



2022 NORTH CAROLINA VISITOR PROFILE

A Publication of Visit North Carolina

A Unit of the Economic Development Partnership of North Carolina

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- Visit North Carolina contracts with research company OmniTrak Group, Inc. for data on North Carolina visitors through its TravelTrakAmerica product.
- Each month, TravelTrakAmerica research program conducts over 12,000 Internet-based interviews among past 12-month travelers who have traveled more than 50 miles from their homes (excluding commuters).
- From this sample, data from 3,000 – 4,000 past month travelers are also collected for even greater insights.
- Information collected includes purpose of trip, mode of travel, travel party characteristics, places visited, number of nights, accommodations, activities, spending, and demographics. Data collected are weighted to match US Census variables, market size, age of household head, household income, and household size.
- The research staff of Visit North Carolina created this report based on this data from TravelTrakAmerica.
- The purpose of this report is to profile the average North Carolina visitor, both overnight visitors and daytrippers. The report also includes comparisons between out-of-state and resident visitors where applicable.
- At the end of the report, an appendix offers definitions of key travel terms.

Table of Contents

North Carolina Visitor Profile Summary - 4

Overnight Visitor Profile Summary - 5

Daytripper Visitor Profile Summary - 6

Visitor Profile - 7

Glossary of Terms - 24

TOTAL VISITOR SUMMARY

- In 2022, approximately 43 million person-trips were taken in North Carolina and the state ranked #6 in the U.S. in terms of domestic visitation.
- Eighty four percent of all domestic visitors came to North Carolina for leisure purposes, while seven percent came to conduct business.
- The majority of travelers to and within North Carolina in 2022 visited during the summer followed by fall and spring.
- The party size for the average North Carolina visitor party was 2.5 in 2022. 30 percent of travel parties included children under the age of 18.
- The average North Carolina visitor party trip expenditure was \$651 in 2022. Overnight visitors spent \$814 while daytrip parties spent \$191 on average.
- The top states of origin in 2022 were NC, SC, VA, GA, FL, TN, NY, PA, MD and CA.

NORTH CAROLINA OVERNIGHT VISITOR SUMMARY

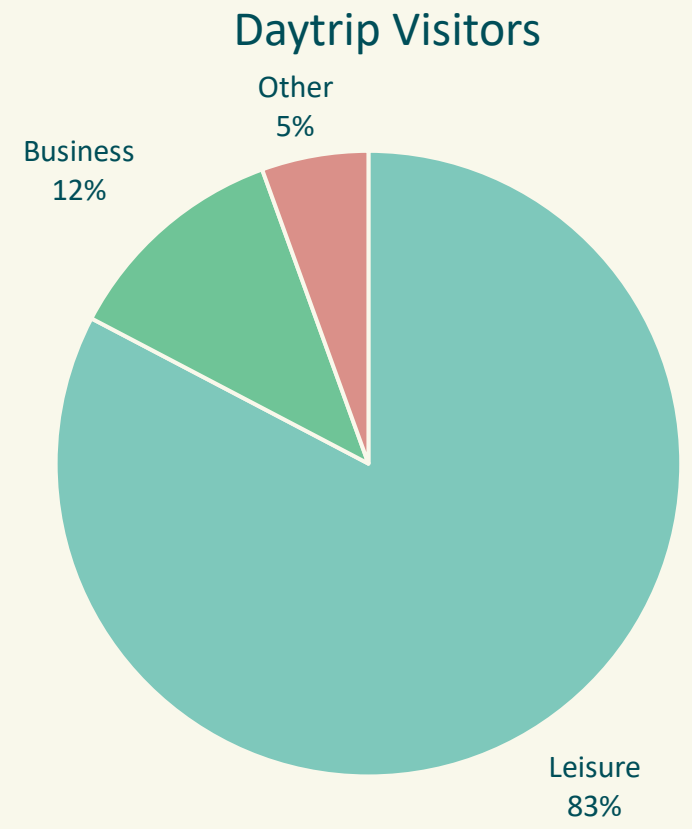
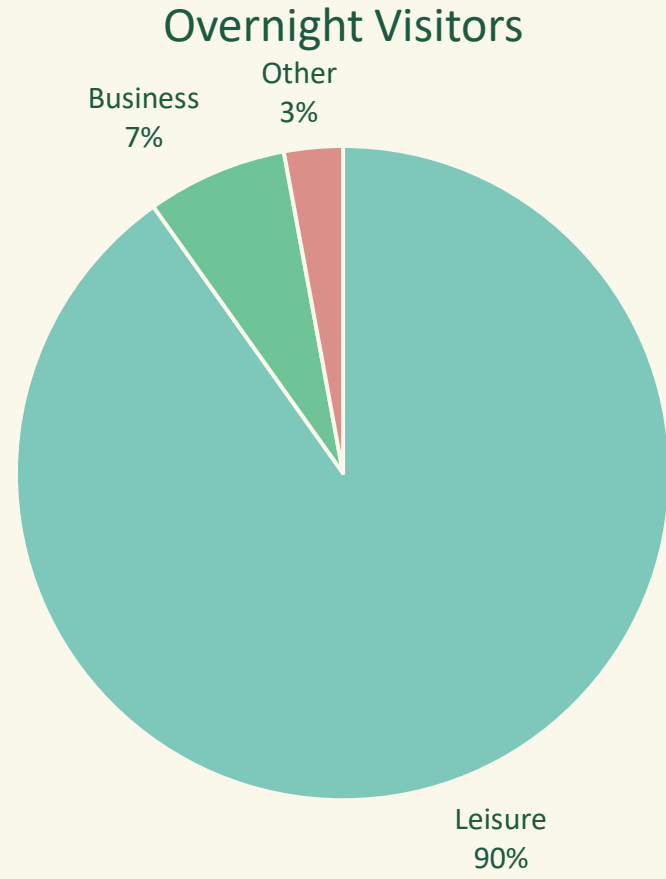
- In 2022, approximately 31.4 million overnight person-trips were taken in North Carolina.
- Eighty seven percent of domestic overnight visitors came to North Carolina for leisure purposes, while seven percent came to conduct business.
- The majority of travelers to and within North Carolina in 2022 visited during the summer, fall, spring and then winter.
- The party size for the average North Carolina overnight visitor party was 2.5 in 2022. 31 percent of travel parties included children under the age of 18.
- The average North Carolina overnight visitor party trip expenditure \$814 in 2022.
- The top states of origin of overnight visitors in 2022 were NC, VA, SC, GA, FL, PA, NY, MD, TN, and NJ.

NORTH CAROLINA DAYTRIP VISITOR SUMMARY

- In 2022, approximately 11.6 million daytrips were taken in North Carolina.
- Seventy six percent of all daytrippers came to North Carolina for leisure purposes, while nine percent came to conduct business.
- The majority of daytrippers to and within North Carolina in 2022 visited during the fall, winter followed by summer and spring.
- The party size for the average North Carolina daytrip visitor party was 2.4 in 2022. 25 percent of travel parties included children under the age of 18.
- The average North Carolina day visitor party trip expenditure \$191 in 2022.
- The top states of origin of daytrip visitor parties in 2022 were NC, SC, VA, TN, GA, CA, NY, TX and DC.

