

2019 North Carolina Visitor Profile

A publication of Visit North Carolina
A Unit of the Economic Development Partnership of North Carolina



2019 North Carolina Visitor Profile

Visit North Carolina contracts with the research company OmniTrak Group, Inc. for data on North Carolina visitors through its TravelTrakAmerica product. TravelTrakAmerica is a continuation of TNS' TravelsAmerica which began in 2005, and through which North Carolina has received visitor profile data since that time.

The TravelTrakAmerica product is based upon a nationally representative sample from the LightSpeed Research USA Panel of over 1,000,000 households. Each month, TravelTrakAmerica research program conducts over 10,000 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 4,500 – 5,500 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 the following 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.

2019 North Carolina Visitor Profile

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2019 North Carolina Visitor Profile

Total Visitor Summary

- ◆ In 2019, approximately 48 million person-trips were taken in North Carolina and the state ranked #6 in the US in terms of domestic visitation.
- ◆ Eighty-nine percent of all domestic visitors came to North Carolina for pleasure purposes, while more than seven percent of visitors came to conduct business (includes meeting/convention). The remaining three percent indicated “other” reason for visiting the state.
- ◆ The summer (June - August) was the most popular season for travel to North Carolina, with thirty-one percent of all 2019 visitors. The spring (March - May) and fall (September - November) seasons each had twenty-four percent of the annual visitors. The winter (December-February) saw twenty-one percent of visitors in 2019. July was the single largest month for travel to the state with twelve percent, followed by June (9.8%) and August (9.3%).
- ◆ Forty-eight percent of North Carolina overnight visitors lodged in a hotel/motel, while thirty-five percent stayed in a private home. Six percent stayed in a rental home or condo, while three percent stayed in a second home or condo. Nearly four percent stayed in an RV park or campground and approximately five percent of overnight visitors indicated that they stayed in a shared economy property such as an AirBnB or VRBO.
- ◆ The average travel party size for all North Carolina visitor parties was 2.2. Thirty percent of travel parties to the state included children in the party.
- ◆ Eighty-eight percent of all travelers to the state drove (includes personal automobile, rental, motorcycle and RV), while eight percent traveled by air.
- ◆ In 2019, the average household trip expenditure by visitors to North Carolina was \$605. The average trip expenditure for overnight visitors was \$760. Daytrip parties to the state spent approximately \$201 per visit.
- ◆ The top states of origin of *total* visitors to North Carolina were in-state residents (50.8%), Virginia (9.3%), South Carolina (8.4%), Georgia (4.2%), Florida (3.6%), Tennessee (2.8%), Pennsylvania (2.8%), New York (2.3%), Ohio (1.9%) and Maryland (1.7%).
- ◆ Thirty-two percent of the households that traveled to North Carolina in 2019 had a household income over \$100,000. The average household income for all visitors was \$83,280.
- ◆ In 2019, Charlotte (15.9%) was the top advertising market of origin for *all* travelers to the state, followed by Raleigh/Durham/Fayetteville (14.9%) Greensboro/High Point/Winston Salem (6.0%), Greenville-New Bern-Washington (5.6%), Greenville-Spartanburg-Asheville (5.1%), Atlanta (4.5%), Washington, DC (3.9%), New York (3.2%), Norfolk-Portsmouth-Newport News (2.3%), Richmond-Petersburg (1.9%) and Myrtle Beach-Florence (1.9%).

2019 North Carolina Overnight Visitor Profile

Summary

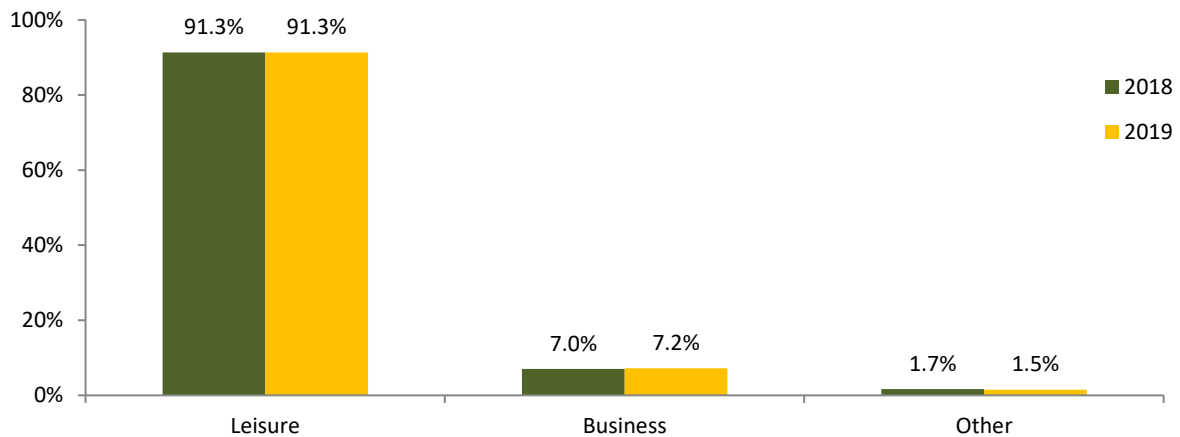
- ◆ In 2019, approximately 37 million overnight person-trips were taken in North Carolina. North Carolina ranked #7 in the US in terms of domestic overnight visitation.
- ◆ Ninety-one percent of all domestic overnight visitors came to North Carolina for leisure purposes, while seven percent of visitors came to conduct business (includes meeting/convention). The remaining two percent indicated “other” reason for visiting the state.
- ◆ The summer (June-August) was the most popular season for overnight travel to the state, with thirty-two percent of all overnights. Spring (March-May) followed with twenty-four percent of visitors. The fall (September-November) and winter (December-February) seasons saw twenty-three percent and twenty-one percent of annual visitors respectively. July was the largest month for overnight travel to the state with nearly thirteen percent, followed by June and August, with ten and nine percent of overnight visitors respectively.
- ◆ Overnight visitors to North Carolina spent an average of 3.7 nights in the state in 2019.
- ◆ Forty-eight percent of North Carolina overnight visitors lodged in a hotel/motel, while thirty-five percent stayed in a private home. Six percent stayed in a rental home or condo, while three percent stayed in a second home or condo. Nearly four percent stayed in an RV park or campground and approximately five percent of overnight visitors indicated that they stayed in a shared economy property such as an AirBnB or VRBO.
- ◆ The average travel party size for all overnight North Carolina visitor parties was 2.2 people. Thirty-two percent of overnight travel parties to the state included children in the party.
- ◆ Eighty-six percent of overnight travelers to the state drove (includes personal automobile, rental, motorcycle and RV), while nearly eleven percent traveled by air.
- ◆ In 2019, the average household trip expenditure for overnight visitors was \$760. Resident overnight visitors spent an average of \$488 and out-of-state overnight visitors spent an average of \$935.
- ◆ The top states of origin of *overnight* visitors to North Carolina were in-state residents (39.0%), Virginia (11.6%), South Carolina (8.9%), Georgia (5.3%), Florida (4.7%), Pennsylvania (3.5%), New York (3.3%), Tennessee (2.7%), Ohio (2.6%), Maryland (2.2%) and New Jersey (1.9%).
- ◆ Just over half (52.8%) of the households that traveled overnight to North Carolina in 2019 had a household income over \$75,000, and more than a third (35.3%) of them had an income of over \$100,000. The average annual income of overnight visitors to the state was \$87,650.
- ◆ In 2019, Charlotte (13.6%) was the top advertising market of origin for *overnight* travelers to the state, followed by Raleigh/Durham/Fayetteville (12.5%), Washington, DC (5.3%), Greensboro/High Point/Winston Salem (4.8%), Atlanta (4.5%), Greenville-New Bern-Washington (4.4%), New York (4.4%), Greenville-Spartanburg-Asheville (3.8%), Richmond-Petersburg (2.3%), Norfolk-Portsmouth-Newport News (2.2%), and Charleston, SC (2.0%).

North Carolina Overnight Visitor Profile

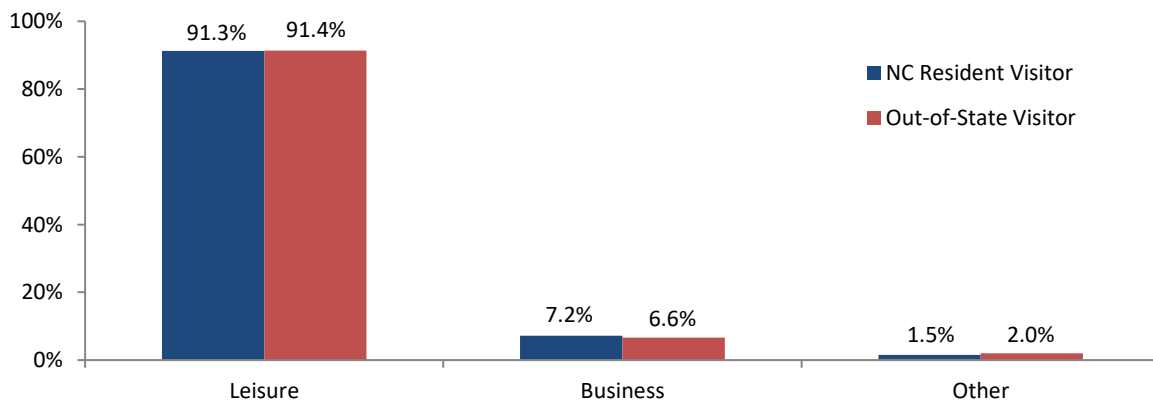
Main Purpose of Visit

In 2019, more than ninety-one percent of domestic overnight visitors came to North Carolina for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. Seven percent of overnight visitors came for general business, convention, seminar or other group meeting, while less than two percent traveled to the state for “other” reasons. While North Carolina has a strong history of being a leisure travel state, the leisure proportion has increased from eighty-one percent in 2014 to more than ninety-one percent in 2019.

Primary Purpose of Overnight Trip to North Carolina



**2019 Primary Purpose of Overnight Trip
NC Resident Vs. Out-of-State Visitor**

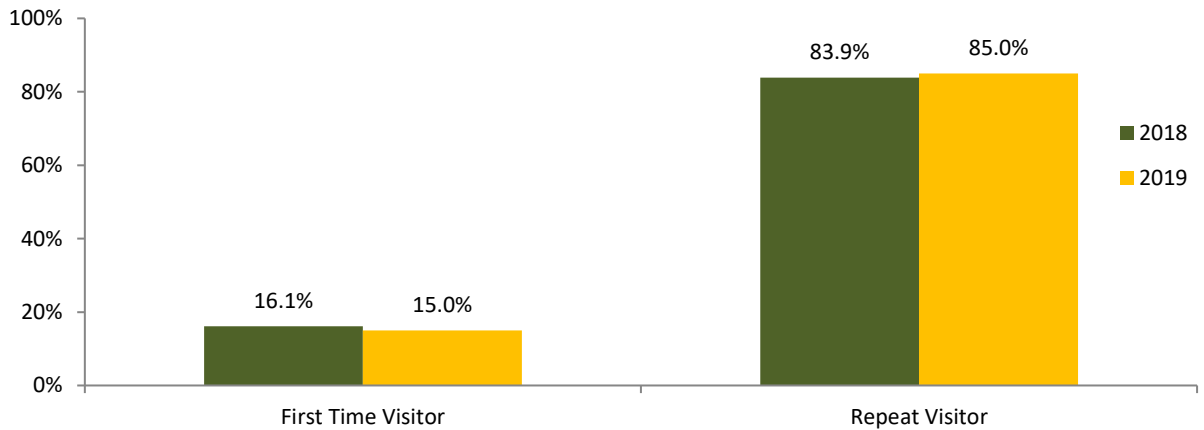


Both resident and out-of-state visitors are much more likely to visit the state for leisure purposes than for other reasons, with both in-state and out-of-state visitors nearing ninety-two percent. Nearly seven percent of out-of-state visitors in 2019 indicated that their primary purpose of visit was business, while over seven percent of resident visitors were traveling in the state for business.

First Time Visitors

In 2019, fifteen percent of out-of-state overnight visitors were first time visitors to the state. More than half (53.4%) have visited more than three times in the last 5 years.

