



Charlotte: The Visitor Economy

The visitor economy fuels critical areas such as building transportation assets, raising the destination profile, attracting strategic events and enhancing quality of life.

- The Charlotte region hosts approximately **28.3 million** visitors annually.*
- Visitors spent **\$7 billion** in the region, infusing **\$5.4 billion** in Mecklenburg County annually, generating more than other tourism-centric destination in the Carolinas including Raleigh, Asheville, Charleston and Myrtle Beach. #
- Tourism is the **fourth largest employer** behind healthcare, government and professional services. ^
- There are more than **136,300 jobs** in the hospitality and leisure sector with visitor spending directly supporting 66,300 of those jobs. Without these jobs, the unemployment rate in Charlotte would more than double, from 3.9% to 8.9%.

* Source: Longwoods International Study # Source: Annual study conducted by U.S. Travel Association ^ Source: U.S. Labor of Statistics



is spent in the Charlotte region annually by visitors

MECKLENBURG COUNTY RESIDENTS SAVE \$360



in taxes each year because of tourism tax revenues



1 IN 9 EMPLOYED PEOPLE IN CHARLOTTE WORK IN THE HOSPITALITY & LEISURE SECTOR

About Charlotte Place Branding

Destination branding has long been a top priority for the Charlotte Regional Visitors Authority (CRVA), not only to leverage Charlotte as a place to live, work, visit or play but also to create economic opportunity and vitality for the city. In 2008, 'Charlotte's got a lot' was created as a way to showcase the "a lot" Charlotte has to offer. After all, our region has never been known for just one thing. But as the city has come into its own as a thriving metropolitan city that put its name on the top of many national lists, there wasn't a need to explain the "a lot" we have to offer anymore. That made way for 'Charlotte's got a lot' to evolve into an updated "Charlotte" place brand that will work to achieve a higher connectivity among several audiences – not just visitors.

Branding has proven to be a sound investment and contributor to visitor spending that is reinvested into the city and enhances quality of life. A recent return on investment study by Longwoods International found that every dollar spent on destination advertising generates **\$115 in spending with Charlotte area businesses** and produces \$6 in tax collections.

Charlotte's brand is meant to be owned and adopted by the visitors, residents and businesses who love and advocate for this city. Place branding is an industry best practice and can be seen among cities and states speaking with one voice across economic development and tourism marketing.