Main Purpose of Visit to North Carolina

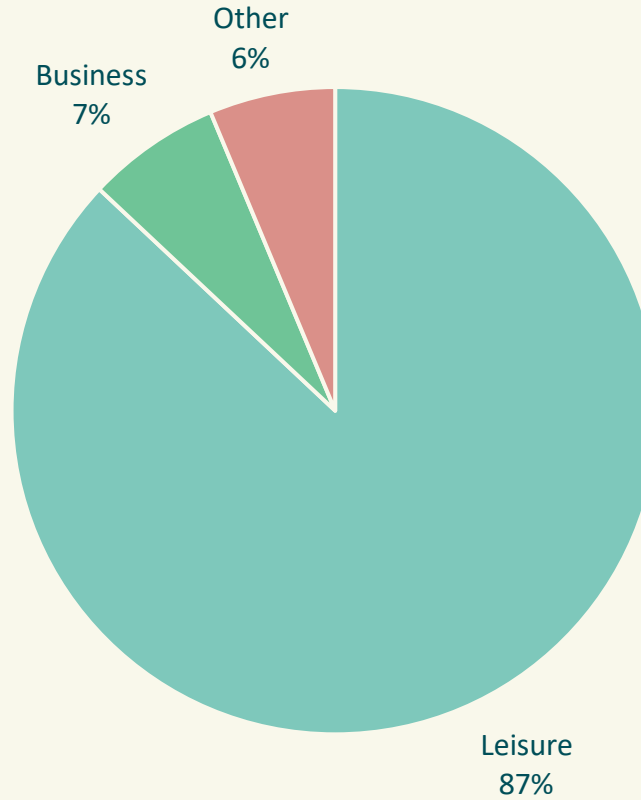
- The majority of NC visitors traveled to and within the state for leisure purposes, both overnights and daytrippers.
- Approximately 7% of overnights and 9% of daytrippers were business travelers in 2022.



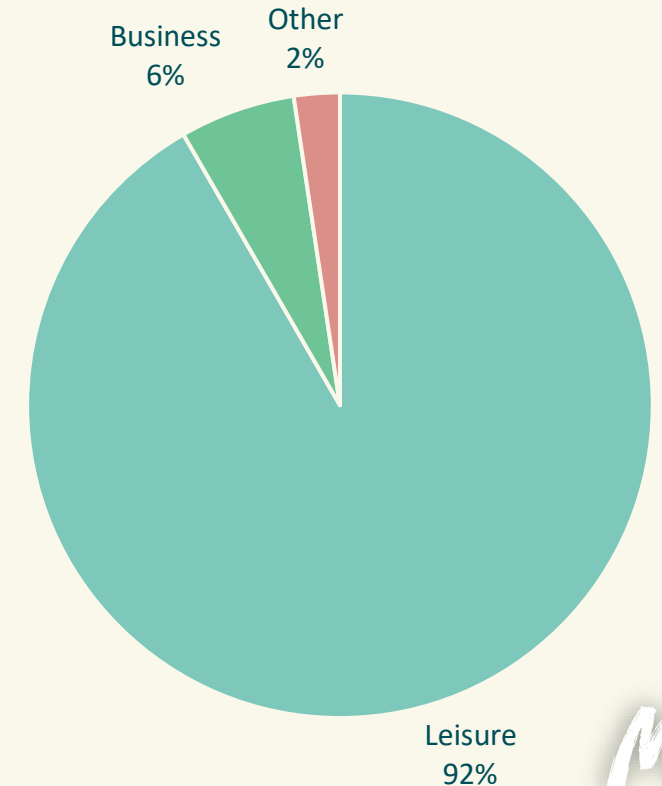
Main Purpose of Visit to North Carolina

- A slightly larger proportion of out-of-state travelers to North Carolina were leisure visitors than that of residents.

Resident Overnight Visitors



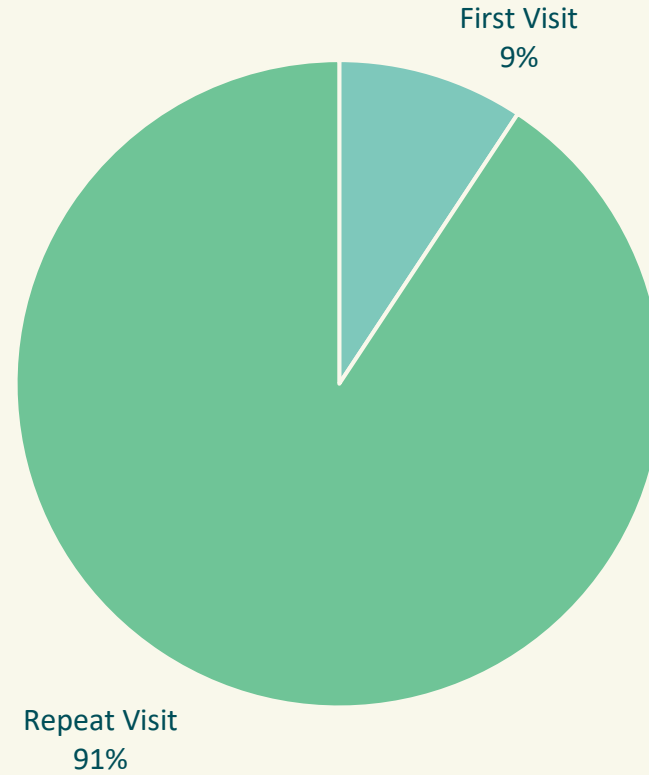
Out-of-State Overnight Visitors



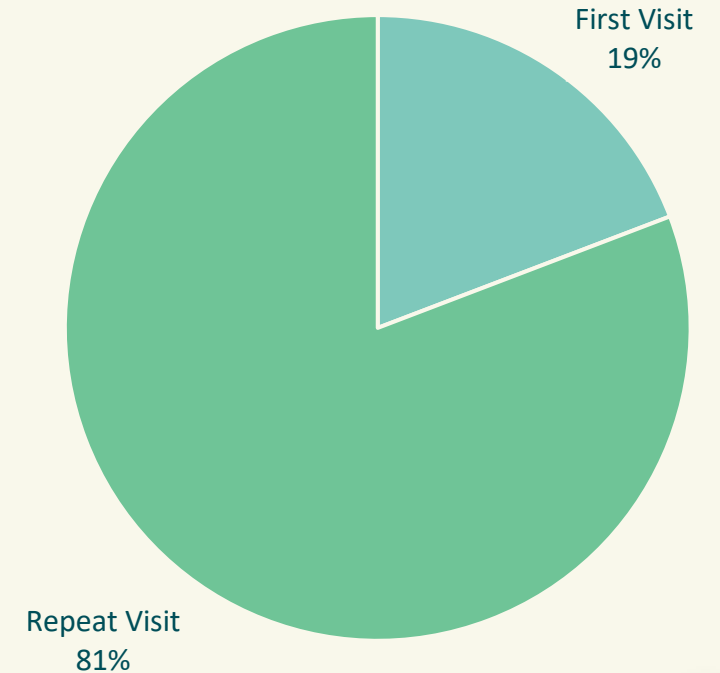
First Overnight Visit to North Carolina

- More out-of-state visitors were first time visitors to the state in 2022.
- The majority of overnight visitors, both resident and out-of-state, were repeat visitors.