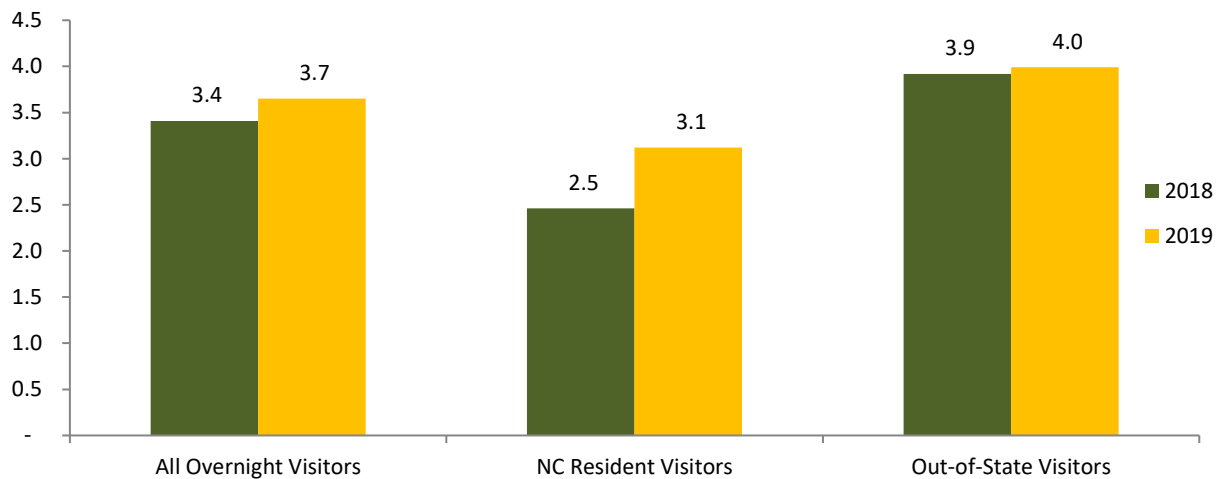
2019 First Time Out-of-State Overnight Visitors to North Carolina



Average Length of Stay

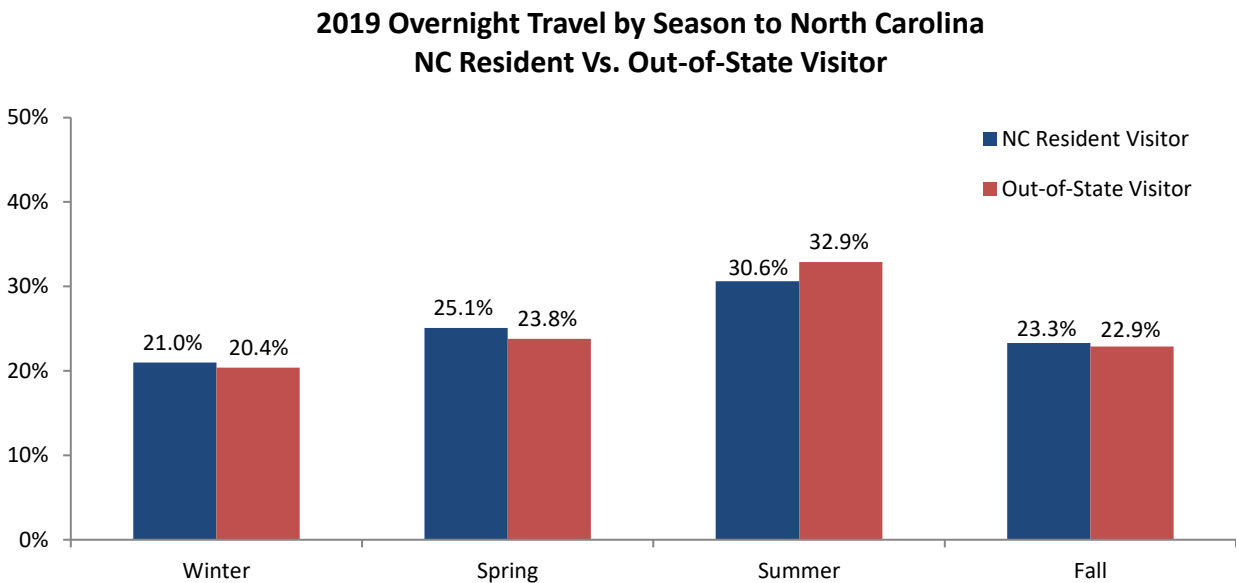
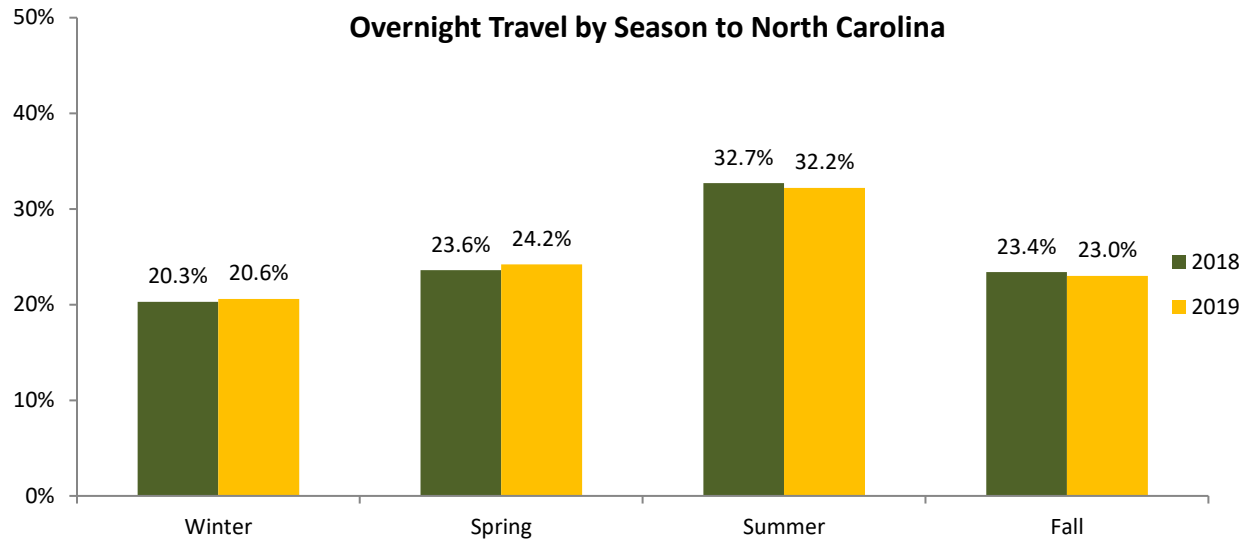
The average length of stay for overall North Carolina visitors increased for both in-state and out-of-state visitors from 2018 to 2019. Resident travel length of stay increased more than twenty percent from last year.

Average Length of Stay for Overnight Visitors to North Carolina



Travel Volume by Season

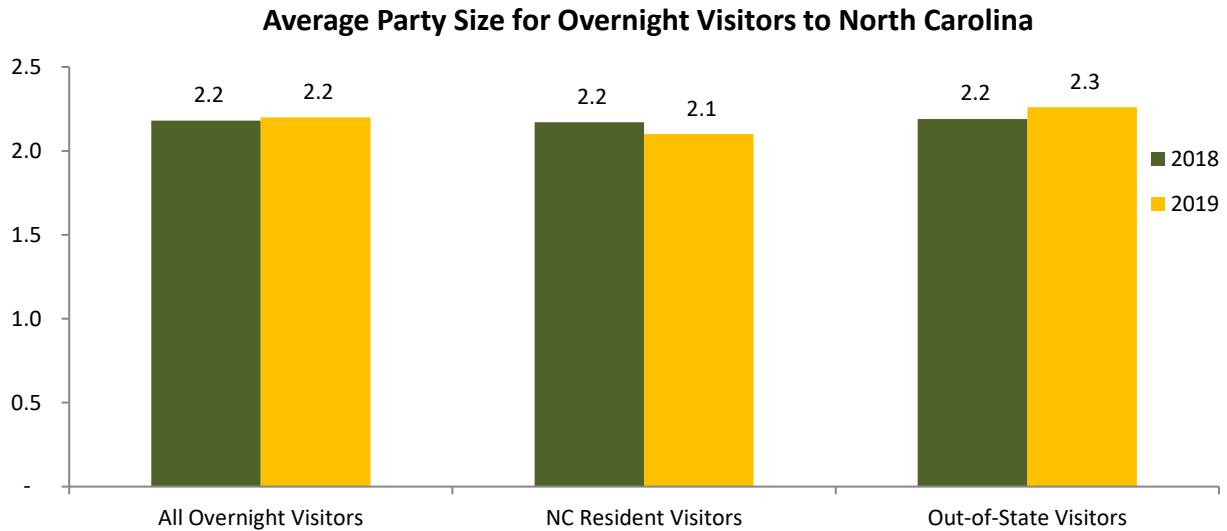
When examining overnight visitation based on the typical seasonal schedule, the summer (June through August) with thirty-two percent was the most popular season for overnight travel to North Carolina. Spring (March through May) was the next most popular travel season (24%) for overnighters, followed by fall (September through November) with twenty-three percent and winter (December through February) with more than twenty percent of overnight visitors.



Summer was the most popular season for both resident and out-of-state overnight visitors to the state. Fall and winter represented similar proportions of resident and out-of-state travelers to North Carolina. Resident travelers are only slightly more likely to travel during the spring season in North Carolina than out-of-state travelers.

Travel Party Size

The average travel party size for 2019 North Carolina overnight visitor parties was similar to 2018 party size, with an average of 2.2 persons per travel party. The average party size for out-of-state visitors was slightly larger than in-state visitors.

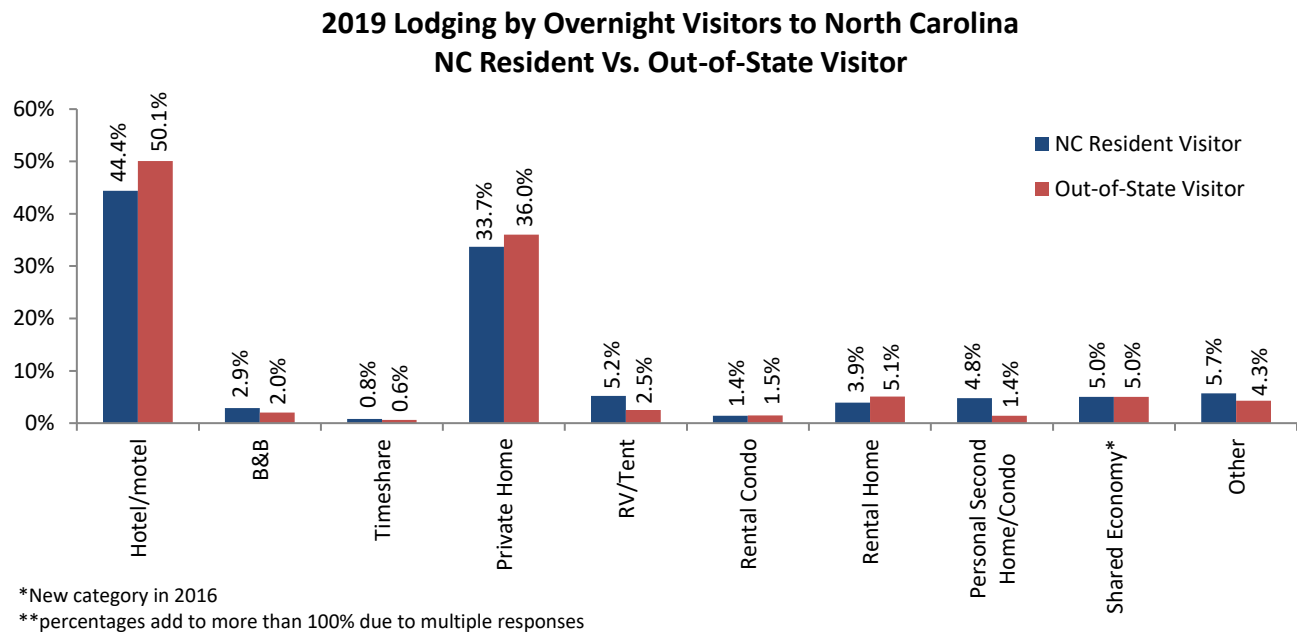
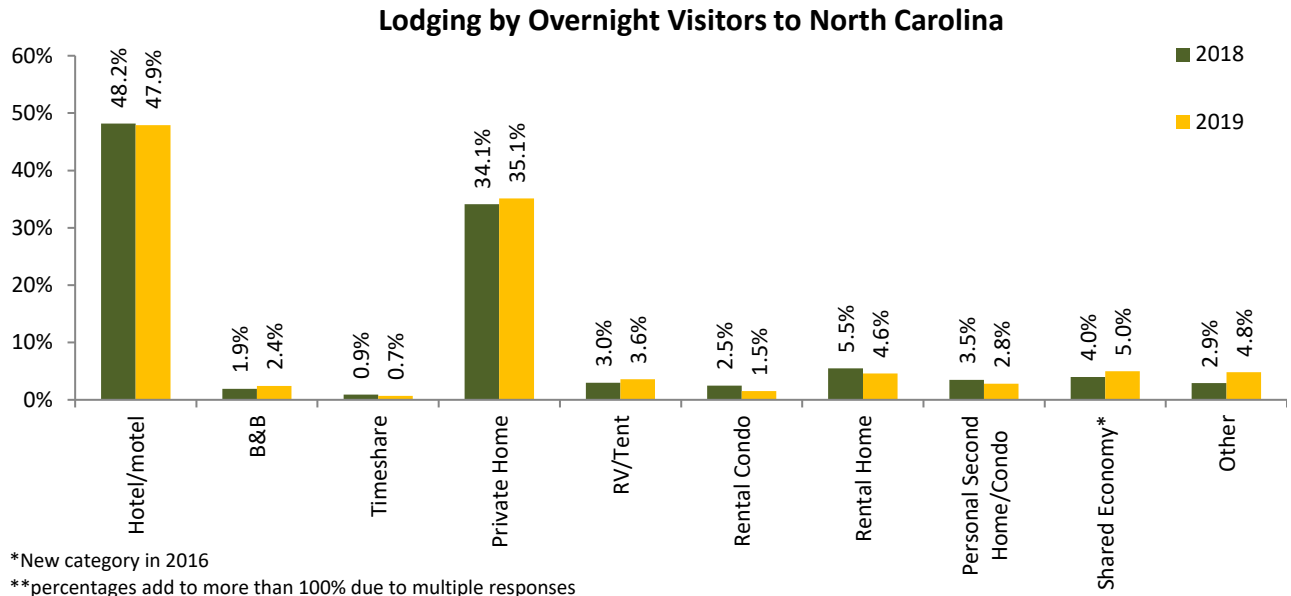


