



# CABARRUS COUNTY, NC

## 2020 Tourism Economic Contribution Fact Sheet

### Annual Tourism Activity in Cabarrus County

- Generated **\$287.5 million** in visitor spending
- Produced **\$108.4 million** in payroll
- Created **\$10.6 million** in local tax revenues
- Created **\$14.4 million** in state tax revenues
- Generated **\$25 million** in combined state & local taxes
- More than **3,363** jobs were directly attributable to tourism
- 2020 visitor spending decreased by **44.2%** from 2019

### Tax Savings for Cabarrus County Residents

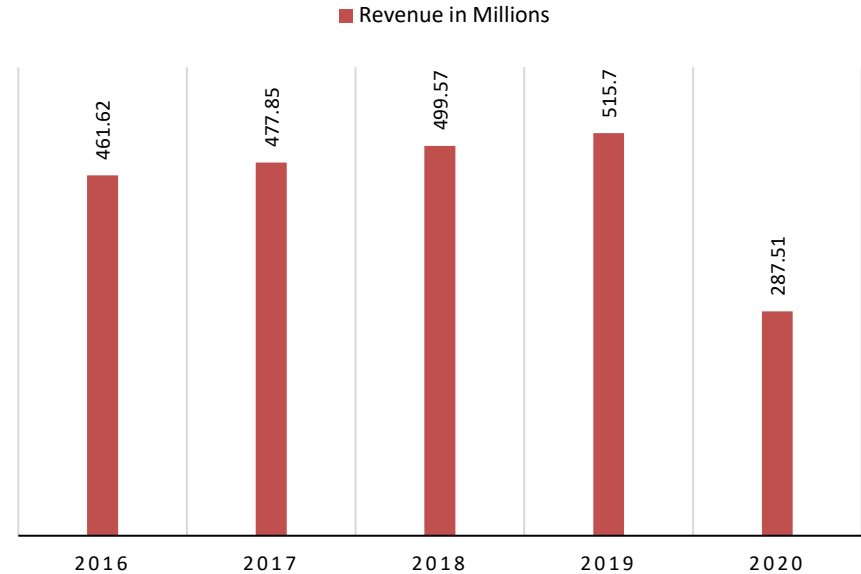
Taxes generated by visitor spending in Cabarrus County represent a tax savings of **\$115.21** per resident.

### On an Average Day in 2020...

#### Tourism spending in Cabarrus County:

- Generated **\$68,493** daily in combined state & local taxes
- Created **\$29,041** daily in local tax revenues
- Created **\$39,452** daily in state tax revenues
- Generated **\$296,986** daily in worker paychecks

### 2016-2020 TOURISM SPENDING TREND



This fact sheet was created with data from the [“The Economic Impact of Travel on North Carolina Counties.”](#) This study was prepared for [Visit North Carolina](#) by Tourism Economics.

For more information about the Cabarrus County Convention and Visitors Bureau, go to [CabCoCVB.com](#).