Resident Overnight Visitors

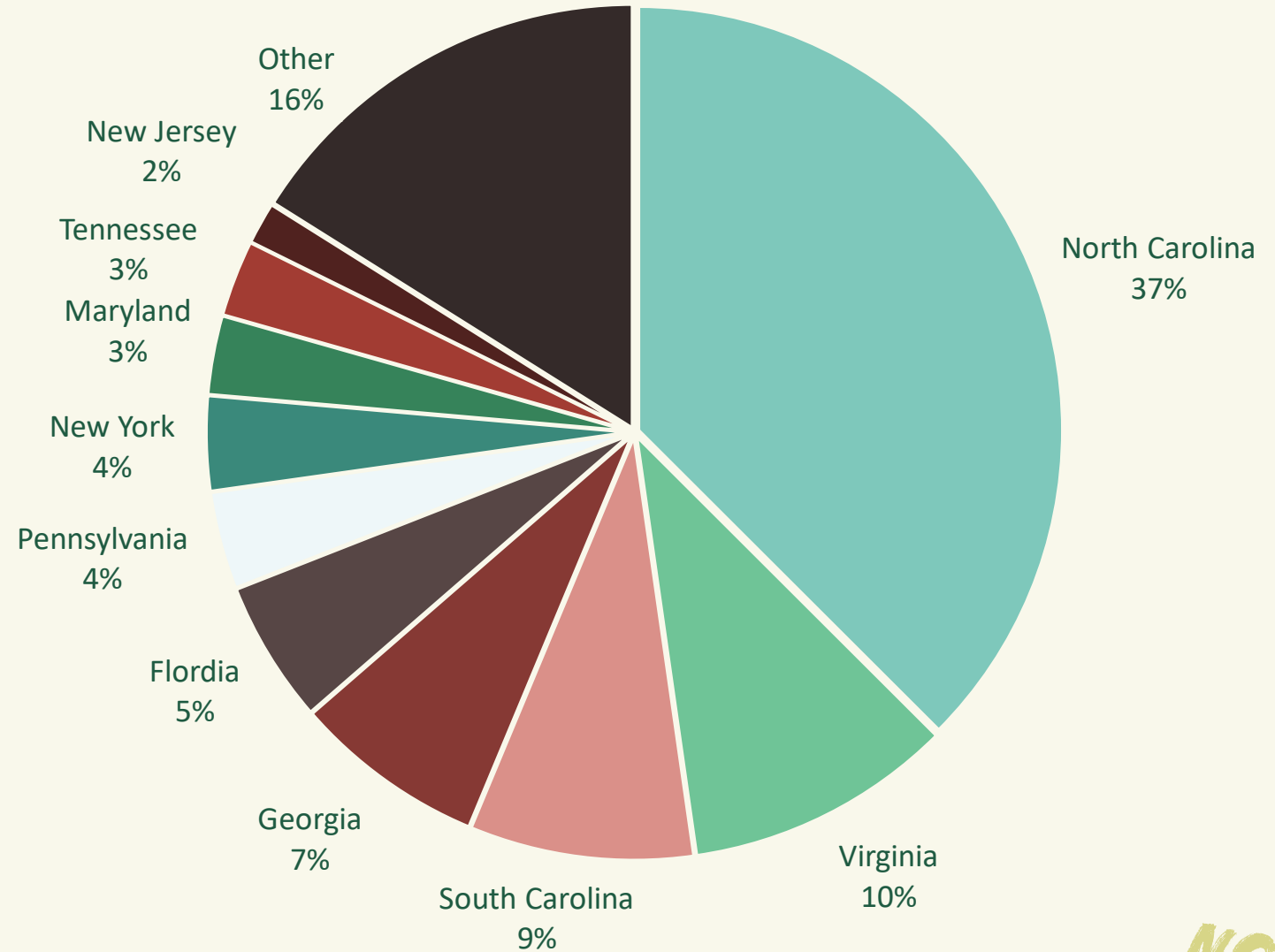


Out-of-State Overnight Visitors



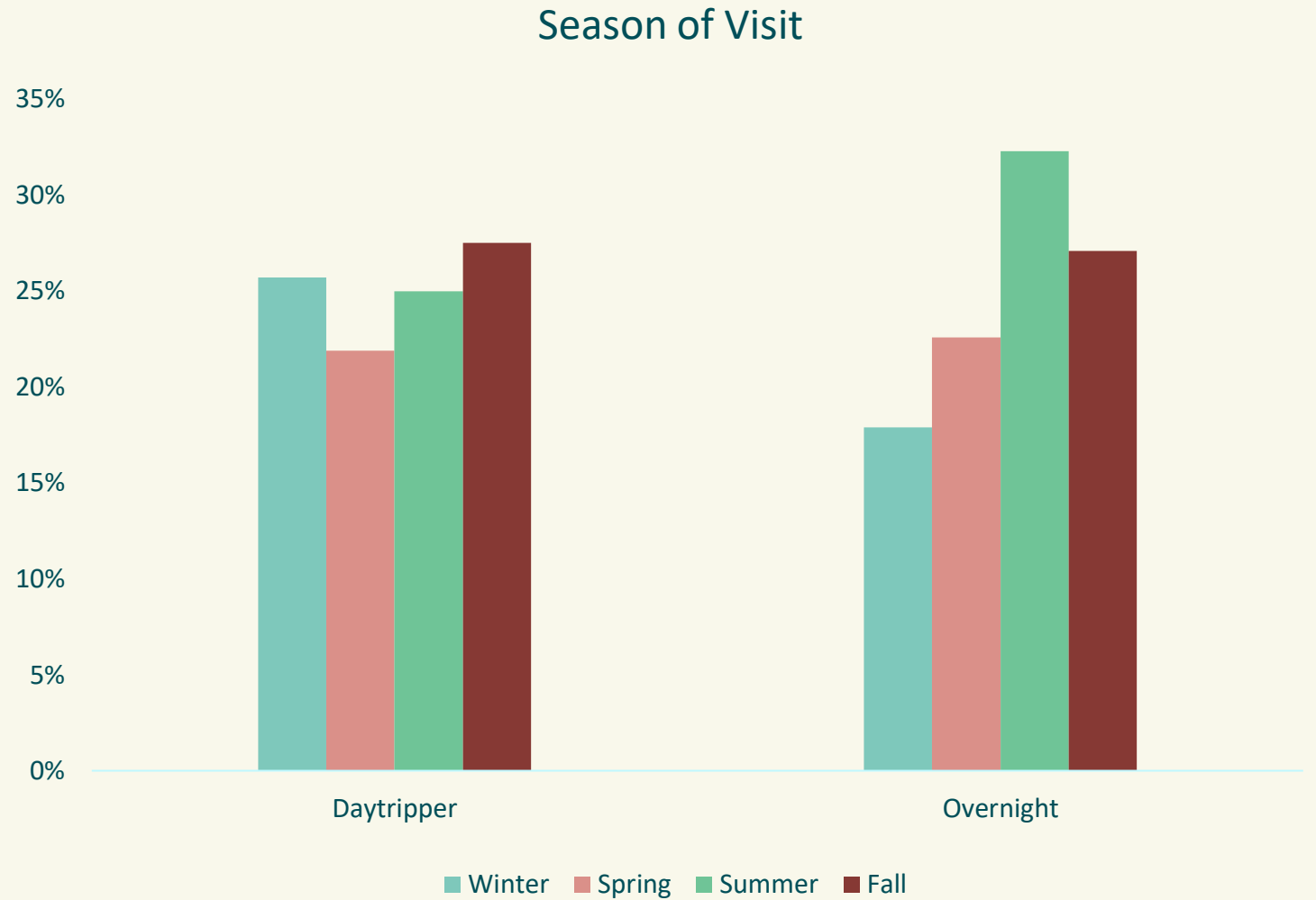
State of Origin of Overnight Visitors to North Carolina

- 37 percent of overnight visitors in 2022 were in-state residents.
- Typically, the proportion of in-state visitors is between 30-40%.
- The next nine states represented 46 percent of visitors to NC.