Children on Trip

Thirty-two percent of all overnight visitor parties to North Carolina included children, up from twenty-six percent in just two years (2017). The average number of children on trips was 2. Out-of-state visitor parties were more likely to include children than resident visitor parties (33% vs. 29%).

Lodging Used in North Carolina

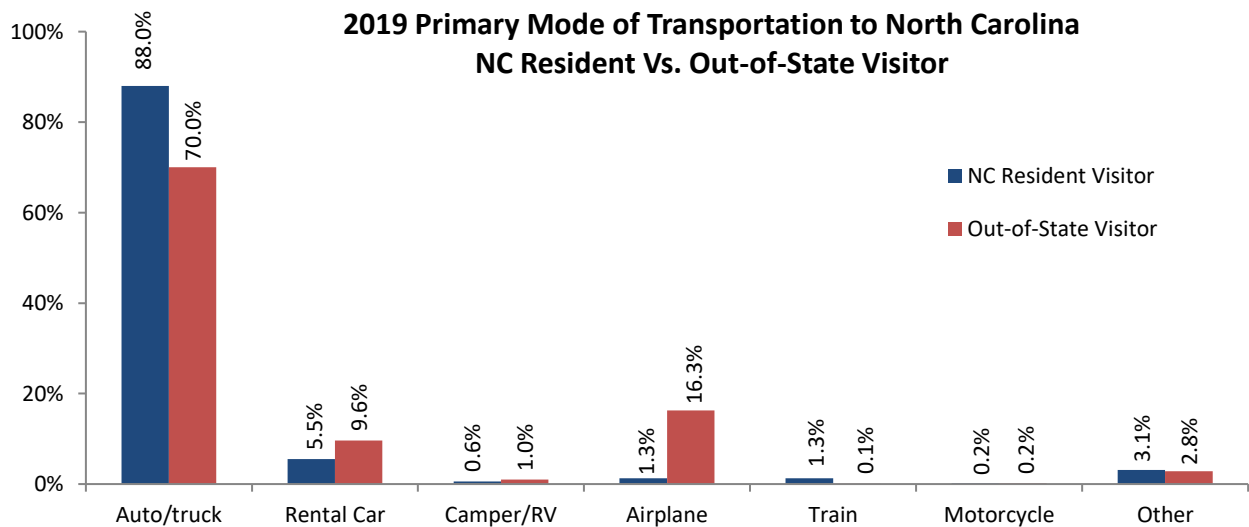
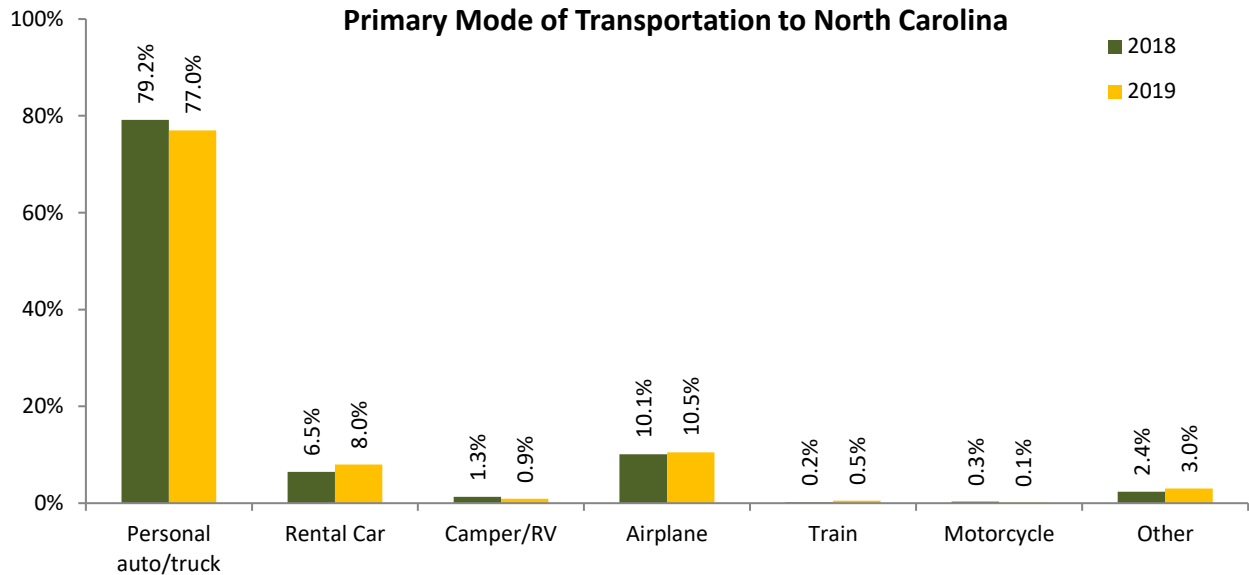
In 2019, nearly forty-eight percent of North Carolina visitors lodged in a hotel/motel, similar to 2018. Thirty-five percent stayed in a private home, up slightly from 2018. Visitors using shared economy lodging properties increased from four to five percent in 2019.



Out-of-state visitors in 2019 were more likely to have stayed in a hotel/motel, private home or rental home as accommodations than resident visitors. Resident visitors are more likely to stay in an RV park/campground or personal second home than out-of-state visitors.

Mode of Transportation

The primary mode of transportation by overnight visitors to North Carolina has remained consistent with the personal auto being the dominant form of transportation (77%), while about ten percent travel by air.

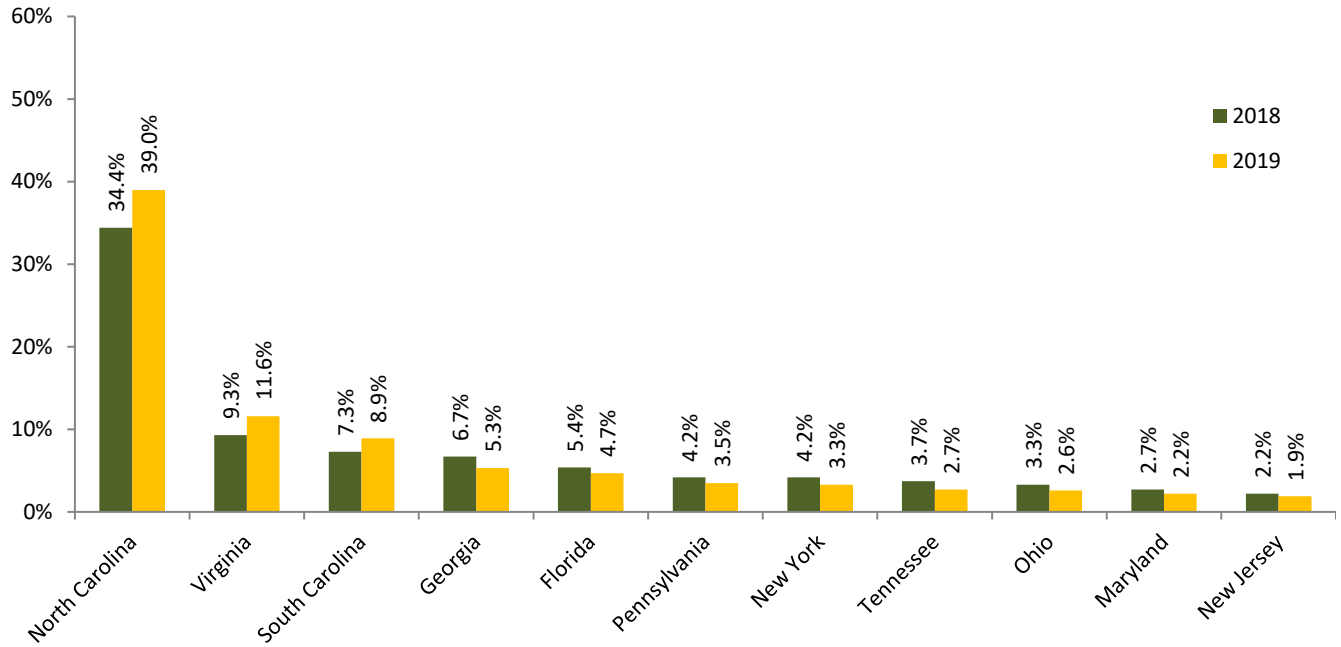


Not surprisingly, NC resident visitors are more likely to use their own automobile as primary transportation for overnight travel within the state than out-of-state visitors. While out-of-state visitors also primarily drive to North Carolina, they are more likely to fly than resident visitors.

