



CABARRUS COUNTY, NC

2021 Tourism Economic Contribution Fact Sheet

Annual Tourism Activity in Cabarrus County

- Generated **\$480.8 million** in visitor spending
- Produced **\$140.4 million** in payroll
- Created **\$14.7 million** in local tax revenues
- Created **\$21.4 million** in state tax revenues
- Generated **\$36.1 million** in combined state & local taxes
- More than **4,065** jobs were directly attributable to tourism
- 2021 visitor spending increased by **67.2%** from 2020

Tax Savings for Cabarrus County Residents

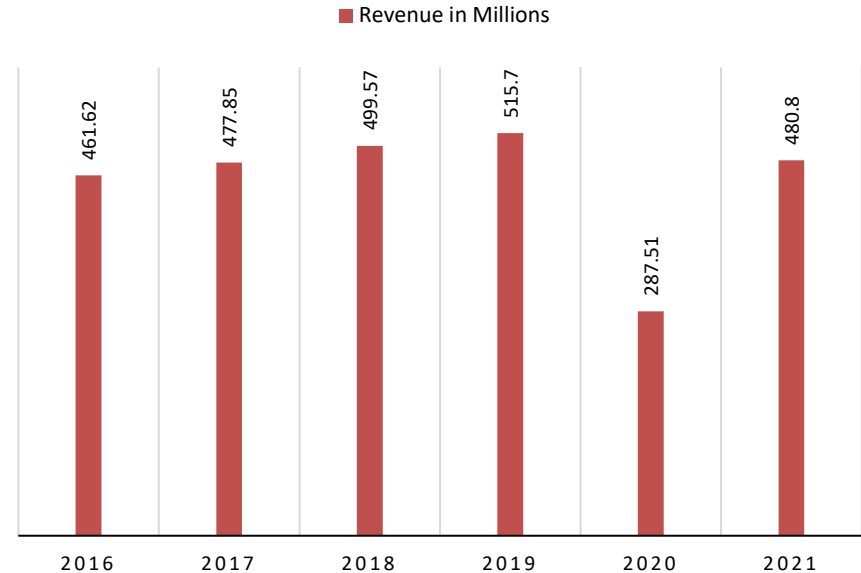
Taxes generated by visitor spending in Cabarrus County represent a tax savings of **\$155.62** per resident.

On an Average Day in 2021...

Tourism spending in Cabarrus County:

- Generated **\$98,904** daily in combined state & local taxes
- Created **\$40,273** daily in local tax revenues
- Created **\$58,630** daily in state tax revenues
- Generated **\$384,657** daily in worker paychecks

2016-2021 TOURISM SPENDING TREND



This fact sheet was created with data from the [“The Economic Impact of Travel on North Carolina Counties 2021.”](#) This study was prepared for [Visit North Carolina](#) by Tourism Economics in collaboration with the U.S. Travel Association.

For more information about the Cabarrus County Convention and Visitors Bureau, go to CabCoCVB.com.