Season of Visit

- Overnight visitors were most likely to visit in the summer season, followed by fall and spring.
- Daytrippers were more likely to visit in the fall, followed by winter and summer.



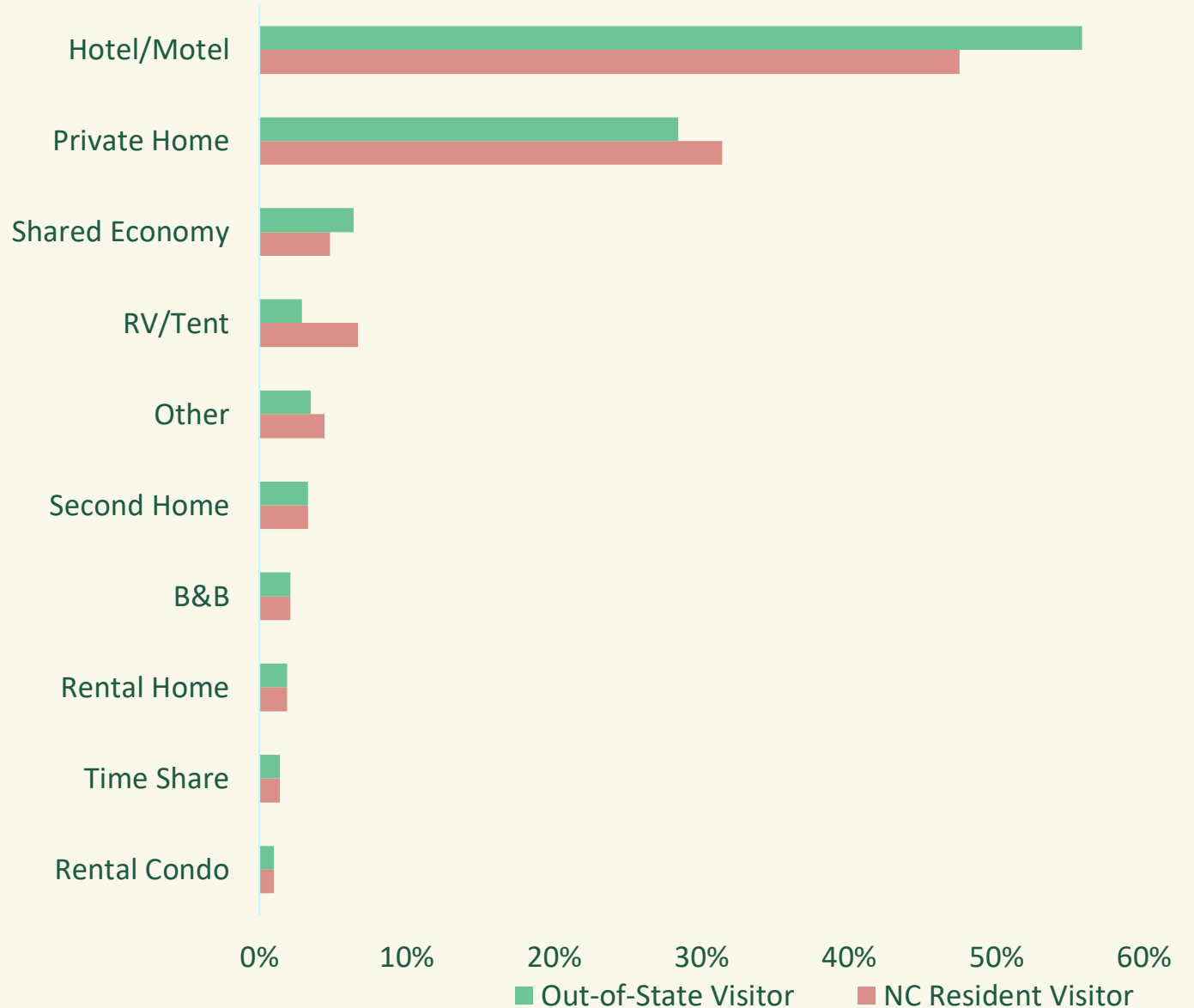
Average Length of Stay for NC Overnight Visitors

- Overnight visitors – 3.4 nights
- Resident overnight visitors – 2.6 nights
- Out-of-state overnight visitors – 3.8 nights
- Leisure overnight visitors – 3.4 nights
- Business overnight visitors – 2.8 nights



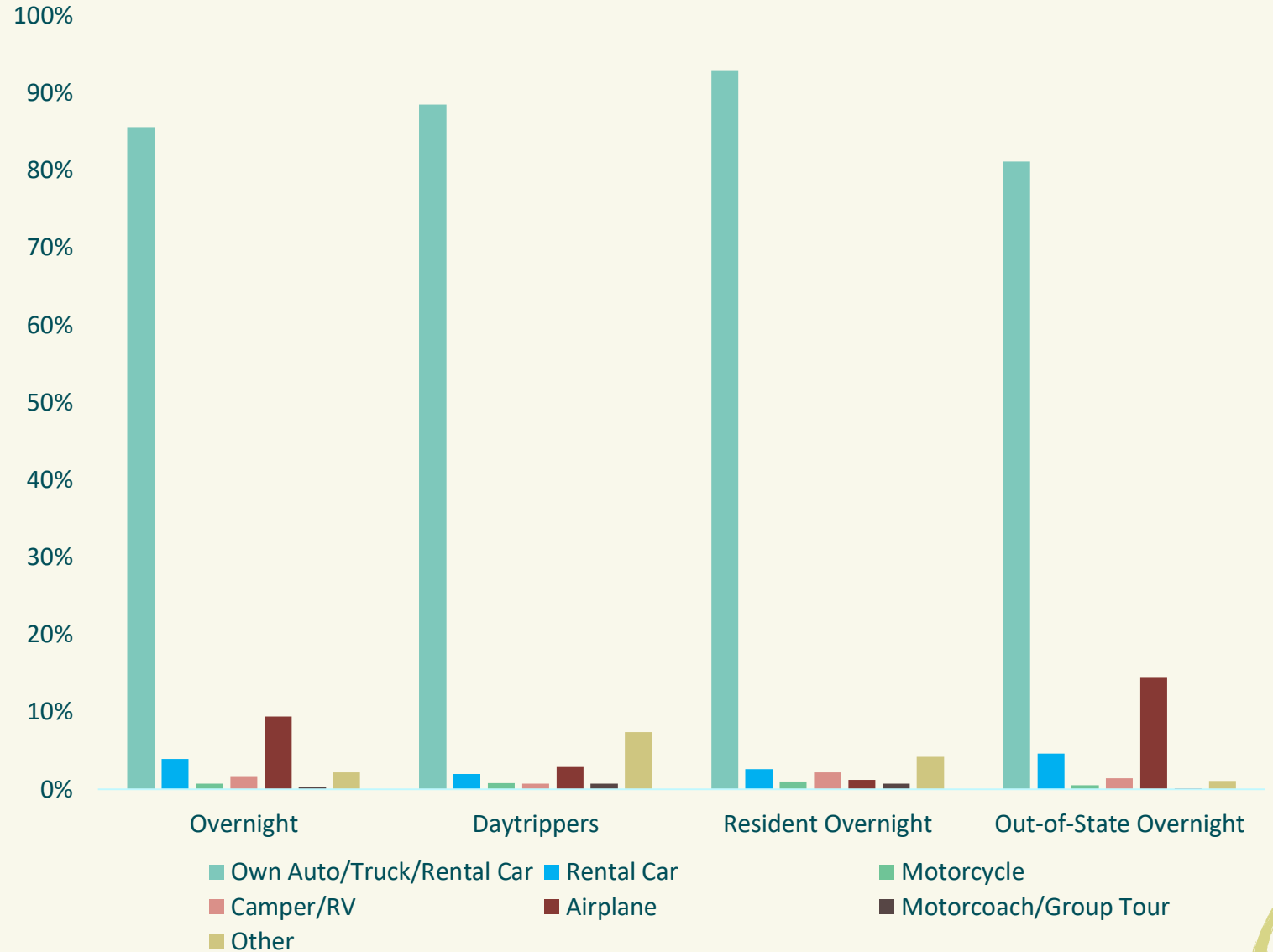
Accommodations Used in North Carolina

- Both out-of-state and resident visitors to NC were most likely to use hotels/motels while traveling in the state, followed closely by private homes.
- Out-of-state visitors were slightly more likely to use a hotel/motel accommodation or shared economy, while resident visitors were slightly more likely to use a private home.