Origin of Visitors

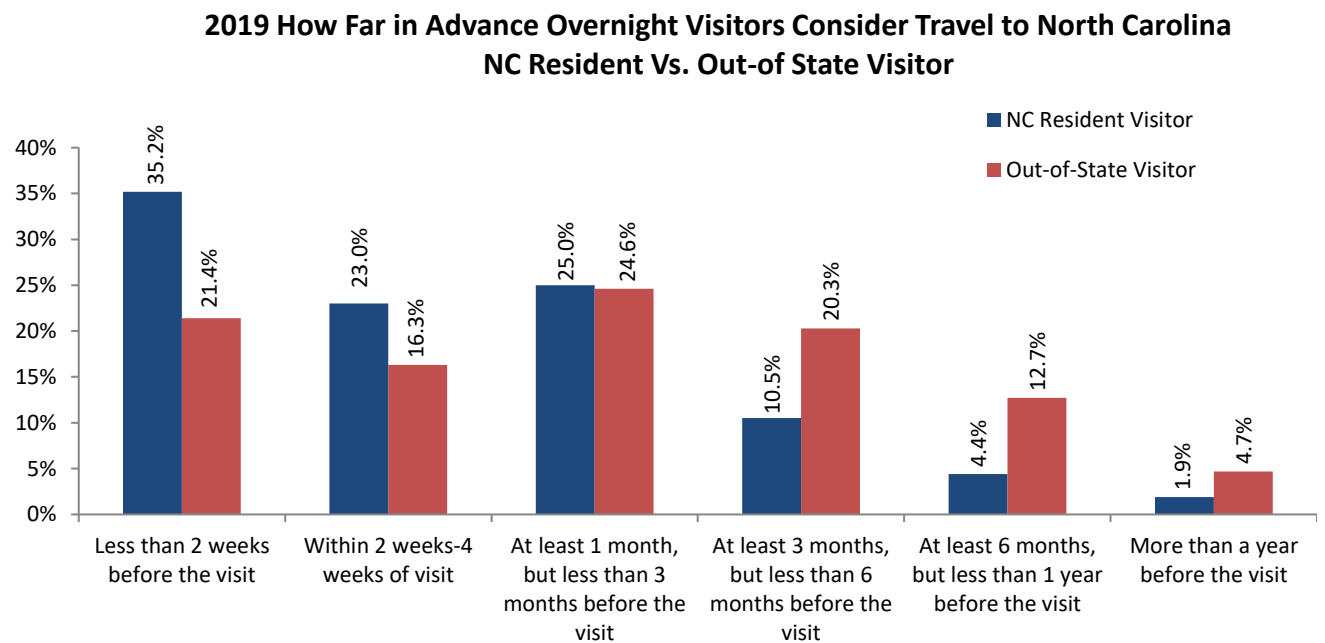
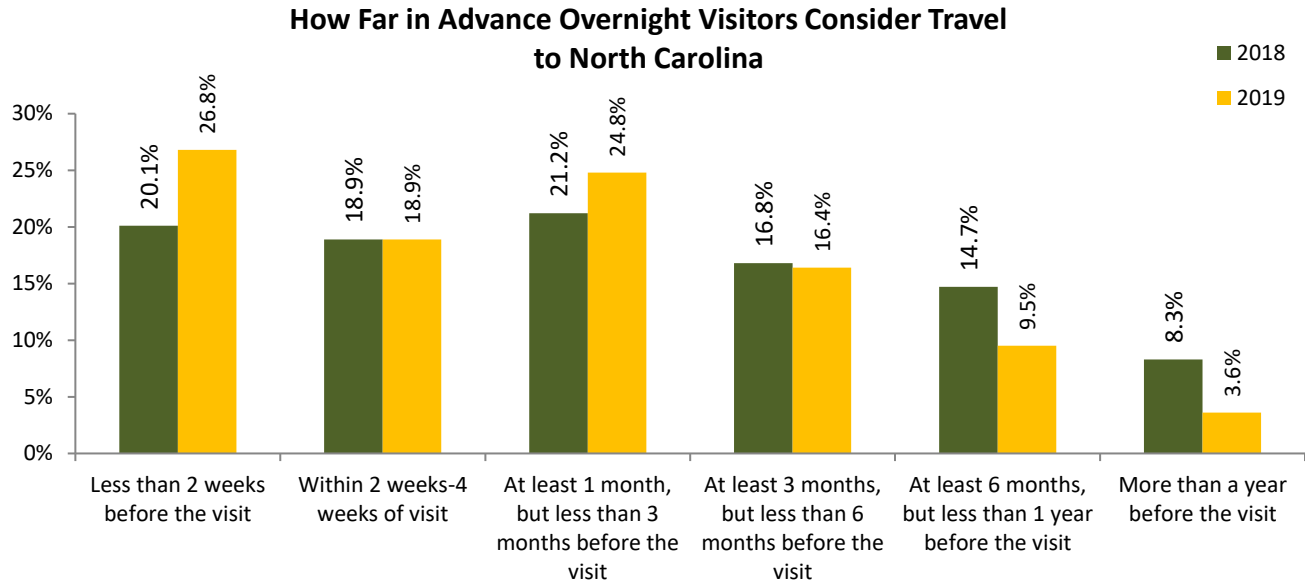
In 2019, the top states of origin for North Carolina overnight visitors included North Carolina (39.0%), Virginia (11.6%), South Carolina (8.9%), Georgia (5.3%), Florida (4.7%) and Pennsylvania (3.5%). The in-state visitor proportion to total visitors increased in 2019, and Virginia and South Carolina increased in proportion from 2018 to 2019 as well. The top ten out-of-state markets represent forty-seven percent of North Carolina overnight visitors.

Top States of Origin of Overnight Visitors to North Carolina



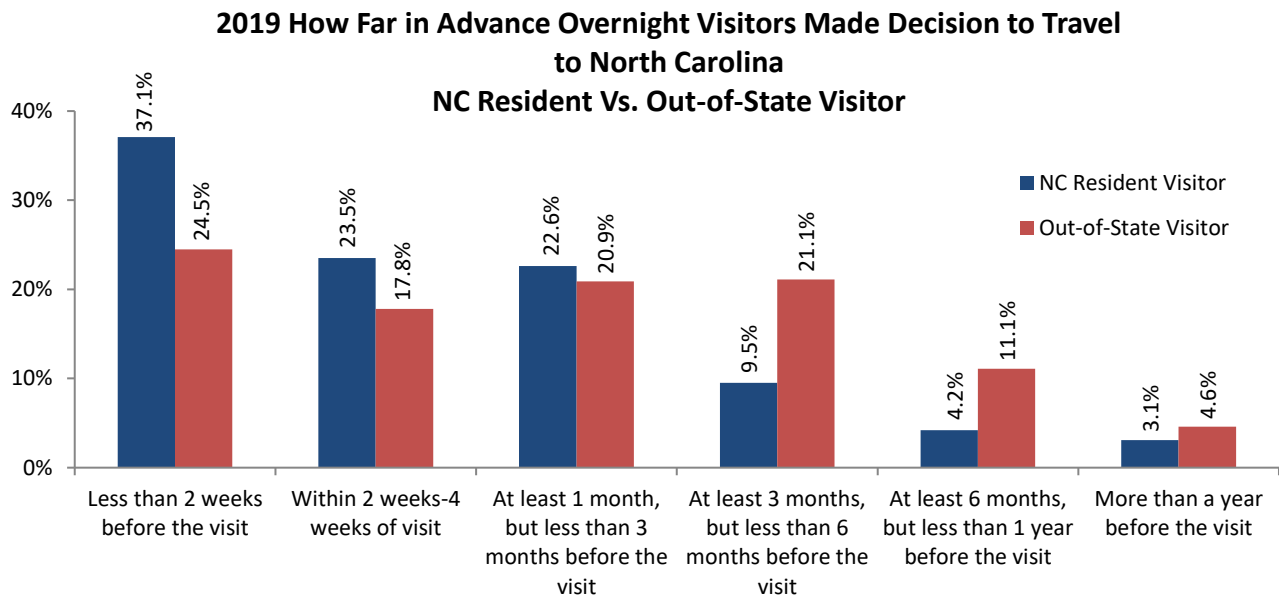
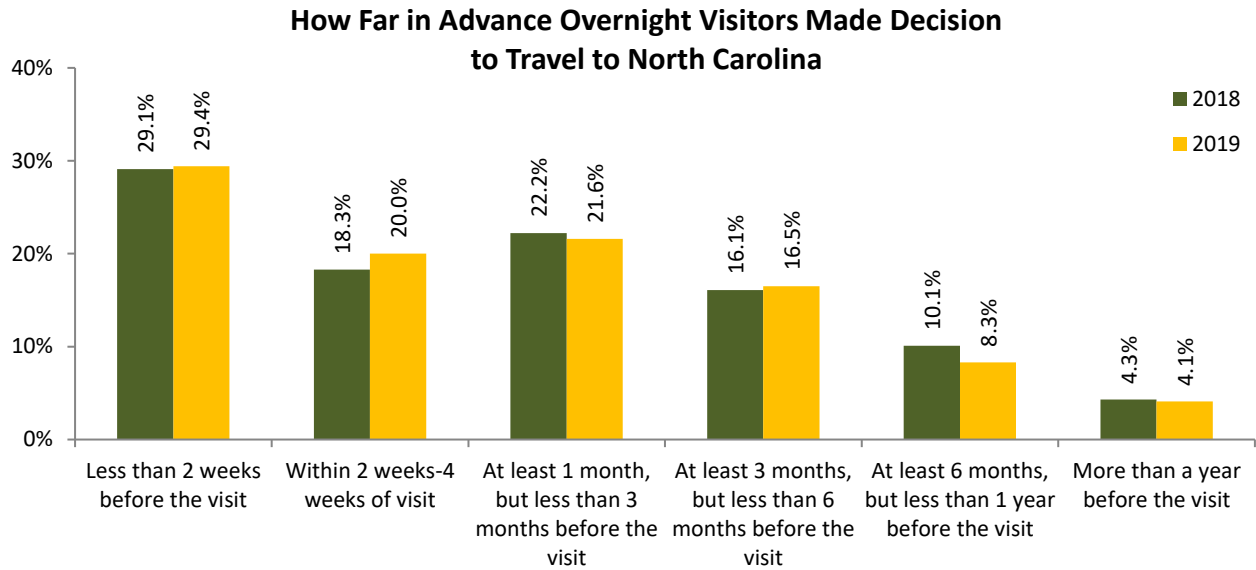
Trip Planning

Advance consideration for travel shortened from 2018 to 2019. Nearly forty-six percent of 2019 overnight visitors considered North Carolina for a visit four weeks or less ahead of the visit and thirteen percent considered the state more than six months before visiting.



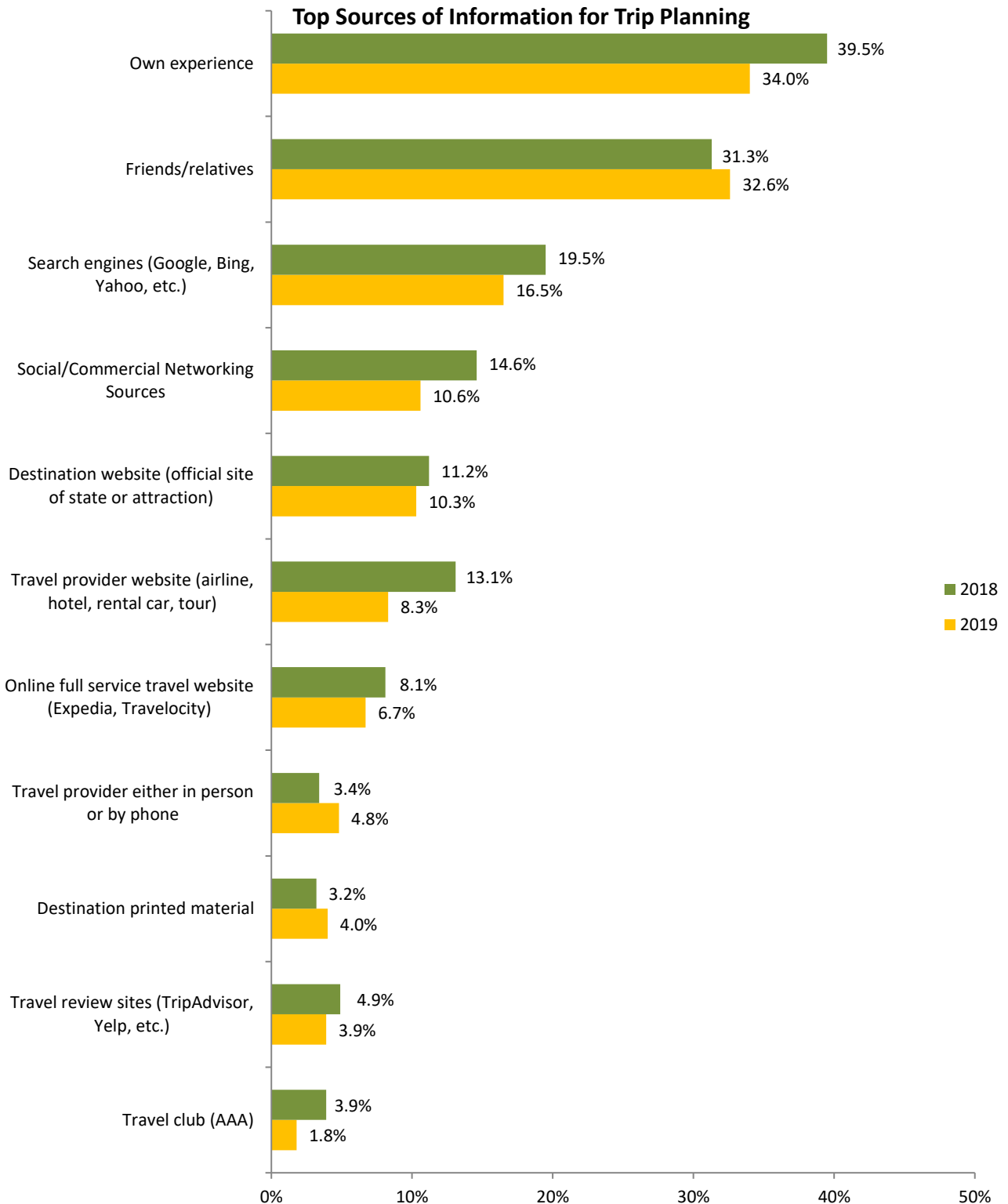
Resident visitors are much more likely to have North Carolina in the “consideration” set less than two weeks before visiting as out-of-state visitors. Out-of-state visitors are nearly three times as likely to consider North Carolina more than six months prior to travel.

Just over twelve percent of overnight visitors in 2019 made the decision to visit the state at least six months prior to the visit, while twenty-nine percent of overnight visitors made the decision within two weeks of visiting, similar to 2018.

