TOURISM VISITOR PROFILE FAST FACTS - 2019

Top States of Origin for Overnight Visitors

- NC: 39%
- VA: 12%
- SC: 9%
- GA: 5%
- FL: 5%
- PA: 4%
- NY: 3%
- TN: 3%
- OH: 2%
- MD: 2%
- NJ: 2%

Activities of Overnight Visitors

- Visiting Relatives
- Visiting Friends
- Shopping
- Historical Sites
- Wildlife Viewing
- Zoos/Aquariums
- Beach
- Craft Breweries
- Art Galleries
- State Parks
- National Parks
- Rural Sightseeing
- Casino/Gaming
- Snowden/Fishing
- Golf
- Theater/Drama
- Rock Climbing
- Distilleries
- Nature Activities
- Native American Sites
- Fine Dining
- Hiking/Backpacking
- Youth/Amateur Sports
- Wine Tasting/Tour
- Mountain Biking
- Caverns
- Nightclub/Dancing
- Nightlife

TRIP PURPOSE

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

Average party size: 47
Average Age: 65%
Married: 41%
have children in household: 41%

48% stay in a hotel/motel/resort
35% stay in a private home
5% stay in a rental home
5% stay in a shared economy lodging
4% stay at a campground
3% stay in personal second home
2% stay in a rental condo
2% stay in a B&B
4% stay in other lodging

Resident Visitors

Out-of-state Visitors

25% Longer Length of Stay

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Sources: TravelTrakAmerica, 2020