TOURISM VISITOR PROFILE FAST FACTS - 2017

Activities of Overnight Visitors

- 46% stay in a hotel/motel/resort
- 36% stay in a private home
- 6% stay in a rental home
- 3% stay in a personal second home
- 3% stay at a campground
- 2% stay in a rental condo
- 3% stay in shared economy lodging
- 2% stay in a B&B
- 4% stay in other lodging

Top States of Origin for Overnight Visitors

- 39% NC
- 8% VA
- 7% SC
- 6% GA
- 5% FL
- 4% NY
- 3% TN
- 3% OH
- 3% MD
- 2% PA
- 2% TX
- 2% NJ

TRIP PURPOSE

- Leisure 90%
- Business 8%
- Other 2%

Average party size: 47
Average Age: 2.1
66% are Married
34% have children in household

Average Length of Stay:
- 2.7 nights for Resident Visitors
- 3.9 nights for Out-of-state Visitors

36% Longer Length of Stay

Sources: TNS TravelsAmerica, 2018