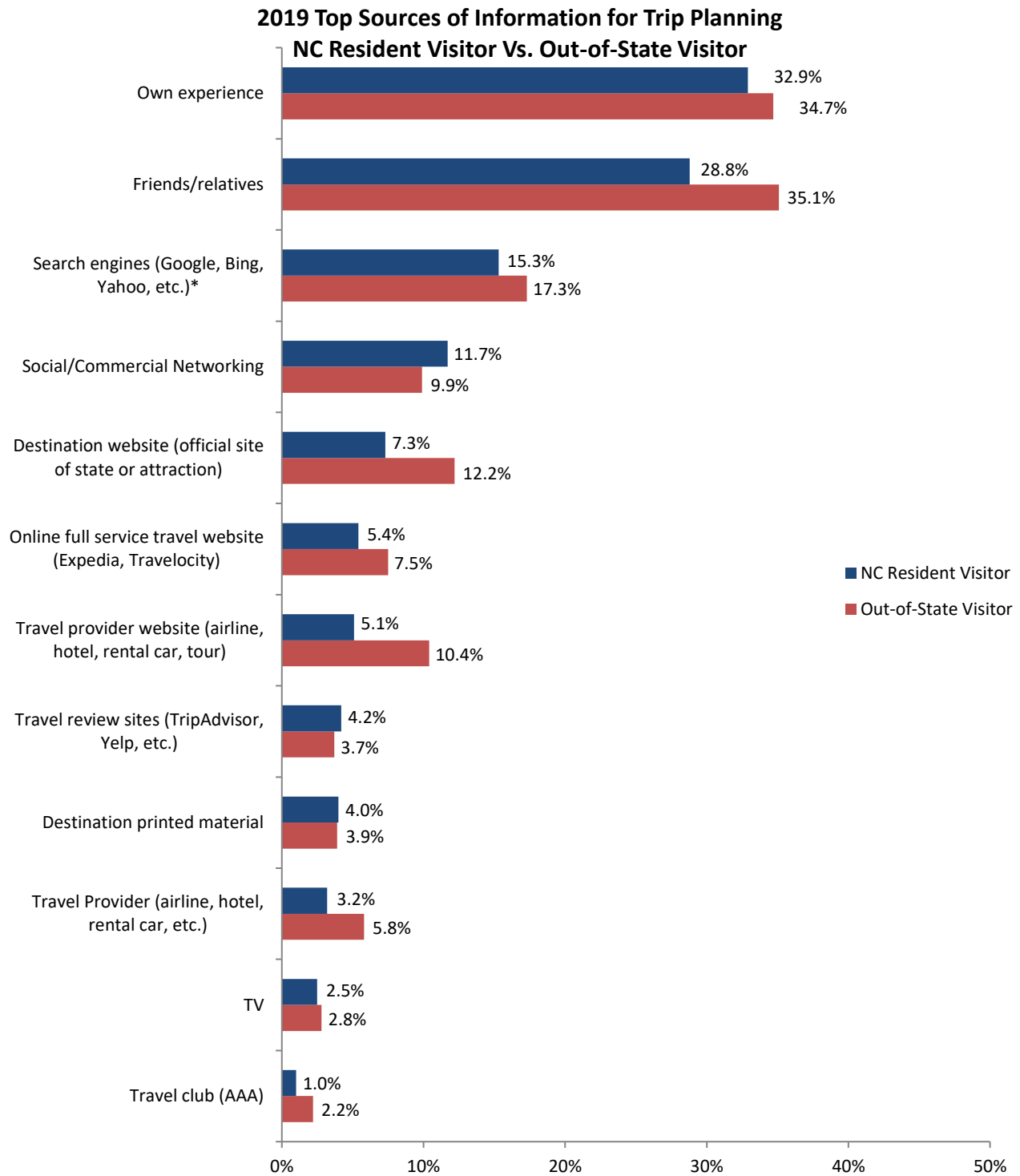


Resident visitors are nearly twice as likely to make the decision to visit North Carolina less two weeks of travel than out-of-state visitors. Thirty-seven percent of out-of-state visitors decide to visit at least three months prior to visit, while seventeen percent of resident visitors decide to visit at least three months prior to travel.

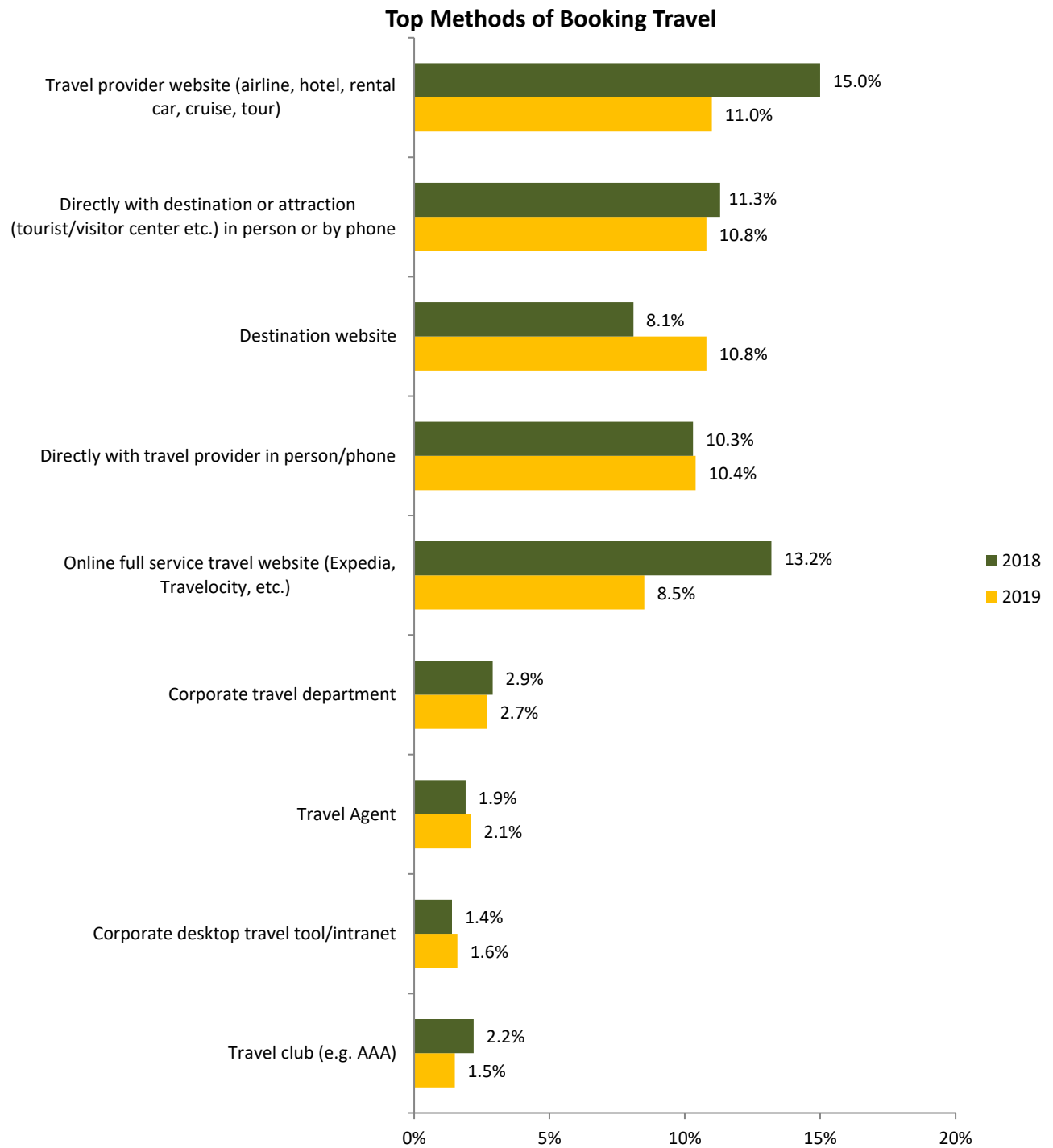
The largest proportion of overnight visitors to North Carolina used their own experience, friends/relatives, search engines and social networking to plan their trips. The proportions of visitors who used friends/relatives, travel providers and destination printed material increased in 2019 from 2018.



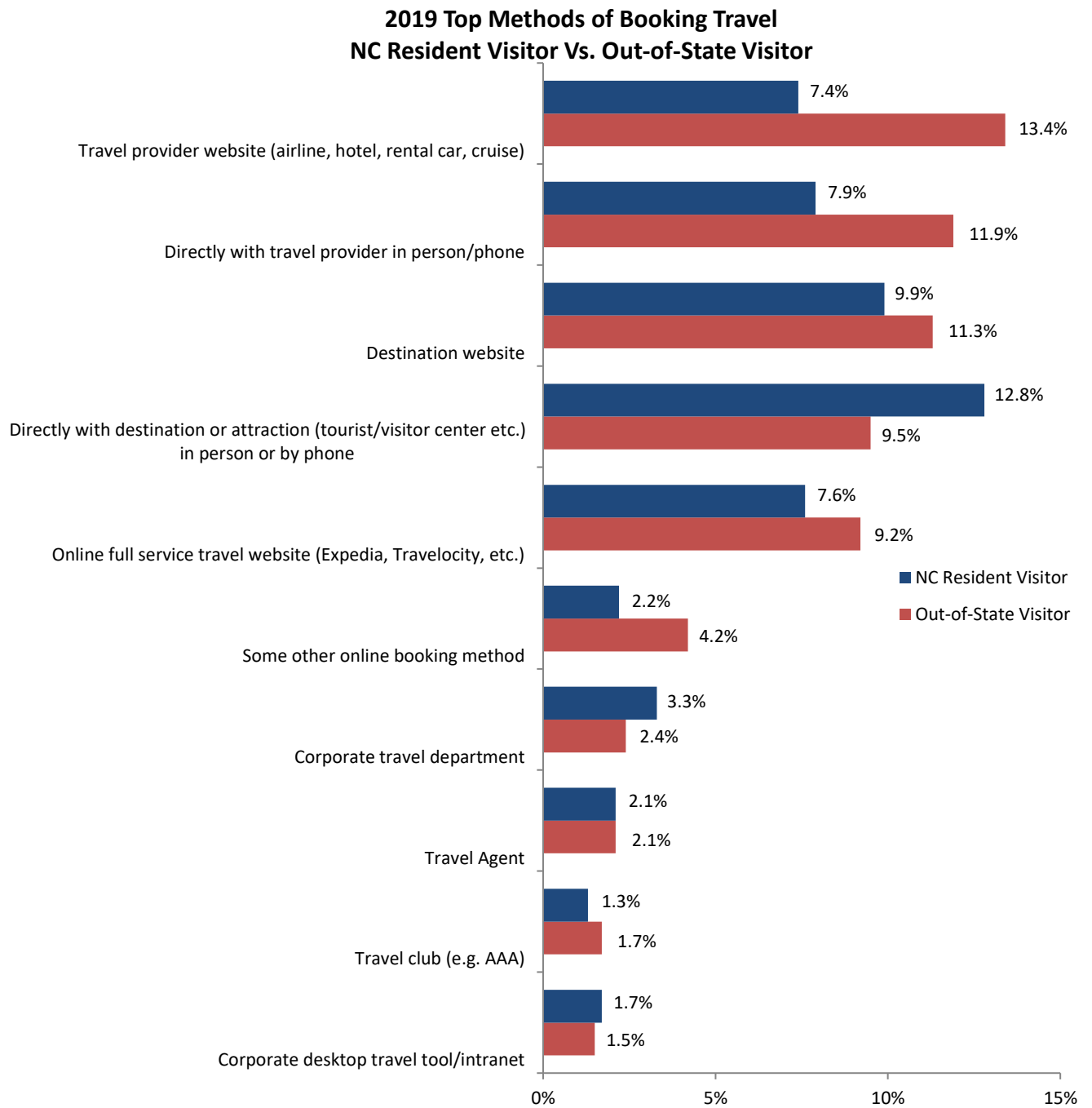
Out-of-state visitors tend to use more sources of information overall than resident visitors. In particular, they are more likely to rely on friends/relatives, search engines, travel provider and destination websites than resident visitors within North Carolina.



Overnight visitors in 2019 used fewer methods of booking travel than in 2018. Most often used were travel provider websites, directly with destinations/attractions and destination websites.

