









NASH COUNTY

ECONOMIC IMPACT FROM TOURISM

In 2004 Compared To Some Other NC Counties. (%) Compared to 2003*

1. Mecklenburg (5%)	\$2,701,420,000
2. Wake (7.3%)	1,136,580,000
3. Guilford (3.5%)	894,350,000
4. Dare (3.5%)	619,140,000
5. Buncombe (4.8%)	538,610,000
6. Forsyth (3.4%)	486,460,000
7. Durham (4.5%)	442,240,000
8. New Hanover (4.8%)	327,980,000
9. Cumberland (5.5%)	316,730,000 
10. Brunswick (13%)	313,650,000
11. Moore (5%)	305,150,000
12. Carteret (5%)	236,240,000
13. Swain (-1%)	214,500,000
14. Cabarrus (5.2%)	201,270,000
15. Catawba (5.3%)	178,780,000
16. Nash (1.8%)	\$174,260,000 
17. Henderson(0%)	174,080,000
Pitt (3.8%)	149,340,000
Robeson (5%)	92,850,000 
Johnston (4.2%)	75,690,000 
Wilson (5.8%)	70,740,000 
Halifax (4.4%)	52,390,000 
Harnett (7.6%)	48,410,000
Edgecombe (8.1%)	39,800,000



Travel & Tourism HIGHLIGHTS

ESTIMATED TOTAL EXPENDITURES BY TOURISTS

	2004 Fiscal Year	2005 Fiscal Year Est.
Hotel Revenues	\$21.5 Million	\$21.1 Million
Tax Revenue at 3% of Room Revenue	\$645,000	\$633,000

Estimated 2004
Expenditures
of Tourists in
Nash County is
\$174 Million

NASH COUNTY TRAVEL & TOURISM PROVIDES MARKETING SUPPORT FOR

Area Attractions

- Stonewall Manor • The Country Doctor Museum
- Rocky Mount Sports Complex • Specialty Trails
- The Imperial Center • The Children's Museum
- The Main Stage Theatre • The Arts Center
- Nash Arts • Dunn Center for Performing Arts



Festivals & Special Events

- Spring Hope Pumpkin Festival
- Pignatious Barbecue Cook Off
- Nashville Blooming Festival
- Down East Festival • Tar River Fest
- Rocky Mount Area Christmas Parade
- WPBA - Women's Professional Billiards
- Down East Viking Football Classic
- Stonewall "Home for the Holidays" • "Holiday Lights"



MARKETING MATERIALS

- I-95 & US64 Billboards • Web Site • DVD
- Monthly Calendar of Events
- Restaurant Guide
- Visitors Guide • Direct Mail • Annual Print Ads



LONG-RANGE PLANNING

- Customer Service Training
- Hospitality Training
- Heritage Tourism
- NC Historic Preservation
- Hotel - Motel Association



SPECIAL PROJECTS

- Interstate Lighting at Exits 138 & 145
- Partners with the State Direct Mail Campaign