. 2) Remaining 1/2- Used specifically for advertising the auditorium and promoting travel & tourism. Remaining 3% to the Tourism Development Authority- 1/2 used to promote travel & tourism and for tourism-related expenditures, and 1/2 distributed to the Arts Council of Fayetteville/Cumberland County for arts festivals and other arts events that will draw tourists or other business travelers to the area.	3%	3%	
CURRITUCK COUNTY	6%	Tourism Development Authority (County Commissioners)- 2/3 only for tourist-related purposes, including services or programs needed due to the impact of tourism and seasonal population increases, such as law enforcement, emergency services, fire protection, construction and maintenance of public facilities, solid waste collection and disposal, and beach nourishment. Funds under this subdivision may not be used for services or programs normally provided by the county on behalf of its citizens unless the services or programs promote tourism and enlarge its economic benefits by enhancing the ability of the county to attract and provide for tourists. Remaining 1/3 for destination promotion.	2%	4%	

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DARE COUNTY	6%	Of the first 3% - Used only for tourist-related purposes, including construction and maintenance of public facilities and buildings, garbage, refuse, solid waste collection and disposal, police protection and emergency services: 1) 2/3 to the six towns (Duck, Southern Shores, Kitty Hawk, Kill Devil Hills, Nags Head, Manteo)- distributed in proportion to the amount of ad valorem tax levied by each town for the preceding fiscal year. 2) 1/3 to Dare County- Tourism-impacted municipal services: 25% for garbage, refuse, and solid waste collection and disposal; 25% for police protection; and 50% for emergency services. Additional 1% to the Dare County Tourism Board- 3/4 must be used for the cost of administration and to promote tourism, and 1/4 used for services and programs needed due to the impact of tourism on the county. Remaining 2% to Dare County- Used for beach nourishment.	0.75%	1.25%	4%
DAVIDSON COUNTY					
Davidson County District D (unincorporated areas only)	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Pending authorization resolution.	4%	2%	
Lexington	6%	Lexington Tourism Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Thomasville	6%	Tourism Commission- If the rate is 3%, then at least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. If the rate exceeds 3%, then the proceeds-equivalent of a 3% tax- shall be used as stated above and the excess proceeds shall be used only to construct or maintain a visitors' center.	2%	4%	
Davie COUNTY	3%	County officials- At least 1/2 must be deposited in a special account and used to promote travel & tourism and finance capital projects related to tourism (any tax proceeds in the special account not appropriated after 3 years are remitted to the general fund of Davie County and may be used for any lawful purpose); remainder used for any lawful purpose.	0% - 1.5%	0% - 1.5%	1.5%
Bermuda Run	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Cooleemee	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (3%), but does not currently collect.	2%	1%	
Mocksville	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
DUPLIN COUNTY	4.5%	County Commissioners--At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3%	1.5%	

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DURHAM COUNTY	6%	For FY27: First 1% distributed to Durham County (57.5% of 1%) and to the City of Durham (42.5%) to be used for any public purpose. Phased out by FY28. For FY27: Remaining 5% as follows: First 2.67% to Discover Durham for destination promotion; 1.33% for tourism-related expenditures; $1.4 million to City of Durham to finance debt service on Performing Arts Theater; $500,000 to Durham County for Museum of Life and Science; any additional net proceeds to Discover Durham for destination promotion. By FY35, 4% to destination promotion and 2% to tourism-related expenditures.	4% (2.67% for FY27)	2% (2.33% for FY27)	0% (1% for FY27)
EDGECOMBE COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
FORSYTH COUNTY	6%	Of the first 3%: 1) 5% divided among the municipalities other than Winston-Salem on a pro rata basis- Used only for economic development and cultural & recreational purposes. 2) Remainder to the Tourism Development Authority- Used to further the development of travel, tourism, and conventions. Of the remaining 3%: 1) 5% divided among the municipalities other than Winston-Salem on a pro rata basis- Used only for economic development and cultural & recreational purposes. 2) 1/3 of the remaining proceeds to the Tourism Development Authority- Used to further the development of travel, tourism, and conventions. 3) 10% of the remaining proceeds divided among municipalities other than Winston-Salem, in which taxable establishments are located, in proportion to the amount of tax proceeds collected in each municipality- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. 4) Remainder divided between Winston-Salem and Forsyth County on a pro rata basis- Used only for economic development and cultural & recreational purposes.	3.92%	2.08%	
FRANKLIN COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
GASTON COUNTY	3%	Board of Commissioners- Used for economic development to promote travel & tourism, including administrative expenses of the county's Travel and Tourism Office.	3%		
Belmont	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Cramerton	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (3%), but does not currently collect.	2%	1%	
Dallas	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	