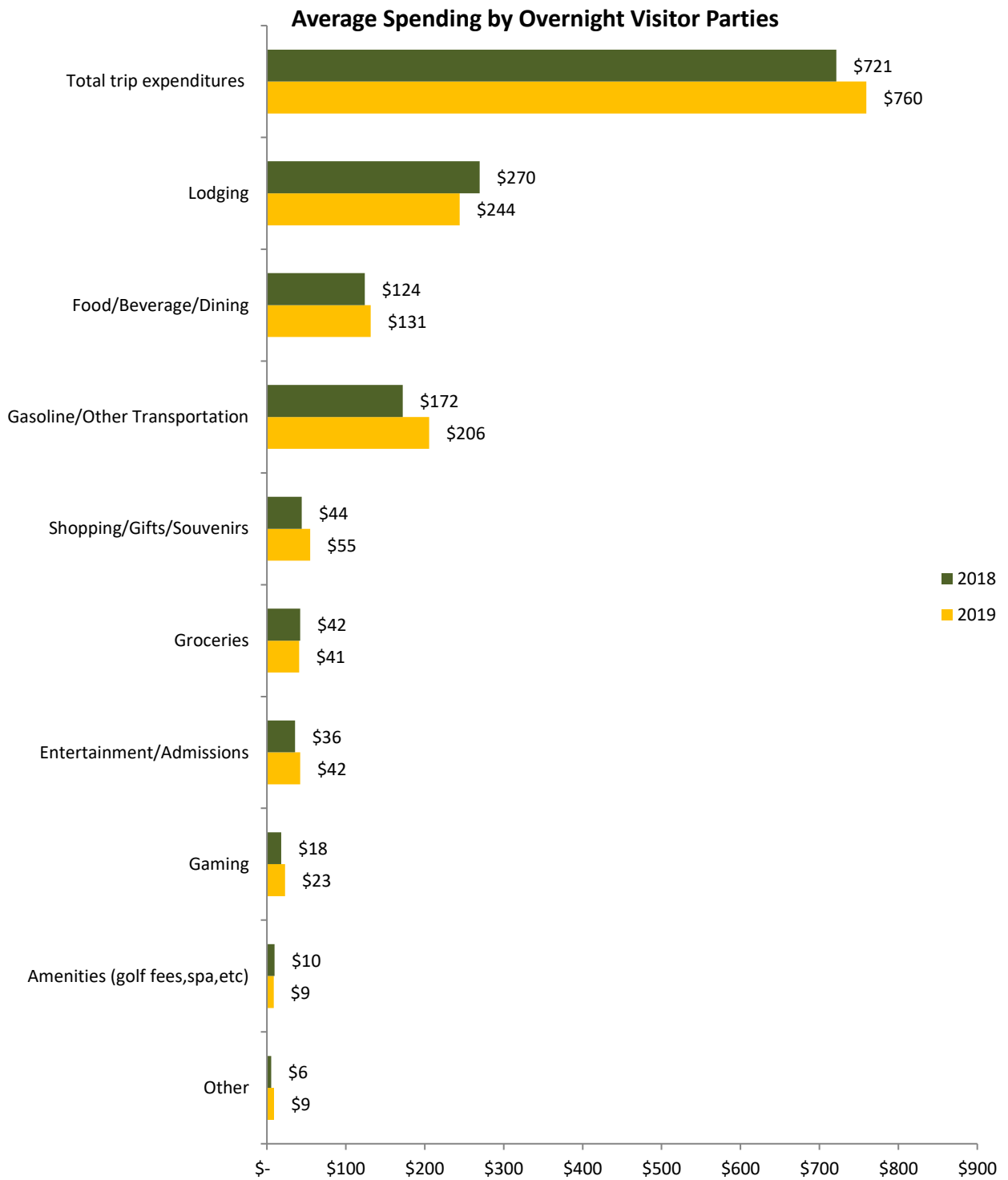


Out-of-state visitors are much more likely to use travel provider websites, directly contact travel providers and use destination website than resident travelers.

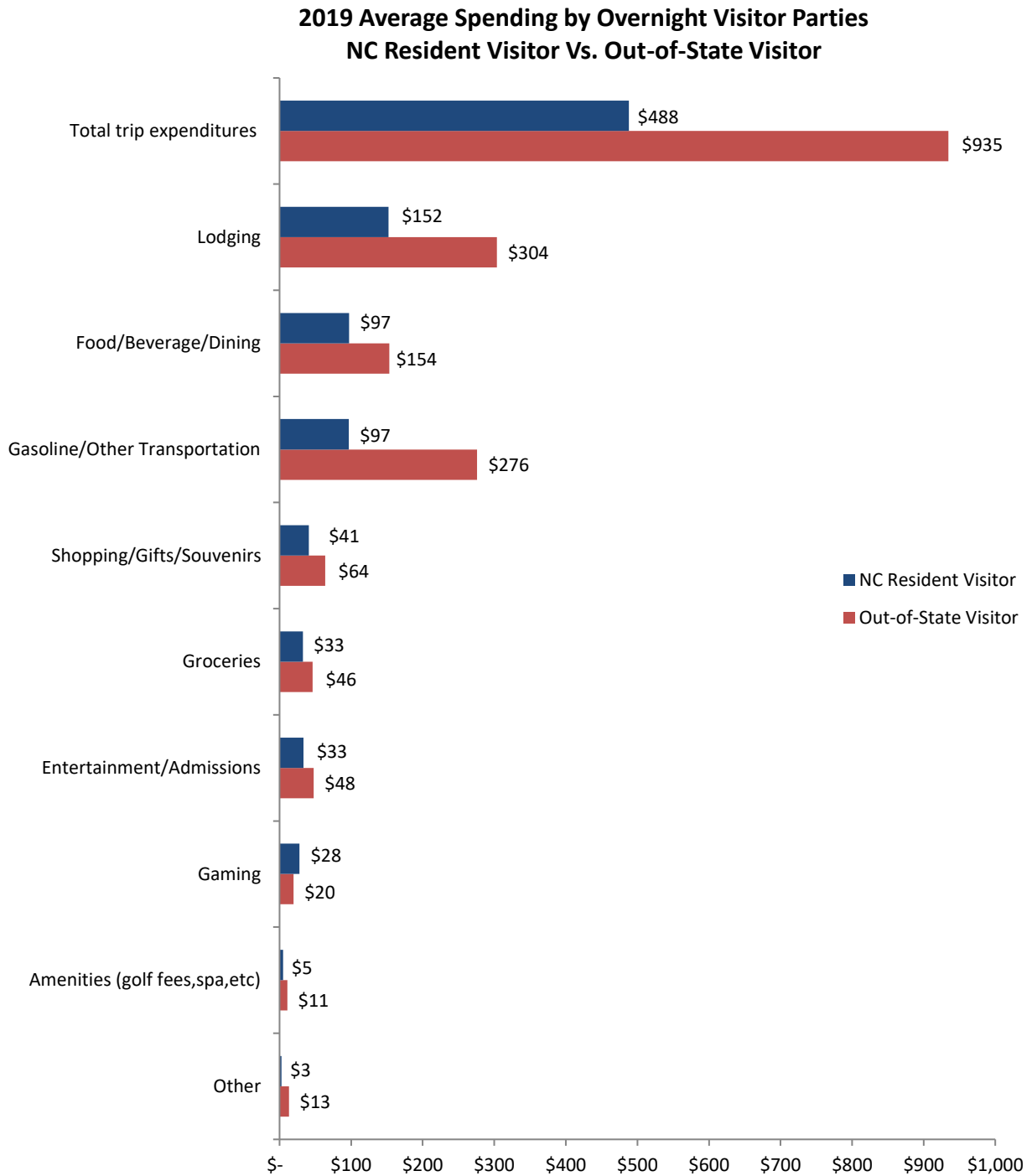


Expenditures by North Carolina Visitors

The average overnight visitor party spending in the state was \$760, up from \$721 in 2018.



Out-of-state visitors to North Carolina spend sixty-three percent more on average per trip than resident visitors, particularly in the categories of lodging, gasoline/transportation and food/beverage.



Activities

More than one-third (37%) of 2019 overnight visitors to North Carolina spent time with relatives and more than one-fourth shopped (26%) while in the state. Eighteen percent of overnighters visited a beach and visited friends while traveling overnight in North Carolina. Activities that showed largest increases in the proportion of overnight visitors participating from 2018 to 2019 included visiting relatives (+9 percentage points), fine dining (+3 percentage points), museums (+3 percentage points) and visiting old homes (+3 percentage points).

***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.**

Activities Participated in by Overnight Visitors to North Carolina

Activity	2018	2019	Activity	2018	2019
Visiting Relatives	28%	37%	Special Events/Festivals	3%	3%
Shopping	27%	26%	Theater/Drama	2%	3%
Beach	18%	18%	Biking/Road Biking/Cycling	2%	2%
Visiting Friends	16%	18%	Sport Event- Youth/Amateur/Collegiate/Other(<u>Spectator</u>)	2%	2%
Fine Dining	14%	17%	Spa/Health Club	2%	2%
Rural Sightseeing	14%	16%	Theme Park/Amusement Park/Water Park	2%	2%
Historic Sites/Churches	12%	14%	Rafting/Kayaking/Canoeing/Paddleboarding	2%	2%
Museums	8%	11%	Native American ruins/Rock art	1%	2%
Urban Sightseeing	8%	10%	Musical Theater	1%	2%
State Park/Monument/Recreation area	8%	9%	ATV/Four-wheeling	1%	2%
Craft Breweries	7%	8%	Mountain Biking	1%	2%
Local/folk arts/crafts	6%	8%	Sports events – Major/Professional	1%	2%
Old Homes/Mansions	5%	8%	Motorboat/Jet ski	1%	1%
Wildlife Viewing	7%	7%	Horseback riding	1%	1%
Hiking/Backpacking	7%	7%	Area where a TV show or movie was filmed	1%	1%
Fishing	5%	7%	Distilleries	1%	1%
Gardens	5%	6%	Farms/Ranches/Agri-tours	1%	1%
Zoos/Aquariums/Aviaries	4%	6%	Tennis	1%	1%
Art Galleries	4%	6%	Caverns	1%	1%
National Park/Monument/Recreation area	6%	5%	Motor Sports	1%	1%
Nightclubs/Dancing	5%	5%	Water skiing	1%	1%
Musical performance/show	4%	5%	Hunting	1%	1%
Wine Tasting/Winery Tour	4%	5%	Skiing/snowboarding	1%	1%
Casino/Gaming	4%	5%	Symphony/opera/concert	<1%	1%
Other nature (photography, rockhounding, etc.)	4%	4%	Rock/Mountain climbing	<1%	1%
Nature Travel/Eco-touring	3%	4%	Sport Event- Youth/Amateur/Collegiate/Other(<u>Participant</u>)	2%	<1%
Bird Watching	3%	3%	Hang gliding/sky diving/base jumping	1%	<1%
Golf	4%	3%	Sailing	1%	<1%

Resident and out-of-state visitors behave similarly with regards to activities participated in while traveling to and within North Carolina. A somewhat larger proportion of out-of-state visitors are likely to visit with relatives while traveling to the state, shop, participate in fine dining, go to museums, go urban sightseeing and visit historic sites than resident visitors.

Activities Participated in by 2019 Overnight Visitors to North Carolina NC Resident Vs. Out-of-State Visitors

Activity	NC Resident	Out-of-State Visitor	Activity	NC Resident	Out-of-State Visitor
Visiting Relatives	33%	40%	Special Events/Festivals	2%	3%
Shopping	23%	29%	Theater/Drama	2%	3%
Fine Dining	12%	20%	ATV/Four-wheeling	1%	3%
Visiting Friends	17%	20%	Spa/Health Club	3%	2%
Beach	20%	17%	Rafting/Kayaking/Canoeing/ Paddleboarding	2%	2%
Rural Sightseeing	15%	17%	Theme Park/Amusement Park/Water Park	3%	2%
Historic Sites/Churches	12%	16%	Native American ruins/Rock art	2%	2%
Museums	8%	13%	Horseback riding	<1%	2%
Urban Sightseeing	8%	11%	Sports events – Major/Professional	2%	2%
State Park/Monument/Recreation area	10%	9%	Distilleries	1%	2%
Wildlife Viewing	5%	9%	Musical Theater	2%	2%
Old Homes/Mansions	5%	9%	Mountain biking	2%	2%
Hiking/Backpacking	7%	8%	Farms/Ranches/Agri-tours	1%	2%
Local/folk arts/crafts	7%	8%	Hunting	1%	2%
Zoos/Aquariums/Aviaries	4%	8%	Sport Event-Youth/Amateur/ Collegiate/Other(Spectator)	3%	1%
Craft Breweries	8%	7%	Biking/Road Biking/Cycling	2%	1%
Fishing	7%	7%	Sport Event-Youth/Amateur/ Collegiate/Other (Participant)	<1%	1%
Gardens	6%	7%	Motorboat/Jet ski	1%	1%
National Park/Monument/Recreation area	3%	6%	Area where a TV show or movie was filmed	2%	1%
Wine Tasting/Winery Tour	3%	6%	Caverns	1%	1%
Nightclubs/Dancing	4%	5%	Motor Sports	1%	1%
Golf	4%	3%	Water-skiing	1%	1%
Art Galleries	5%	6%	Rock/Mountain climbing	1%	1%
Musical performance/show	2%	6%	Sailing	<1%	1%
Casino/Gaming	4%	5%	Skiing/snowboarding	1%	<1%
Nature Travel/Eco-touring	3%	5%	Tennis	1%	1%
Other nature (photography, rockhounding, etc.)	4%	5%	Rodeo/State Fair	1%	<1%
Bird Watching	3%	3%			

Demographic Profile of North Carolina Overnight Visitors

Nearly two-thirds (65.2%) of the overnight visitors to North Carolina are married and thirteen percent of the region's visitors are divorced, widowed or separated. There are not significant differences in marital status between resident visitors and non-resident visitors.

