



# 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 **26.8 million** visitors annually.
- Visitors spent **\$6.5 billion** in the region, infusing **\$5 billion** in Mecklenburg County annually, which is more than double the next highest county in the state.
- Tourism is the **fourth largest employer** behind healthcare, government and professional services.
- There are more than **124,000 jobs** in the hospitality and leisure sector with visitor spending directly supporting 63,000 of those jobs. Without visitor spending, unemployment would more than double the current rate of 4.5% in Charlotte.



is spent in the Charlotte region annually by visitors

MECKLENBURG COUNTY RESIDENTS  
**SAVE \$349**



in taxes each year because of tourism tax revenues



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

## About 'Charlotte's got a lot'

Every city has a lot to offer, but not every city has the "a lot" that Charlotte does. 'Charlotte's got a lot' was born as a result of a community-wide branding effort that took place in 2008. The process was rooted in research to determine the factors that contribute to the true essence of why Charlotte is an attractive destination. In the end, the beauty of the brand could be found within the word 'Charlotte' itself. Our region isn't just known for one thing, but it is for many or "a lot" of things. 'Charlotte's got a lot' allows for the versatility and vibrancy that makes our city so appealing to shine through when it's communicated.

A recent return on investment study by Longwoods International found that every dollar spent on 'Charlotte's got a lot' advertising generates **\$115 in spending with Charlotte area businesses** and produces \$6 in tax collections.

Ultimately, 'Charlotte's got a lot' is a community brand and is meant to be owned by the visitors and residents who love and advocate for this city. The CRVA encourages businesses and residents alike to find ways to make 'Charlotte's got a lot' uniquely their own and to continue being ambassadors who represent the "a lot" Charlotte has to offer.



**Charlotte's got a lot.**