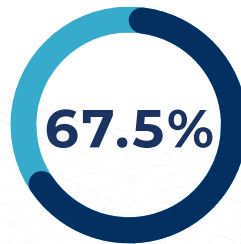




NORTH CAROLINA

AAHOA Member-owned hotels represent a significant part of the U.S. economy. To quantify these important impacts, AAHOA engaged Oxford Economics, an international leader in global forecasting and quantitative analysis, to conduct a comprehensive economic impact analysis on the national level and for each state in the U.S. Here are some of the impressive findings from North Carolina.



OWNERSHIP OVERVIEW

AAHOA Members own 67.5% of the hotels in North Carolina

1,316

Hotels

107,840

Hotel rooms

LABOR & JOB IMPACTS

117,466

Total impact jobs

67,794

Direct impact jobs

\$5.6B

Annual wages, salaries, and other compensation

ANNUAL ECONOMIC IMPACTS

\$3.7B

Total hotel sales

\$2.3B

Federal, state, and local taxes

\$317M

Total lodging taxes

\$9.4B

Contribution to state GDP

\$544

Federal, state, and local taxes per household



GUEST SPENDING

Guests staying at member-owned hotels spend \$8.2B at hotels and local businesses



MEMBER PURCHASES

Member-owned hotels purchase \$1.3B of inputs from other businesses