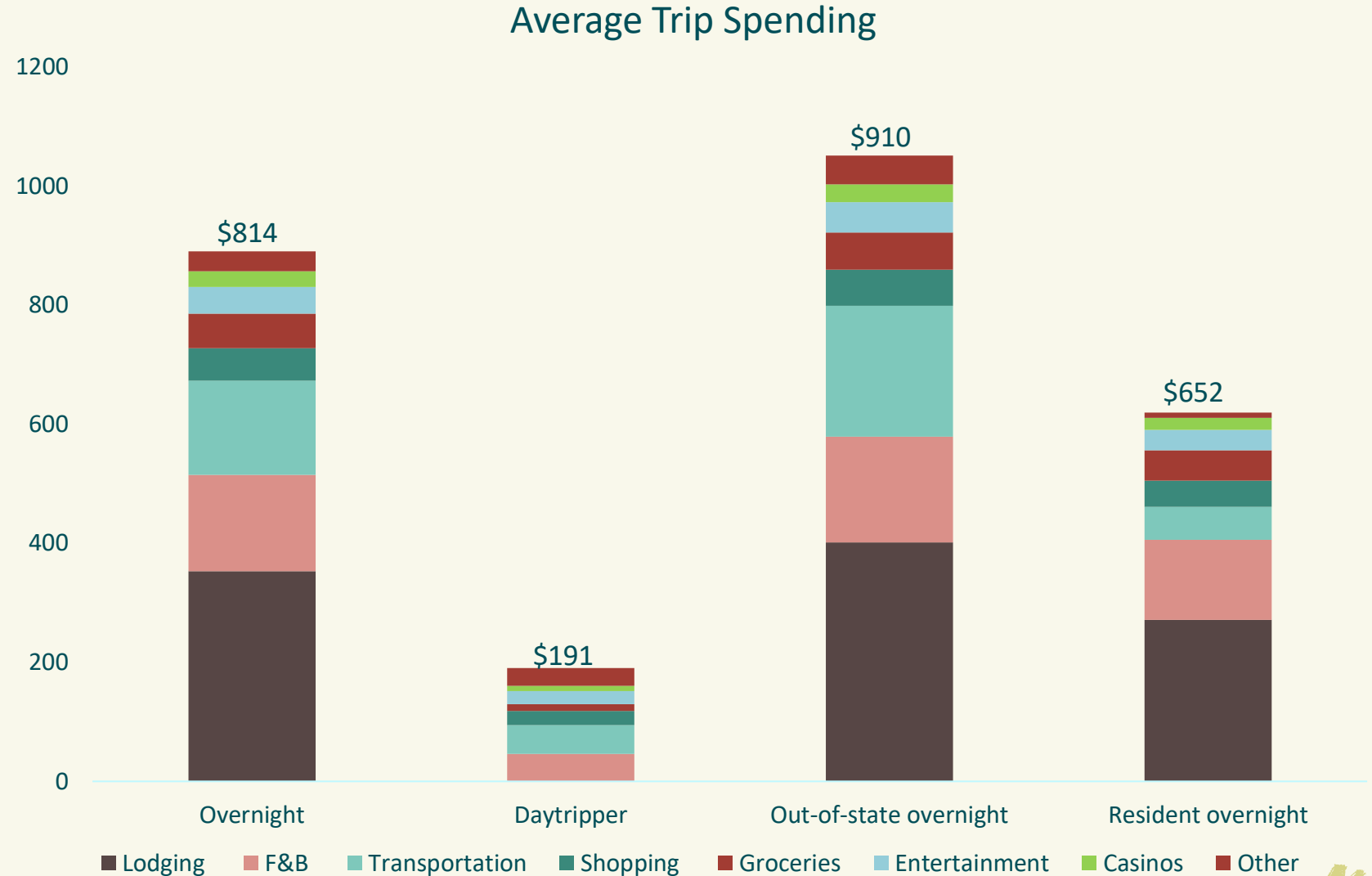
Transportation Used to Travel to North Carolina

- Not surprisingly, most North Carolina visitors traveled to and within the state via automobile, either personal or rented.
- 14 percent of out-of-state travelers flew to the state in 2022.



Average Trip Spending for NC Visitor Parties by Type of Visitor

- The top categories for spending for overnight visitors include lodging, food and beverage and transportation.
- Overnight visitors spent 124% more on average than daytrip visitors in 2022.
- Out-of-state visitors spent 33% more than resident visitors in 2022.



Top Activities Participated in by NC Visitors in 2022

Top activities of overnights and daytrippers were similar in 2022.

The top activities for both were visiting friends/relatives and shopping.

Visiting a beach, shopping and rural sightseeing were also popular, as were many outdoor activities.