The largest proportion of North Carolina overnight visitors (83%), both resident (84%) and out-of-state (82%), classify themselves as white. Ten percent classify themselves as black/African American, up from six percent two years ago (2017). Three percent of overnight visitors self-report their ethnicity is Asian/Pacific Islander.

Nearly two-thirds (61%) of North Carolina overnight visitor parties have a household head with a college degree or higher. The average overnight visitor is 47 years old. The NC resident overnight visitor is slightly younger (46 years old) than the out-of-state overnight visitor (48 years old).

The average household income of overnight visitors to North Carolina in 2019 was \$87,650, down slightly from \$90,310 in 2018. More than half of overnight visitors in 2018 reported a household income \$75,000 or more. Twenty-two percent had a household income of over \$125,000. The average household income of resident overnight visitors was \$79,730 in 2019, while the average household income of out-of-state overnight visitors was \$92,730.

Sixty-three percent of overnight visitor parties reported that the head of household is employed, while twenty-one percent are retired. The remainder reported "not employed" as work status. Out-of-state visitors (22%) are only slightly more likely to be retired than resident visitors (20%).

The average household size of a North Carolina overnight visitor party in 2019 was 2.8.

2019 Top Advertising Markets

In 2019, the top advertising markets sending overnight visitors to North Carolina were Charlotte (13.6%), Raleigh-Durham-Fayetteville (12.5%), Washington DC (5.3%), Greensboro-Winston-Salem-High Point (4.8%), Atlanta (4.5%), Greenville-New Bern-Washington (4.4%) and New York (4.4%). Advertising markets correspond with Nielsen's Designated Market Areas (DMAs).

Top Advertising Markets of Origin for North Carolina *Overnight* Visitors

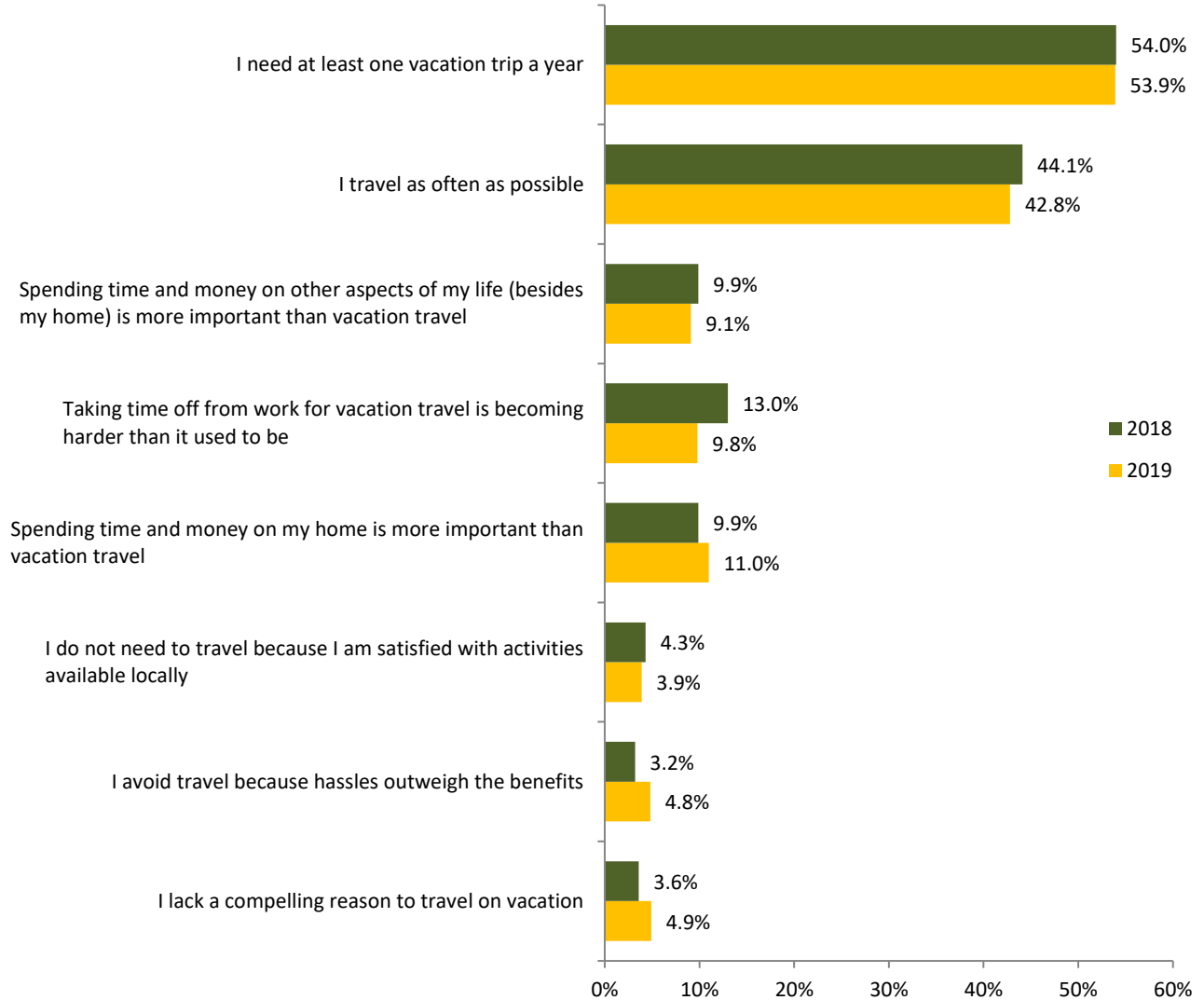
DMA of Origin	2018 Percentage of Total Overnight Visitors	2019 Percentage of Total Overnight Visitors
Charlotte	10.8%	13.6%
Raleigh-Durham (Fayetteville)	10.6%	12.5%
Washington DC (Hagerstown, MD)	4.7%	5.3%
Greensboro-Winston Salem-High Point	5.5%	4.8%
Atlanta	6.0%	4.5%
Greenville-New Bern-Washington	2.0%	4.4%
New York, NY	5.2%	4.4%
Greenville-Spartanburg-Asheville-Anderson	6.0%	3.8%
Richmond-Petersburg, VA	2.2%	2.3%
Norfolk-Portsmouth-Newport News	2.6%	2.2%
Charleston, SC	0.8%	2.0%
Myrtle Beach-Florence	1.6%	1.7%
Augusta, GA	0.1%	1.7%
Columbia, SC	1.5%	1.6%
Roanoke-Lynchburg	1.5%	1.4%
Philadelphia, PA	2.3%	1.4%
Pittsburgh	0.7%	1.3%
Wilmington	1.6%	1.2%
Nashville	1.4%	1.1%
Orlando-Daytona Beach-Melbourne	1.3%	1.1%
Cleveland-Akron (Canton)	0.7%	1.1%
Baltimore	1.2%	1.1%
Knoxville	1.6%	1.0%
West Palm Beach-Ft. Pierce	0.9%	1.0%
Jacksonville	0.9%	1.0%
Tampa-St. Petersburg (Sarasota)	1.7%	1.0%

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

Vacation Attitudes

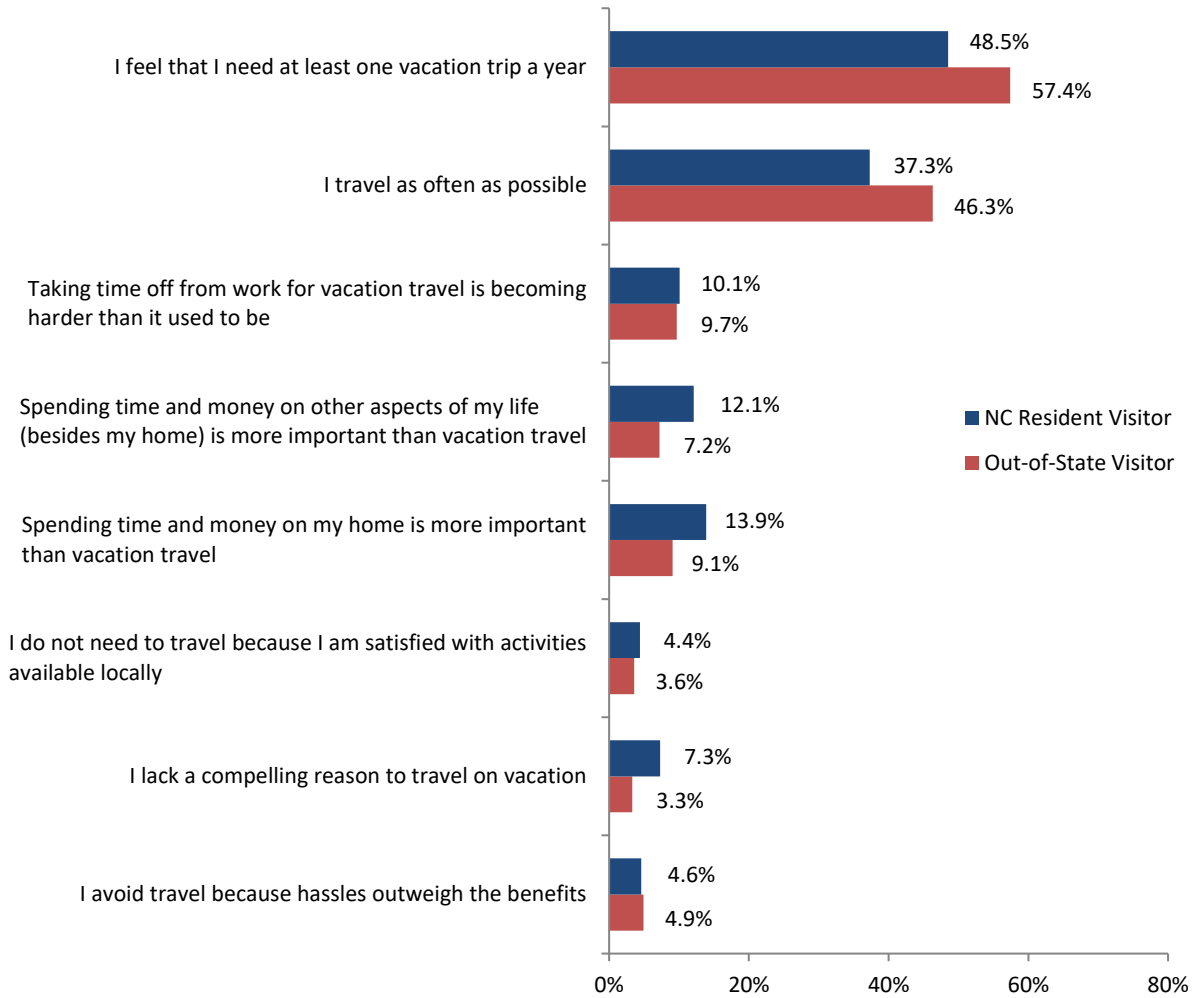
More than half of North Carolina overnight visitors feel they need at least one vacation a year and nearly half also indicate that they travel as often as possible.