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Gastonia	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Lowell	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (3%), but does not currently collect.	2%	1%	
McAdenville	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (3%), but does not currently collect.	2%	1%	
Mount Holly	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Ranlo	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Enabled to collect occupancy taxes (3%), but does not currently collect.	2%	1%	
GATES COUNTY	–				
GRAHAM COUNTY	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Graham County District G (unincorporated areas only)	3%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Fontana Dam	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Lake Santeetlah	3%	Town Council- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Robbinsville	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
GRANVILLE COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
GREENE COUNTY	–				
GUILFORD COUNTY	3%	70% to the Greensboro/Guilford County Tourism Development Authority- 4/5 used to promote travel & tourism activities/programs, and up to $170,000 of the remaining 1/5 may be used for tourist-related events including grant programs; remainder used for tourism, conventions, and capital improvements. 30% to the City of High Point- 85% used to promote travel & tourism activities/programs, and 15% used for specific tourist-related events.	2.45%	0.55%	

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Greensboro	3%	1) 1/5 to Greensboro/Guilford County Tourism Development Authority- Used for activities and programs promoting and encouraging travel & tourism. 2) 4/5 to the City of Greensboro- Used to finance the renovation and expansion of the Greensboro War Memorial Coliseum arena, the renovation and expansion of the remainder of the Greensboro War Memorial Complex and acquisition of property in the vicinity, and for the maintenance of the complex.	0.6%	2.4%	
High Point	3%	City of High Point- Used for furniture market promotion and visitor assistance. (Furniture market promotion and visitor assistance is defined as: activities and expenditures to promote the International Home Furnishings Market in the city and to assist visitors who attend it. The term may include advertising and other promotional activities, transportation and parking, housing facilitation, buyer registration, and administration of these activities.)	0% - 3%	0% - 3%	
HALIFAX COUNTY	5%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
Roanoke Rapids	1%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Net proceeds are remitted to the Halifax County TDA requiring it to hold funds in a separate account and administer separately.	0.66%	0.33%	
HARNETT COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Averasboro Township (Dunn) (The tax is levied by Harnett County Board of Commissioners, but only within Averasboro Township)	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
HAYWOOD COUNTY	4%	Tourism Development Authority- Of the first 3%, at least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. The remaining 1% is segregated into five separate accounts (Canton area, Clyde area, Lake Junaluska area, Maggie Valley area, and Waynesville area) based on the ZIP code of accommodations yielding the tax proceed, and at least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures in each of the collection areas.	2.66%	1.33%	
HENDERSON COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
HERTFORD COUNTY	3%	County Commissioners- Used for any lawful purpose.			3%
Ahoskie	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Murfreesboro	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
HOKE COUNTY	–				