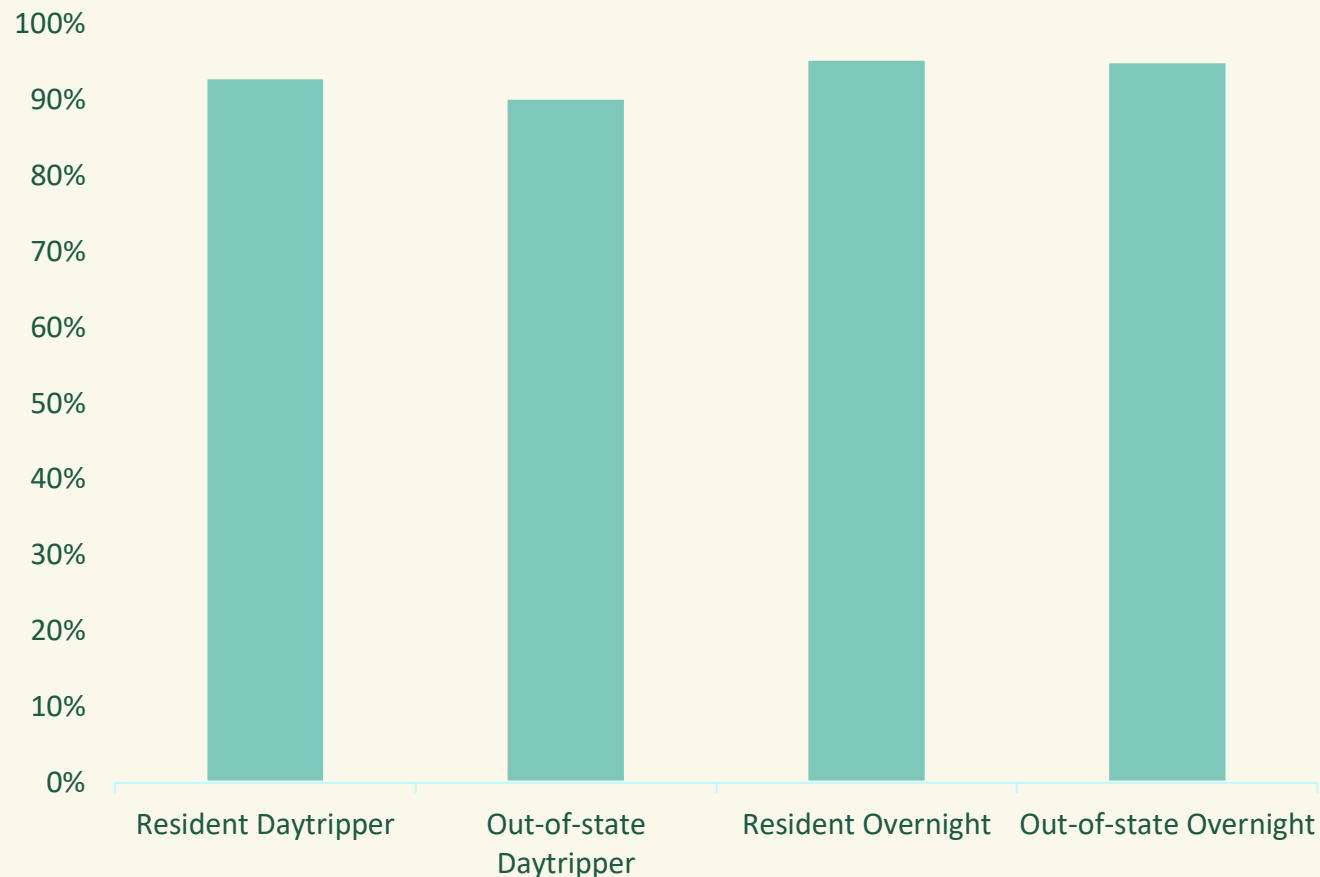
Overnight Visitors	
Visiting friends/relatives	40%
Shopping	24%
Beach	21%
Fine dining	16%
Historic sites	16%
Rural sightseeing	13%
Hiking/Backpacking/Canyoneering	12%
Local/folk arts/crafts	10%
State park/Monuments/Recreation areas	10%
Craft breweries	10%
Unique local cuisine	10%
Swimming	9%
Wildlife Viewing	9%
Museums	9%
Fishing	7%
National park/Monuments/Recreation areas	7%
Urban sightseeing	7%
Gardens	6%
Other nature (photography, rockhound, etc)	6%
Family reunion	5%
Art Galleries	4%

Daytrippers	
Visiting friends/relatives	27%
Shopping	14%
Rural sightseeing	8%
Local/folk arts/crafts	7%
Historic sites	6%
Beach	5%
Fine dining	5%
Unique local cuisine	5%
State park/Monuments/Recreation areas	4%
Urban sightseeing	4%
Hiking/Backpacking/Canyoneering	4%
Wildlife viewing	4%
Fishing	4%
Craft breweries	4%
Museums	4%
National park/Monuments/Recreation areas	4%
Swimming	4%
Art galleries	3%
Other nature (photography, rockhound, etc)	3%
Family reunion	3%
Gardens	3%

**Note that responses to this question are not mutually exclusive and percentages do not equal 100%. Therefore, proportions should not be aggregated to combine categories of activities. Also note that these activities do not imply purpose of trip.*

Satisfaction with Visit to North Carolina

- All visitors to and within NC reported high satisfaction rates with their visits in 2022.

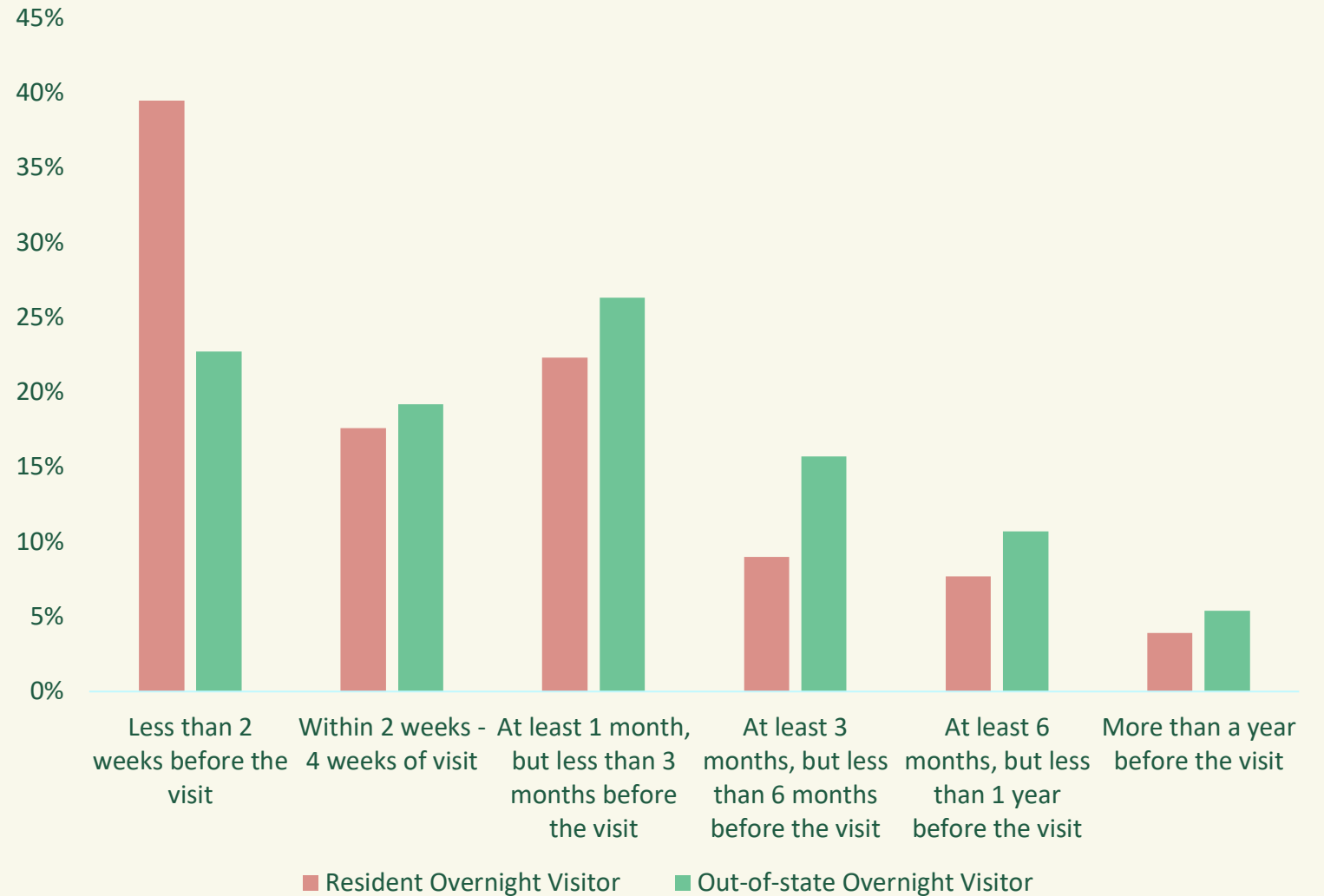


**Note that responses to this question ranked a satisfaction on a scale of 1-10. Totals are averaged from those ranking 6 or higher in satisfaction.*



