
NATURE'S PLAYGROUND
DISCOVER BURKE
NC

2024 Visitor Spending Numbers

- Visitor Spending rose 11.9% from 2023 -2024
  - Rose to 154.26 Million from $137.78 Million
- Tourism related employees rose from to 931 from 865, a growth of 7.6% (2nd highest in NC)
- Payroll generated from the tourism industry was $32.8 million in 2024
- State tax revenue generated in Burke County totaled $5.86 million
- About $4.6 million in local taxes were generated from occupancy, sales and property tax revenue from travel related business

Tourism is Economic Development



Data from Visit NC



2024 Visitor Data

Out of Market Visitors: 2.2 M

Visits: 12.2M

Average Stay: 5.5 days

Top 5 states they came from:

North Carolina 1.6M

South Carolina 141K

Florida 88.7K

Tennessee 74.6K

Virginia 57.1K

Placer.Ai 2024 Data


Marketing
Update







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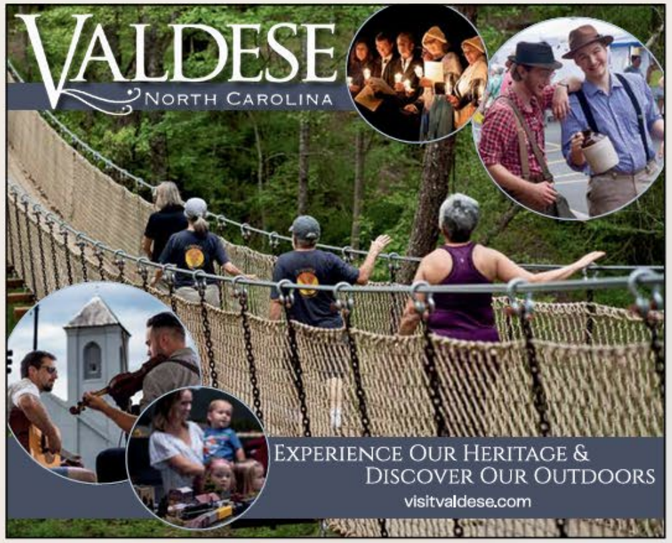
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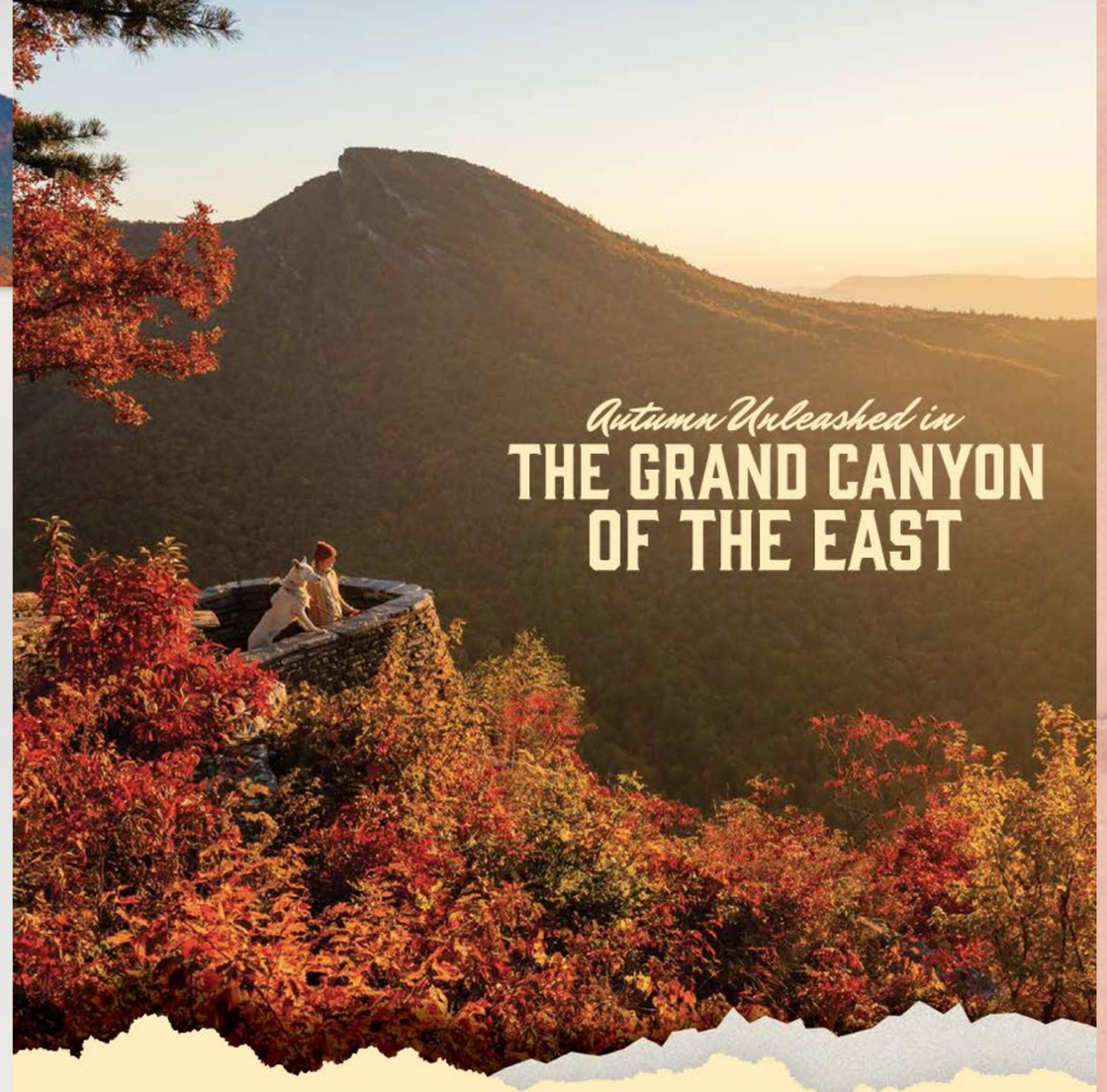












EXPLORE NATURE'S PLAYGROUND

From crisp morning hikes in Linville Gorge to kayaking on glassy Lake Rhodhiss, fall in Burke County is made for exploration. Discover colorful trails, scenic overlooks, and evenings gathered around live music and local brews—every moment framed by the wild beauty of autumn in The Blue Ridge

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DISCOVER BURKE
NC

www.discoverburkecounty.com 828-433-6793 Visitor Center | 140 N Sterling Street, Morganton, NC

So far this year...

Pitched At:

Visit NC Media Marketplace in Raleigh

Visit NC Annual Conference

Southeast Tourism Society in Atlanta

Visit NC Destination Pitch to Washington DC

We have hosted or will host:

North Carolina Weekend

NC Tripping

Queen City Exclusive

Discover the Carolinas

The Raleigh Local


Thank you