



# Cabarrus County, NC

## 2023 Tourism Economic Contribution Fact Sheet

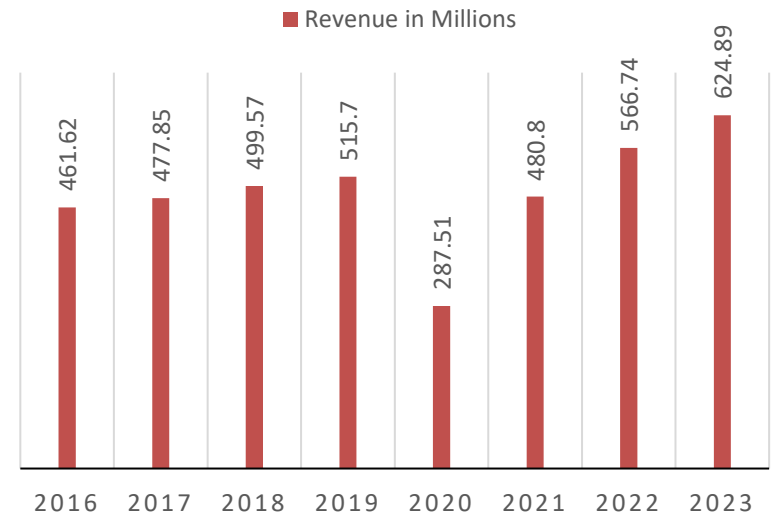
### Annual Tourism Activity in Cabarrus County

- Generated **\$624.89 million** in visitor spending
- Produced **\$171.5 million** in payroll
- Created **\$16.4 million** in local tax revenues
- Created **\$24.7 million** in state tax revenues
- Generated **\$41.1 million** in combined state & local taxes
- More than **4,821** jobs were directly attributable to tourism
- 2023 visitor spending increased by **10.3%** from 2022

### State/Local Tax Savings per Resident

Taxes generated by visitor spending in Cabarrus County represent a tax savings of **\$171.51** per resident.

### 2016-2023 TOURISM SPENDING TREND



### On an Average Day in 2023, tourism spending in Cabarrus County...

- Generated **\$112,602** daily in combined state & local taxes
- Created **\$44,931** daily in local tax revenues
- Created **\$67,671** daily in state tax revenues
- Generated **\$469,863** daily in worker paychecks

This fact sheet was created with statistics from the “The Economic Impact of Travel on North Carolina Counties” which can be accessed at [partners.visitnc.com/economic-impact-studies](https://partners.visitnc.com/economic-impact-studies). This study was prepared for Visit North Carolina by Tourism Economics.

For more information about the Cabarrus County Convention & Visitors Bureau, go to [CabCoCVB.com](https://CabCoCVB.com).