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HYDE COUNTY	3%	County Commissioners- Used for any public purpose. (The county shall spend 90% of the proceeds collected on the mainland only for the direct benefit of the mainland. The county shall spend 90% of the proceeds collected on Ocracoke only for the direct benefit of the island.)			3%
Ocracoke	2%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	1.33%	0.66%	
IREDELL COUNTY					
Iredell County District I (unincorporated areas only)	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Pending authorization resolution.	4%	2%	
Mooresville	4%	Travel and Tourism Authority- At least 3/4 used to promote travel & tourism; remainder used for tourism-related expenditures.	3%	1%	
Statesville	5%	First 3% to the City of Statesville- Used for construction, operation, and maintenance of a civic center, for payment of interest or retiring principal on debt related to a civic center, or for promotion of travel & tourism. Of the remaining 2%: 1) 1/2 to Tourism Development Authority- Used to promote travel & tourism. 2) 1/2 to the City of Statesville- Used for operation and maintenance of a civic center and for payment of interest or retiring principal on debt related to a civic center.	1% - 4%	1% - 4%	
Troutman	3%	Tourism Development Authority- At least 2/3 used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Jackson	6%	Tourism Development Authority- At least 2/3 used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
JOHNSTON COUNTY	3%	County Tourism Authority- Revenue is remitted to listed organizations in towns from which tax is collected. The revenue shall be used for: 1) direct advertising costs for visitor promotions, conventions, or tourism; 2) marketing & promotions expenses; 3) operating expenses for tourist-oriented events; 4) administrative expenses; 5) tourist-related capital projects; 6) other expenses that aid and encourage visitor promotions, conventions, or tourism; and 7) any additional administrative costs incurred by the county.	0% - 3%	0% - 3%	
Benson	2%	County Tourism Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourist-related expenditures.	1.33%	0.66%	
Clayton District C (only that part of Clayton located within Johnston County)	2%	County Tourism Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourist-related expenditures.	1.33%	0.66%	

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Four Oaks	2%	County Tourism Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourist-related expenditures.	1.33%	0.66%	
Kenly	2%	County Tourism Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourist-related expenditures.	1.33%	0.66%	
Selma	2%	County Tourism Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourist-related expenditures.	1.33%	0.66%	
Smithfield	2%	County Tourism Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourist-related expenditures.	1.33%	0.66%	
JONES COUNTY	–				
LEE COUNTY	3%	Lee County- Proceeds held in a capital reserve fund until a sufficient amount has accumulated to construct a Community Resource Center; proceeds shall then be used to construct and maintain the Center. Any excess over the amount needed for maintenance of the Center may be used by for any lawful purpose.			3%
Sanford	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder to be used for the operation, maintenance, promotion and renovation of the Dennis A. Wicker Civic Center. Any funds not spent or obligated to the Civic Center may be used by the authority for the promotion of travel and tourism.	2%	1%	
LENOIR COUNTY	3%	Tourism Development Authority- Used only to further the development of travel, tourism, and conventions through advertising and promotion, to sponsor tourist-oriented events/activities, and to finance tourist-related capital projects.	0% - 3%	0% - 3%	
Kinston	3%	Tourism Development Authority- Used only to further the development of travel, tourism, and conventions through advertising and promotion, to sponsor tourist-oriented events/activities, and to finance tourist-related capital projects.	0% - 3%	0% - 3%	
LINCOLN COUNTY	3%	Lincoln County- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Lincolnton	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
MACON COUNTY	3%	Travel and Tourism Authority- Used only to promote travel & tourism.	3%		
Franklin	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
MADISON COUNTY	5%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
MARTIN COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
MCDOWELL COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	

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MECKLENBURG COUNTY (See appendix for full occupancy tax allocation.)	8% (Two separate occupancy taxes, 6% and 2%)	First 3% to the City of Charlotte- Used for convention center facilities. Remaining 3% to be distributed to Cornelius, Davidson, Huntersville, Matthews, Mint Hill, and Pineville- Used for visitor promotion and tourism-related expenditures. Additional 2% to the City of Charlotte- Used only for the acquisition, construction, repair, maintenance, and financing of a NASCAR Hall of Fame Museum facility and an ancillary and adjacent NASCAR/convention center ballroom facility.	0% - 3%	5% - 8%	
MITCHELL COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
MONTGOMERY COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
MOORE COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
NASH COUNTY	3%	First 3% to the Nash County Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Rocky Mount District R	2%	Rocky Mount District R Tourism Development Authority-At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	1.33%	0.67%	
NEW HANOVER COUNTY (except inside Convention Center District)	3%	3/5 to New Hanover County- Used for beach nourishment. 2/5 to the Cape Fear Coast Convention and Visitors Bureau (set up as a TDA)- Used to promote travel & tourism.	1.2%	1.8%	
New Hanover County District U (unincorporated areas only)	3%	Cape Fear Coast Convention and Visitors Bureau- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Wilmington	3%	City of Wilmington Convention center account- Used by the City of Wilmington for the construction, financing, operation, promotion, and maintenance of a public convention center.		3%	
Wilmington Convention Center District	3%	City of Wilmington Convention center account- Used by the City of Wilmington for the construction, financing, operation, promotion, and maintenance of a public convention center.		3%	

