

Hospitality and Tourism Industry in Mecklenburg County
(Actual Figures for FY 1995, FY 2015, FY 2019, FY 2021, FY 2023, FY 2024 and projections for 2030)

	1995 actual	2015 actual	2019 actual	2021 actual	2023 actual	2024 actual	2030 projections
Industry's Economic Impact	\$1 Billion	\$5 Billion +	\$5.95 Billion +	\$4.5 Billion	\$7.8 Billion	\$7.9 Billion	\$11.94 Billion+
Sales Tax Revenue Impact	\$60 Million	\$363 Million	\$445 Million	\$230 Million	\$585 Million	\$672 Million	\$900.54 Million
Employment Impact	30,000	60,000	85,000	65,000	90,000	95,000	115,000
Room Revenue	\$174 Million	\$647 Million	\$806.2 Million	\$395.9 Million	\$1.01 Billion	\$1.05 Billion	\$1.3 Billion
8% Occupancy Taxes Revenue	\$10.4 Million	\$51.76 Million	\$64.5 Million	\$31.7 Million	\$80.2 Million	\$83.38 Million	\$104.1 Million
Food & Beverage Revenues	\$807 Million	\$2.92 Billion	\$3.66 Billion	\$3.3 Billion	\$5.12 Billion	\$5.35 Billion	\$7.03 Billion
1% Food & Bev. Tax Revenue	\$8.07 Million	\$29.2 Million	\$36.6 Million	\$33.1 Million	\$51.2 Million	\$53.5 Million	\$70.0 Million

****This chart and projections were compiled by the Greater Charlotte Hospitality and Tourism Alliance (HTA) and indicates HTA's specific goals of increased revenues for the lodging and food & beverage industries in Mecklenburg County. These specific and measurable (due to existing taxes) revenues directly and indirectly impact HTA's entire membership in the Greater Charlotte Area**

Actual figures for occupancy and food & beverage tax revenues are gross taxes collected by Mecklenburg County Tax Collector's Office for FY 1995 (July 1994 - June 1995), FY 2015, FY 2019, FY 2021, FY 2023 (July 2022 - June 2023), FY 2024 (July 2023 - June 2024)