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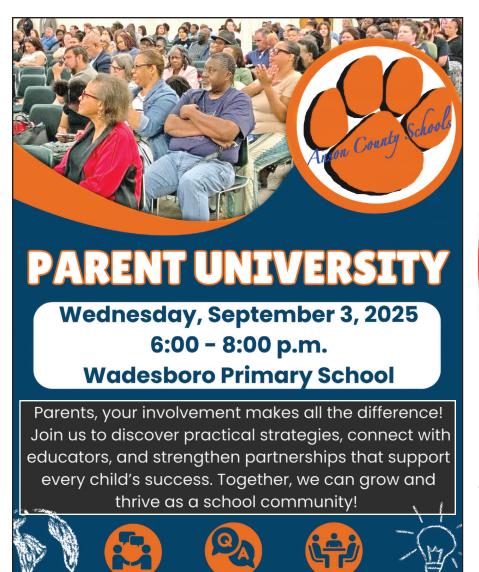
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2024's Record Tourism Growth **Boosts Economies Of Most N.C. Counties**

Visitor spending reaches \$36.7 billion statewide

Visitor spending increased in 71 of North Carolina's 100 counties in 2024, contributing to a record \$36.7 billion statewide, according to new county-level data released by the N.C. Department of Commerce.

'North Carolina is not only a fantastic place to live, but also a special place to visit," said Governor Josh Stein. "From the coast to the mountains, every visitor can find an incredible experience.'

Commerce Secretary Lee Lilley added that despite the impact of Hurricane Helene, the state's diverse attractions and resilient communities helped drive growth. Seven counties posted double-digit increases in visitor spending, while Mecklenburg led the state with \$6.4 billion.

Tourism supported 230,338 jobs in 2024 and generated nearly \$4.6 billion in federal, state, and local taxes. On average, each North Carolina household saved \$593 in taxes thanks to tourism revenues.

Visit NC officials emphasized that the findings reflect the strength of the state's tourism industry, even as western counties continue recovery from last year's storm. Scenic beauty, outdoor adventure, and culinary innovation remain top draws for visitors. Full county-by-county data is at partners.visitnc.com/economic-impact-studies.

Visit NC Farms and NC Eat & Play Team Up to Spotlight Agritourism Across the State

Visit NC Farms, the statewide initiative connecting North Carolina residents and travelers with agritourism operations, has partnered with Megan Nichols, founder of NC Eat & Play, to boost awareness and visitation through a social media, newsletter and blog campaign running through next year.

The partnership brings together Visit NC Farms' mission to connect visitors with

agritourism experiences and NC Eat & Play's highly engaged audience on social media. Beginning in August, NC Eat & Play will spotlight seasonal destinations ranging from U-pick farms to festive holiday experiences.

"Agriculture is the heartbeat of North Carolina," said Erica Calderon, agritourism marketing specialist at the North Carolina Department of Agriculture and Consumer Services. "We are thrilled to work closely with NC Eat & Play to inspire more families to experience North Carolina's rich agricultural heritage by visiting an agritourism destination. Agritourism in North Carolina continues to grow, contributing to farm income while

offering families unique, hands-on experiences. The collaboration aims to encourage both travelers and residents to explore the state's diverse agritourism opportunities. Through the Visit NC Farms website, users can find farm-fresh food, farmers markets, U-pick fields, farm stays, wineries, farm-to-table meals, events and more,

all while supporting the state's agricultural communities. The program is a partnership between the N.C. Department of Agriculture and Consumer Services, local tourism leaders and farm businesses, with the mission of strengthening the connection between consumers and the people who grow and produce their food. For more information, visit www.visitncfarms.com.

NC Women Make Economic Gains, But Disparities Persist

Council for Women's report highlights progress and ongoing challenges

The NC Department of Administration's Council for Women and Youth Involvement has released its sixth Status of Women in North Carolina report, showing both progress and persistent disparities in economic opportunity. The study, conducted with the Institute for Women's Policy Research, highlights childcare barriers, pay gaps, and labor force differences across gender and race.

Key findings include:

- The gender wage gap narrowed from 80.9% in 2016 to 83.4% in 2023, raising North Carolina's national ranking from 31st to 9th.
- Mothers with young children participate in the workforce at 68.9%, far below fathers at 93.8%
- North Carolina has the third-highest childcare costs among Southeastern states, averaging \$9,600 to \$12,200 annually.
- Preschool enrollment lags behind both regional and national averages

Earnings disparities remain sharp: women's median income is \$46,856 compared to \$56,000 for men. Latina women earn just 54 cents per dollar earned by White men, while Asian American and Pacific Islander women earn about 94 cents

The report recommends expanding access to childcare and paid family leave, supporting pay equity and livable wages, and investing in education, career pathways, and small business ownership for women.

"North Carolina has made progress, but disparities persist, especially for women of color," said Secretary Gabriel J. Esparza. "Our hope is that this report sparks action to improve opportunities for all women and families.

The full report, Investing in Economic Opportunity for Women in North Carolina, is available at ncadmin.nc.gov.

Tasean Harris is Bearcat Player Of The Week

This week's Jarman Contractors Player of the Week is Tasean Harris. Harris turned in a strong two-way performance in Anson's matchup against Montgomery Central, showcasing the determination and toughness that define Bearcat Football.

On offense, Harris carried the ball 19 times for 92 yards and scored one touchdown. On defense, he recorded 6 solo tackles and 5 assists for a total of 11 tackles, including 1 tackle for a loss and a forced fumble.

Harris exemplifies true Bearcat Pride with his effort on both sides of the ball, making him a deserving recipient of this week's honor.



Chair Exercise Classes at the Library

The Hampton B. Allen Library is hosting chair exercise classes every Thursday. Class begins at 10:00 a.m. in the library's Pritchett Room. Everyone is welcome. Any questions please call 704-694-5177.



704-694-5188

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