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
Carolina Beach, Kure Beach, and Wrightsville Beach (County collects and TDA administers occupancy tax on behalf of the towns listed above)	3%	Cape Fear Coast Convention and Visitors Bureau (set up as a TDA)- In each individual beach community, at least 1/2 must be used to promote travel & tourism; remainder used for tourism-related expenditures that include tourism-related capital expenditures, seasonal ocean rescue and lifeguard services, and police and fire overtime pay for festivals and special events that are funded by occupancy tax proceeds.	1.5%	1.5%	
NORTHAMPTON COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
ONSLOW COUNTY	3%	Onslow County- Proceeds deposited in the general fund and are used to further the development of travel, tourism, and conventions.	0% - 3%	0% - 3%	
Jacksonville	3%	Tourism Development Authority- At least 2/3 must be used for tourism-related expenditures; remainder used for tourism promotion. Sunset provision in place July 1, 2037, when it reverts to 2/3 for promotion.	1%	2%	
North Topsail Beach	3%	North Topsail Beach- Used for beach nourishment.		3%	
Swansboro	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
ORANGE COUNTY	3%	Board of Commissioners- The Board decides on the allocation of revenues annually during its budgeting process. At least 10% is used to provide funding for visitor information services and to support cultural events.	0% - 2.7%	0.3% - 3%	0% - 2.7%
Carrboro	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Chapel Hill	3%	Town Council- The Town Council decides on the allocation of revenues annually during its budgeting process. At least 10% is used to provide funding for visitor information services and to support cultural events.	0% - 2.7%	0.3% - 3%	0% - 2.7%
Hillsborough	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
PAMLICO COUNTY	–				
Oriental	3%	Board of Commissioners- At least 1/4 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	0.75%	2.25%	
PASQUOTANK COUNTY					
Elizabeth City (Elizabeth City Council may levy a room occupancy tax at a rate that does not exceed 6% when combined with the Pasquotank County occupancy tax rate.)	6%	Tourism Development Authority - Elizabeth City- Pasquotank County Tourism Development Authority- Of the first 3%, 1/2 is used to promote travel & tourism, 1/4 is used for tourism-related expenditures recommended by the City of Elizabeth City Council, and 1/4 is used for tourism-related expenditures recommended by the Pasquotank County Board of Commissioners. Of the remaining 3%, at least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.5%	2.5%	

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
PENDER COUNTY	3%	Proceeds from accommodations in Surf City to Surf City- Used for beach nourishment. Proceeds from accommodations in Topsail Beach to Topsail Beach- Used for beach nourishment. Remaining proceeds from accommodations in Pender County to Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	0% - 3%	0% - 3%	
Burgaw	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Surf City	3%	Surf City- Used only for tourism-related expenditures- includes criminal justice system, fire protection, public facilities and utilities, health facilities, solid waste & sewage treatment, and the control/repair of water front erosion.		3%	
Topsail Beach	3%	Topsail Beach- Used only for tourism-related expenditures- includes criminal justice system, fire protection, public facilities and utilities, health facilities, solid waste & sewage treatment, and the control/repair of water front erosion.		3%	
PERQUIMANS COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	6%	
PERSON COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Pitt	6%	Convention and Visitors Authority- Of the first 3%, at least 2/3 must be used to promote travel & tourism in Pitt County and the City of Greenville; remainder used for tourism-related expenditures. The remaining 3% is used to reimburse Pitt County and the City of Greenville for any funds they have advanced to purchase property for a convention center. After full reimbursement of the city and county, the money shall be used to finance, construct, maintain, operate, or market a convention center.	2%	4%	
POLK COUNTY	3%	Polk County- Used only to promote travel & tourism.	3%		
Columbus	3%	Town Council- 1/2 is used to promote travel & tourism, and 1/2 is used for any public purpose.	1.5%		1.5%
Saluda	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Tryon	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
RANDOLPH COUNTY	5%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
RICHMOND COUNTY	6%	Tourism Development Authority- 1/2 is used to promote travel & tourism, and 1/2 is used for tourism-related expenditures in the City of Rockingham that are mutually agreed upon by the county TDA and the Rockingham City Council.	3%	3%	