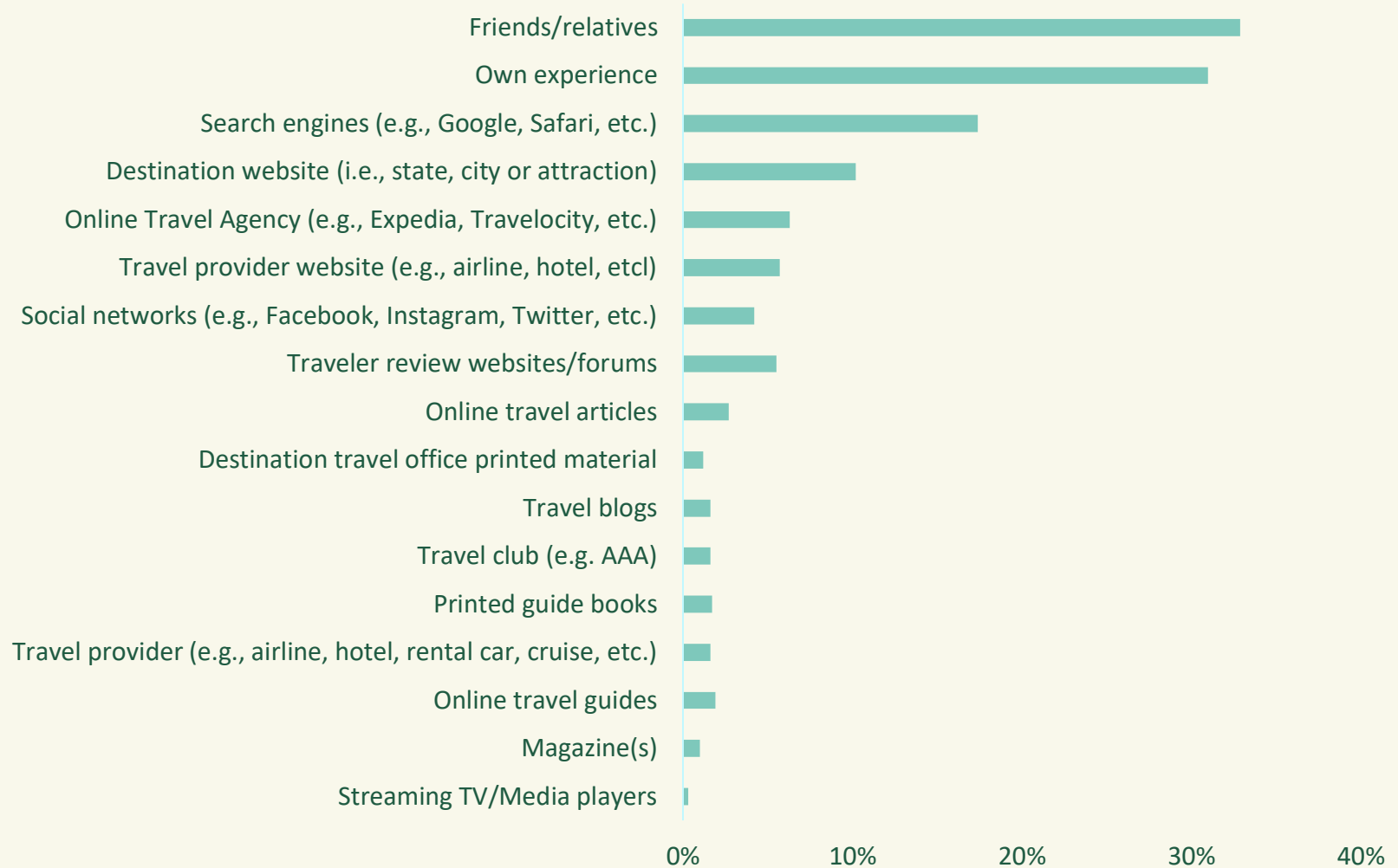
Advance Decision for Overnight Visit to North Carolina

- In 2022, 79% of resident overnight visitors made the decision to visit within 4 weeks of the visit.
- Just over 68% of out-of-state overnighters decided on a visit less than 3 months out.



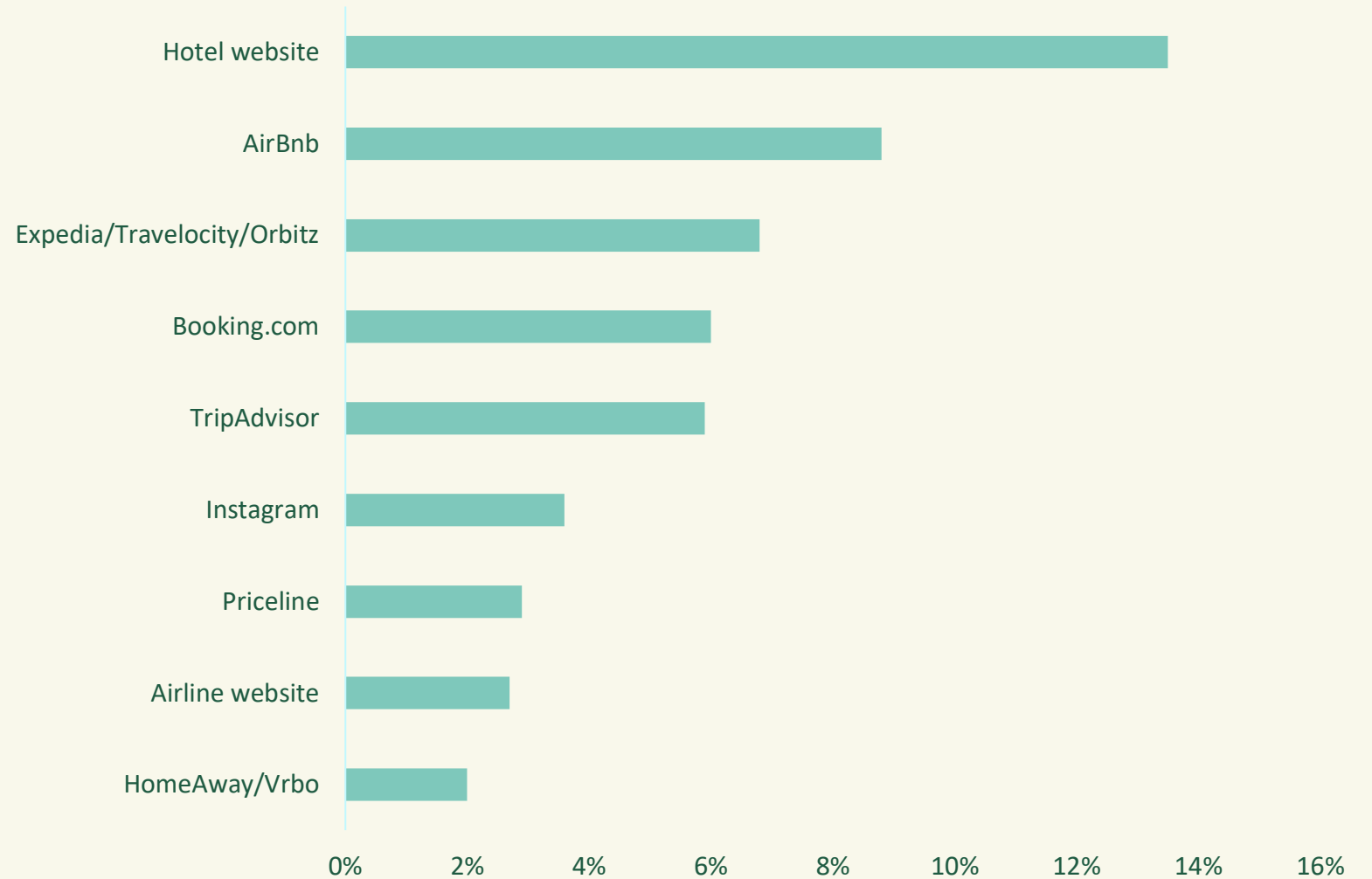
Planning Sources for Overnight Travel to North Carolina

- Friends/relatives, previous experience and search engines were the top sources of planning an overnight trip to NC in 2022.
- Visitors also used destination websites, online travel agencies and travel provider websites for planning.



