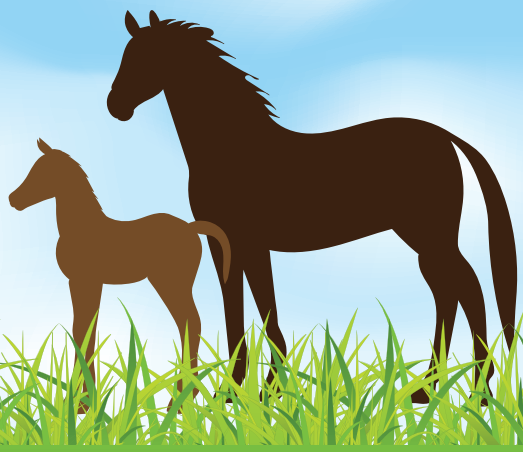
North Carolina Horse Council

2023 Economic Impact of the Horse Industry



$2.9 billion economic impact

that combine horse ownership, equine institutions & profit making organizations, and tourism spending by participant and spectators

31,400 jobs

direct employment impact

45,000 jobs

total employment impact

$1.6 billion

direct contribution to GDP

421,000

acres of land in NC used for horse-related purposes

30.48%

or 1.3 million in total of households in NC contain horse enthusiasts

69,000

number of North Carolina residents volunteering for horse-related activities

NORTH CAROLINA HORSE COUNCIL EST. 1972

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AMERICAN HORSE COUNCIL FOUNDATION

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2023 Economic Impact by Sectors

RECREATION

$685 million
recreation sector total economic impact

10,700 jobs
supported

$373 million
added value to the state's economy

COMPETITION

$571 million
competition sector total economic impact

9,100 jobs
supported

$317 million
added value to the state's economy

RACING

$104 million
racing sector total economic impact

1,800 jobs
supported

$62 million
added value to the state's economy

TRADITIONAL WORK

$42 million
traditional work sector total economic impact

700 jobs
supported

$23 million
added value to the state's economy

EQUINE ASSISTED SERVICES

$26.5 million
equine assisted services sector total economic impact

300 jobs
supported

$15.5 million
added value to the state's economy

EQUINE RESCUES & SANCTUARIES

$5 million
equine rescues & sanctuaries sector total economic impact

90 jobs
supported

$3 million
added value to the state's economy