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
ROBESON COUNTY	–				
Lumberton	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Pembroke	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Rowland	2%	City officials- Used for sponsoring tourist-oriented events, encouraging tourism through advertising and promotion, establishing a visitors' center, and other expenditures that directly enhance tourism; also includes the following type of expenditures- criminal justice system, fire protection, public facilities and utilities, health facilities, and solid waste & sewage treatment.	0% - 2%	0% - 2%	
St. Pauls	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
ROCKINGHAM COUNTY	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	
Eden	2%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	1.33%	0.66%	
Reidsville	2%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	1.33%	0.66%	
ROWAN COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
RUTHERFORD COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
SAMPSON COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
SCOTLAND COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
STANLY COUNTY	6%	5/6 of proceeds from accommodations in the City of Albemarle to the City of Albemarle- 2/5 of that is then remitted to the Stanly County Tourism Development Authority for promoting travel & tourism, and 3/5 is used for tourism-related expenditures. Proceeds from accommodations in each municipality (other than Albemarle) to that municipality- Each municipality remits to the Stanly County Tourism Development Authority each year the greater of $1.00 per capita of the municipality's population or 1/2 of the amount remitted to the municipality for promoting travel & tourism; remainder used for tourism-related expenditures in the county. The greater of $25,000 a year or 1/2 of the remaining proceeds of the occupancy tax to the Tourism Development Authority- Used to promote travel & tourism. Remaining proceeds to Stanly County- Used for tourism-related expenditures.	Approx. 3%	Approx. 3%	

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
STOKES COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
SURRY COUNTY(unincorporated areas only)	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Dobson	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Elkin	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Mount Airy	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Pilot Mountain	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
SWAIN COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
TRANSYLVANIA COUNTY	5%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
TYRRELL COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
UNION COUNTY	1%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. Note: Pending voter approval.	0.66%	0.33%	
Indian Trail	5%	Tourism Development Authority - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
Monroe	5%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
Stallings District S (Taxing district consists of only that part of the town located within Union County)	5%	Tourism Development Authoirty - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
VANCE COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
WAKE COUNTY (See appendix for full tax occupancy allocation.)	6%	Of the first $3,815,000: 1) 45.25% to the City of Raleigh- First $680,000 used for tourism-related expenditures; remaining proceeds used for the Raleigh Civic Center Complex or similar facilities, and the construction of sports, cultural, and arts facilities. 2) 5% of the remaining proceeds to the Town of Cary- Used for public relations and promotional activities and for visitor-related programs and activities. 3) 34.75% of the remaining proceeds to Wake County- Used only for the Raleigh Civic Center Complex or similar facilities or for construction of sports, cultural, and arts facilities. 4) 15% of the remaining proceeds to the Greater Raleigh Convention and Visitor Bureau- Used to promote travel, tourism, and conventions. Proceeds in excess of $3,815,000 distributed to the City of Raleigh, Town of Cary, Raleigh Regional Convention and Visitor Bureau, and Wake County- Used for the purposes noted above and capital projects.	Approx. 2%	Approx. 4%	
WARREN COUNTY	5%	Tourism Development Authoirty - At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	3.33%	1.66%	
WASHINGTON COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
WATAUGA COUNTY (unincorporated areas of the county only)	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Beech Mountain	6%	(Only up to 3% if District W is levying an occupancy tax) Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Beech Mountain District W	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures. (In addition to current town occupancy tax; special taxing district containing part of Beech Mountain located in Watauga Co.)	2%	1%	
Blowing Rock	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Boone	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Seven Devils	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Seven Devils District W	3%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	2%	1%	

