TOURISM VISITOR PROFILE FAST FACTS - 2018

Top States of Origin for Overnight Visitors

- NC: 34%
- VA: 9%
- SC: 7%
- GA: 7%
- FL: 5%
- NY: 4%
- PA: 4%
- TN: 3%
- OH: 3%
- MD: 2%

Activities of Overnight Visitors

- Visiting Relatives
- Beach
- Golf
- Museums
- Fine Dining
- Shopping
- Art Galleries
- Craft Breweries
- Theater/Drama
- Nightclub/Dancing
- Special Events
- Local/Folk Arts/Crafts
- Wine Tasting/Winery Tour
- Nature/Travel/Outings
- Wildlife Viewing
- Nature/Nature Centers
- Wildlife
- Wildlife Parks
- Historic Sites
- Old Homes/Mansions
- National Parks
- Beaches
- Backpacking
- Hiking

TRIP PURPOSE

- Leisure 91%
- Business 7%
- Other 2%

2.2 Average party size

46 Average Age

65% are Married

36% have children in household

48% stay in a hotel/motel/resort
34% stay in a private home
6% stay in a rental home
4% stay in a personal second home
3% stay at a campground
4% stay in shared economy lodging
3% stay in a rental condo
2% stay in a B&B
4% stay in other lodging

44% Longer Length of Stay
Resident Visitors
Out-of-state Visitors
2.5 nights
3.9 nights

Sources: TravelTrakAmerica, 2019