Bookings Methods for Overnight Travel to North Carolina

- Hotel website, Booking.com and Airbnb were the top methods of booking travel in 2022.
- Expedia/Travelocity/Orbitz and Trip Advisor were also booking sources used by visitors in 2022.



Top Advertising Markets

In-state markets and those close by were the top DMAs of origin in 2022.

Atlanta, DC, Norfolk and New York also ranked in the top ten.

DMA of Origin	2022 Percentage of Total Overnight Visitors
Raleigh-Durham (Fayetteville)	13%
Charlotte	11%
Atlanta	6%
Washington DC	5%
Greenville-Spartanburg-Asheville-Anderson	5%
Greensboro-High Point- Winston-Salem	4%
Greenville-New Bern-Washington	4%
Norfolk-Portsmouth-Newport News	4%
New York	3%
Wilmington	3%
Florence-Myrtle Beach	3%
Roanoke-Lynchburg	2%
Richmond-Petersburg	2%
Philadelphia	2%
Orlando-Daytona Beach- Melbourne	2%
Knoxville	2%
Columbia, SC	2%
Tampa-Saint Petersburg (Sarasota)	1%
Pittsburgh	1%
Charleston, SC	1%

Travel Party Characteristics

Average Party Size

Overnight visitor parties – 2.5, 24% of parties include children

Daytrip visitor parties – 2.4, 17% of parties include children

Resident overnight visitor parties – 2.5, 27% of parties include children

Out-of-state overnight visitor parties – 2.5, 21% of parties include children

Average Age

Overnight visitor – 47 years

Daytripper – 47 years

Resident overnight visitor – 45 years

Out-of-state overnight visitor – 49 years

Marital Status

Overnight visitor – 61% married

Daytripper – 54% married

Resident overnight visitor – 61% married

Out-of-state overnight visitor – 61% married

Ethnicity

Overnight visitor parties – 85% white, 9% black, 5% Hispanic, 2% other

Daytrip visitor parties – 86% white, 9% black, 2% Hispanic, 2% other

Resident overnight visitor parties – 84% white, 8% black, 4% Hispanic, 2% other

Out-of-state overnight visitor parties – 85% white, 9% black, 6% Hispanic, 2% other

Children in Household

Overnight visitor – 24%

Daytripper – 17%

Resident overnight visitor – 27%

Out-of-state overnight visitor – 21%

Average Household Income

Overnight visitor – \$95K

Daytripper – \$73K

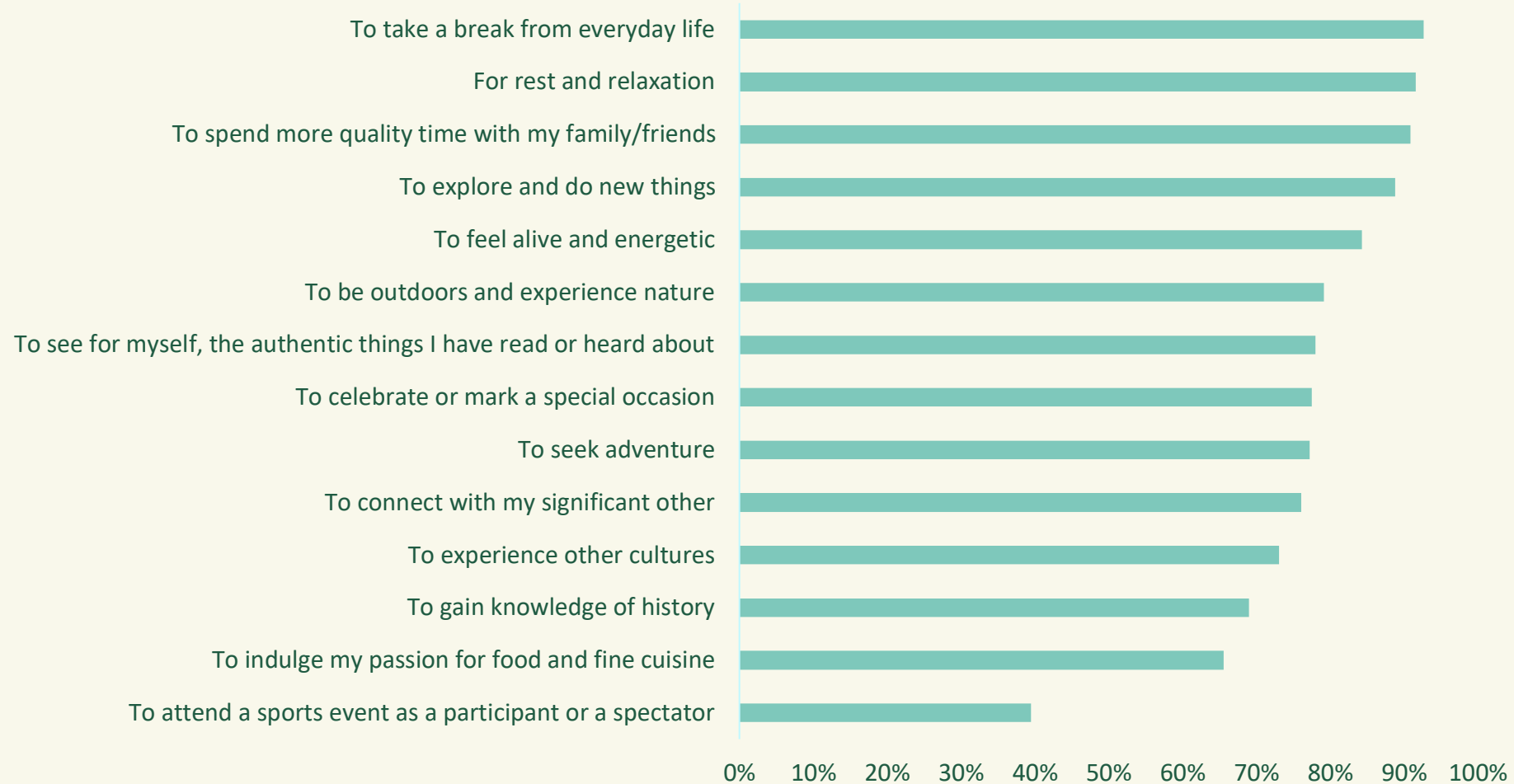
Resident visitor – \$80K

Out-of-state visitor – \$97K



North Carolina Visitor Vacation Motivations

- North Carolina overnight visitors are most motivated for travel to take a break from everyday life, for rest and relaxation, to spend time with friends/family and to explore and do new things.



Glossary of Terms

Travel - A trip over 50 miles one-way from home *or* any night away from home

Overnight Visitor - A visitor who spent at least one night away from home during travel

Daytripper - A visitor who did not spend any nights away from home, but traveled at least 50 miles one-way from home

Designated Market Area – Also referred to as a DMA and is a term used by Nielsen Media Research to identify an exclusive geographic area of counties in which the home market television stations hold a dominance of total hours viewed. There are 210 DMA's in the U.S.