North Carolina County/ Municipality	July 2026 Occupancy Tax Rate	Occupancy Tax Allocation	Allocation to Tourism Promotion	Allocation to Tourism-Related Expenditures	Allocation to Generally Non-Tourism Activities
WAYNE COUNTY	1%	Tourism Development Authority- All funds used to promote travel and tourism.	1%		
Goldsboro (Currently, the remainder of the occupancy tax proceeds are being used in accordance with option 2.)	5%	No more than 1/5 to the Tourism Council- Used to develop tourism, support services, and tourist-related events, and for any other appropriate activities to provide tourism-related facilities and attractions. Remainder to the citizens' advisory committee- Used for a study of the feasibility of the construction of a civic center. 1) If civic center feasible, remainder to the City of Goldsboro- Used for improving, leasing, constructing, financing, operating, or acquiring facilities and properties as needed to provide for a civic center facility. 2) If civic center not feasible at present, up to 1/2 to the Tourism Council- Used to develop tourism, support services, and tourist-related events, and for any other appropriate activities to provide tourism-related facilities and attractions. Remainder to the City of Goldsboro- Invested in a special interest bearing fund and held for improving, leasing, constructing, financing, operating, or acquiring facilities and properties, either by the city or in conjunction with other governmental, educational, or nonprofit entities. 3) If civic center not feasible, remainder to the Tourism Council- Used to develop tourism, support services, and tourist-related events, and for any other appropriate activities to provide tourism-related facilities and attractions.	0% - 3%	2% - 5%	
WILKES COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
WILSON COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
YADKIN COUNTY(outside Jonesville and Yadkinville)	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Jonesville	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
Yadkinville	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	
YANCEY COUNTY	6%	Tourism Development Authority- At least 2/3 must be used to promote travel & tourism; remainder used for tourism-related expenditures.	4%	2%	

Notes

"Promote travel and tourism is defined as: To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in these activities.

Tourism-related expenditures are defined as : Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, and convention facilities in a county by attracting tourists or business travelers to the city/county. The term includes tourism-related capital expenditures.

Beach Nourishment is defined as: The placement of sand, from other sand sources, on a beach or dune by mechanical means and other associated activities that are in conformity with the North Carolina Coastal Management Program along the North Carolina shorelines and connecting inlets for the purpose of widening the beach to benefit public recreational use and mitigating damage and erosion from storms to inland property. The term includes expenditures for the following:

a. Costs directly associated with qualifying for projects either contracted through the U.S. Army Corps of Engineers or otherwise permitted by all appropriate federal and State agencies;

b. The nonfederal share of the cost required to construct these projects;

c. The costs associated with providing enhanced public beach access; and

d. The costs of associated nonhardening activities such as the planting of vegetation, the building of dunes, and the placement of sand fences.

