OVERNIGHT VISITOR PROFILE FAST FACTS - 2015

Top States of Origin for Overnight Visitors

- NC: 32%
- VA: 8%
- GA: 7%
- SC: 6%
- FL: 5%
- NY: 4%
- PA: 4%

Activities of Overnight Visitors

- Visiting relatives: 53%
- Shopping: 35%
- Visiting friends: 6%
- Fishing: 3%
- Hunting: 3%
- Sailing: 3%
- Biking: 3%
- Distilleries: 3%
- Museums: 3%
- Beach: 3%
- Nature: 3%

TRIP PURPOSE

- Leisure: 87%
- Business: 11%

Average party size: 45
Average Age: 64% are Married
36% have children in household

Length of Stay

- Resident Visitors: 2.4 nights
- Out-of-state Visitors: 3.4 nights

34% Longer Length of Stay

Sources: TNS TravelsAmerica, 2016
U.S. Travel Association, 2016

NORTH CAROLINA