Appendix

MECKLENBURG COUNTY	**Full Occupancy Tax Allocation** ***First 3% to the City of Charlotte*** - Used for convention center facilities, applied in accordance with the following priorities (in order): 1) To provide for when due payments for the current fiscal year with respect to any financing for new convention center facilities or for the expansion of existing convention center facilities, which may include off-street parking for use in conjunction with the facilities. 2) To pay costs incurred in an amount equal to the sum of $1,500,000 plus the total current fiscal year distributions to the Mecklenburg towns in each fiscal year for marketing and promoting new or expanded convention center facilities and for activities and programs aiding and encouraging convention and visitor promotion. 3) To pay other costs of acquiring, constructing, maintaining, operating, marketing, and promoting new or expanded convention center facilities and of activities and programs aiding and encouraging convention and visitor promotion. ***Of the remaining 3%:*** 1) 120% of the remaining proceeds collected in each municipality other than Charlotte to the respective municipality; Used for acquiring, constructing, financing, maintaining, operating, marketing, and promoting convention centers, civic centers, performing arts centers, coliseums, auditoriums, and museums, for off-street parking for use in conjunction with these facilities, and for tourism and tourism-related programs and activities including art and cultural programs, events, and festivals. 2) At least 50% of the first $1,000,000 in each fiscal year, at least 35% of the second $1,000,000 in each fiscal year, and at least 25% of the amount in excess of $2,000,000 in each fiscal year shall be transferred to the City of Charlotte. Distributed to each Mecklenburg town--an amount equal to the greater of (i) 1/2 of the county prepared food and beverage tax net proceeds that were collected in that town during the preceding fiscal year, and (ii) an amount agreed to by interlocal agreement between the Mecklenburg town and the City of Charlotte. Used for acquiring, constructing, financing, maintaining, operating, marketing, and promoting convention centers, civic centers, performing arts centers, coliseums, auditoriums, and museums, for off-street parking for use in conjunction with these facilities, and for tourism and tourism-related programs and activities including art and cultural programs, events, and festivals. (The Towns of Cornelius, Davidson, and Huntersville are required to distribute to the Lake Norman CVB 28% of their occupancy tax.) 3) Remainder distributed between Charlotte and Mecklenburg County- Used for acquiring, constructing, financing, maintaining, operating, marketing, and promoting convention centers, civic centers, performing arts centers, coliseums, auditoriums, museums, for off street parking for use in conjunction with these facilities, and for tourism and tourism-related programs and activities including art and cultural programs, events, and festivals. ***Additional 2% to the City of Charlotte*** - Used only for the acquisition, construction, repair, maintenance, and financing of a NASCAR Hall of Fame Museum facility and an ancillary and adjacent NASCAR/convention
WAKE COUNTY	***Of the first $3,815,000:*** *(Before making the following distributions, the Board of Commissioners may, in its discretion, deduct from the proceeds of the tax the sum of $100,000 in each fiscal year and remit the sum to Wake Technical Community College. The college must use funds remitted to it only to support its ongoing program of training individuals in hotel and motel management and in food service.)* 1) 45.25% to the City of Raleigh- First $680,000 used to fund the acquisition, construction, financing, debt servicing, maintenance, or operation of convention centers, civic centers, performing arts centers, coliseums, auditoriums, and museums, to provide off-street parking facilities for use in conjunction with such facilities, and to fund visitor-related programs and activities. Remaining proceeds are used for the acquisition, construction, renovation, financing, debt service, maintenance, and operation of expansions and additions to the Raleigh Civic Center Complex or similar facilities, and the construction of sports, cultural, and arts facilities. 2) 5% of the remaining proceeds to the Town of Cary- Used for public relations and promotional activities and for visitor-related programs and activities, including cultural programs, events, festivals, and other visitor-related programs. 3) 34.75% of the remaining proceeds to Wake County- Used only for the Raleigh Civic Center Complex or similar facilities or for construction of sports, cultural, and arts facilities. 4) 15% of the remaining proceeds to the Greater Raleigh Convention and Visitor Bureau- Used to promote travel, tourism, and conventions. ***Proceeds in excess of $3,815,000 but less than $4,000,001:*** 1) 95% to the City of Raleigh- Used for the purposes noted above. 2) 5% to the Town of Cary- Used for the purposes noted above. ***Proceeds above $4,000,000 and up to $4,500,000:*** 1) 25% to the Raleigh Regional Convention and Visitor Bureau- (Does not specify how the Bureau will use the funds.) 2) 5% to the Town of Cary- At least 1/2 used for capital projects; remainder used for the purposes noted above. 3) 47.5% to the City of Raleigh- Used for the purposes noted above. 4) 22.5% to Wake County- Used for any use related to any of the purposes for which any local government is authorized to expend tax proceeds ***Proceeds above $4,500,000:*** 1) 25% to the Raleigh Regional Convention and Visitor Bureau- (Does not specify how the Bureau will use the funds.) 2) 5% to the Town of Cary- At least 1/2 used for capital projects, remainder used for the purposes noted above. 3) 35% to the City of Raleigh- Used for any lawful purpose mentioned in any of the above. 4) 35% to Wake County- Used for any lawful purpose mentioned in any of the above.