Current Feelings Concerning Vacation Travel



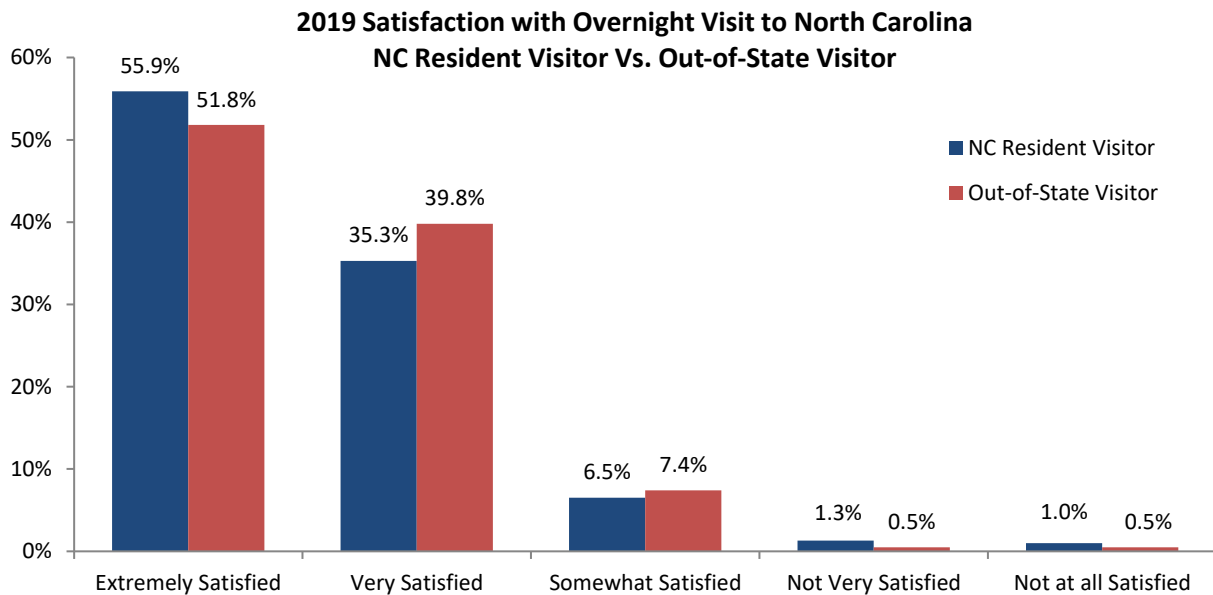
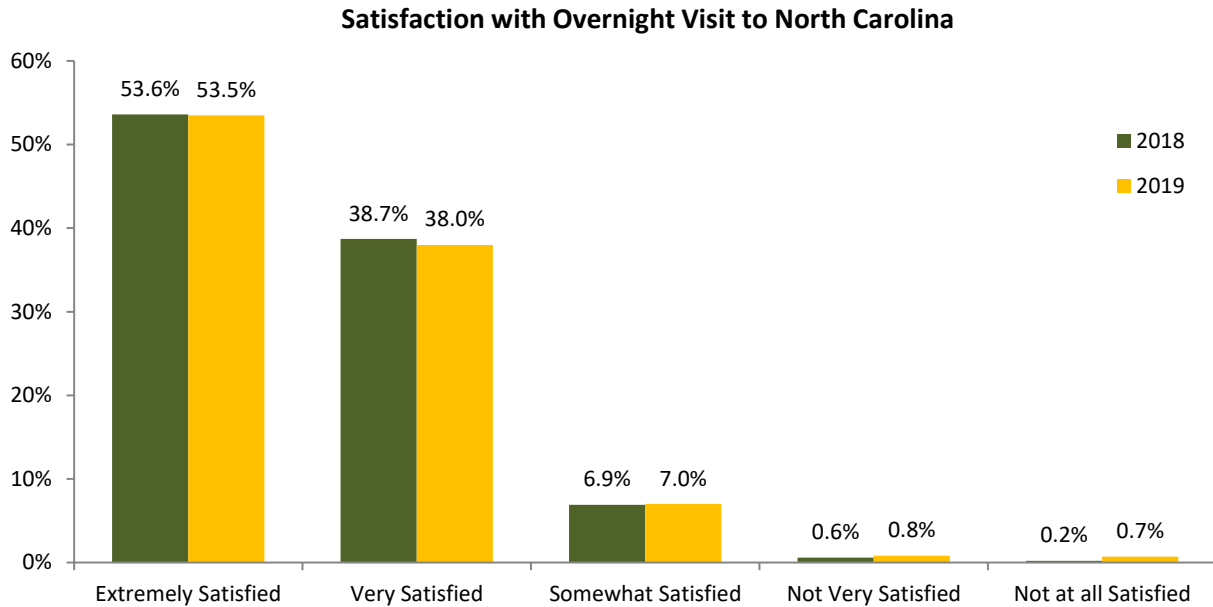
North Carolina out-of-state visitors are more likely to report that they travel as often as possible and that they need at least one vacation per year. Residents are slightly more likely to say that spending time and money on their home and other aspects of their lives is more important than vacation.

**2019 Current Feelings Concerning Vacation Travel
NC Resident Visitor Vs. Out-of-State Visitor**



Satisfaction with Overnight Visits to North Carolina

Ninety-two percent of overnight visitors to North Carolina in 2019 were either very or extremely satisfied with their visit. Both resident and out-of-state visitors express high satisfaction with their visits to and within North Carolina.



2019 North Carolina Daytrip Visitor Profile

Summary

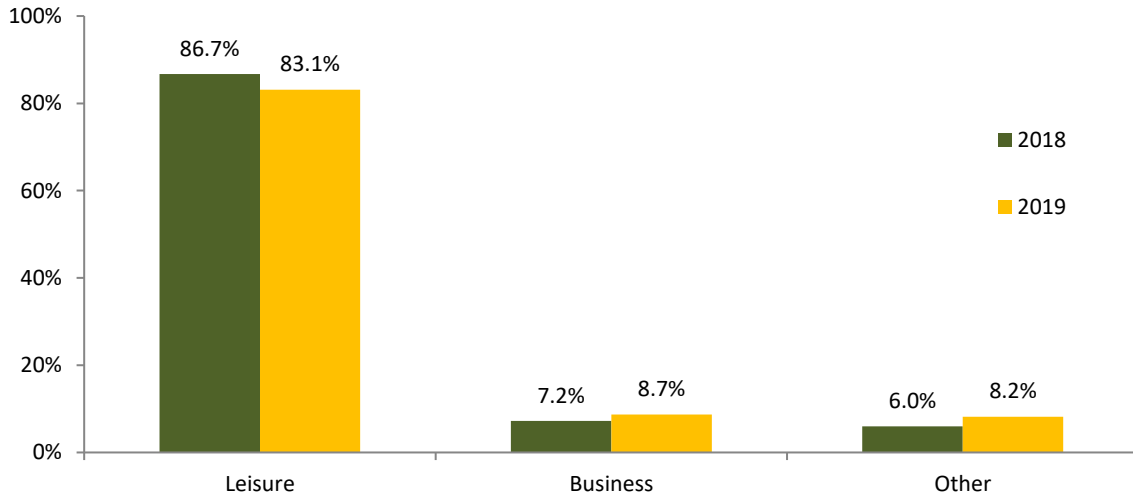
- ◆ In 2019, approximately 10.6 million daytrips were taken in North Carolina. North Carolina ranked #6 in the US in terms of daytrip visitation. A daytripper is defined as a visitor who did not spend any nights away from home, but traveled at least 50 miles one-way from home.
- ◆ Eighty-three percent of all daytrippers visited North Carolina for pleasure purposes, while nine percent of visitors came to conduct business (includes meeting/convention). The remaining respondents indicated an “other” reason for visiting the state.
- ◆ The fall (September - November) was the most popular season for day travel to North Carolina, with twenty-eight percent of all 2019 daytrippers, followed by summer (June - August) with twenty-six percent, spring (March-May) with twenty-five percent, and winter (December-February) with twenty-one percent. October was the single largest month for day travel to the state with more than ten percent, followed by August with just less than ten percent.
- ◆ The average travel party size for daytrip visitor parties to North Carolina was 2.0 people. Twenty-three percent of travel parties to the state included children in the party.
- ◆ Ninety-five percent of daytrippers to the state drove (includes personal automobile, rental, motorcycle and RV).
- ◆ In 2019, the average household trip expenditure for daytrip parties to the state was approximately \$201 per visit.
- ◆ The top states of origin of *daytrippers* to North Carolina were in-state residents (76.6%), and the nearby states of South Carolina (7.4%), Virginia (4.2%), Tennessee (3.0%), Georgia (1.8%), and Florida (1.3%).
- ◆ Nearly two-thirds (65.0%) of the households that traveled to North Carolina on a daytrip in 2019 had a household income over \$50,000.
- ◆ In 2019, Charlotte (22.0%) was the top advertising market of origin for *daytrippers* to the state, followed by Raleigh/Durham/Fayetteville (21.1%), Greensboro/High Point/Winston Salem (9.1%), Greenville-New Bern-Washington (8.9%) and Greenville-Spartanburg-Asheville (8.7%).

North Carolina Daytrip Visitor Profile

Main Purpose of Visit

In 2019, eighty-three percent of daytrippers visited North Carolina for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. The proportion of daytrippers who visited for general business, convention, seminar or other group meeting increased from seven percent in 2018 to nearly nine percent in 2019.

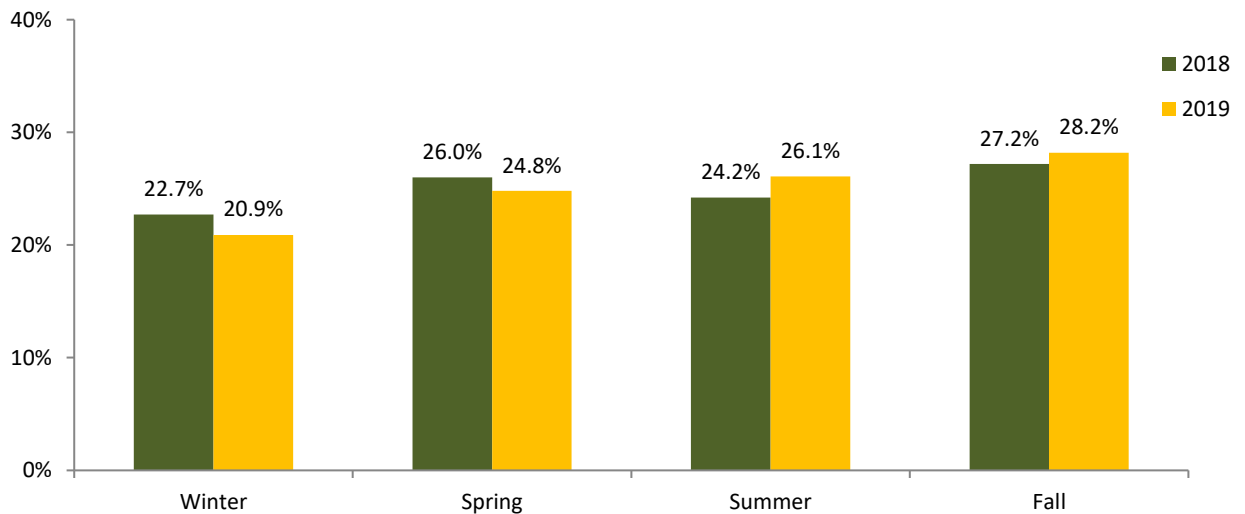
Primary Purpose of Daytrip to North Carolina



Travel Volume by Season

The seasonal travel patterns for daytrippers to and within North Carolina remained consistent from 2018 to 2019. The fall season sees slightly more daytrippers than other seasons.

Daytrip Travel by Season to North Carolina



Travel Party Size

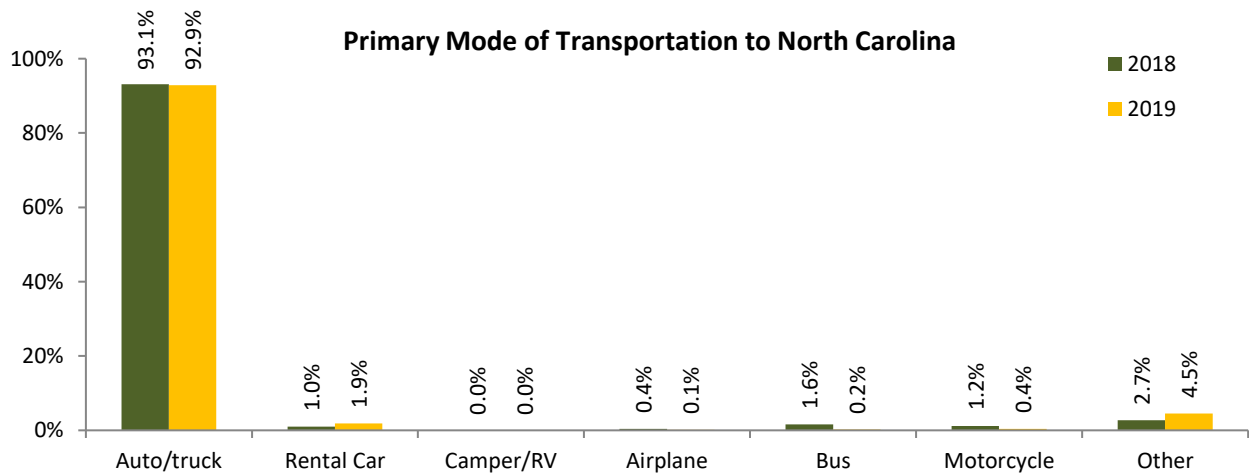
The average travel party size for North Carolina daytrippers in 2019 was 2.0 people.

Children on Trip

Twenty-three percent of daytrip parties to North Carolina included children. Among those who traveled with children, the average number of children on trips was 2.

Mode of Transportation

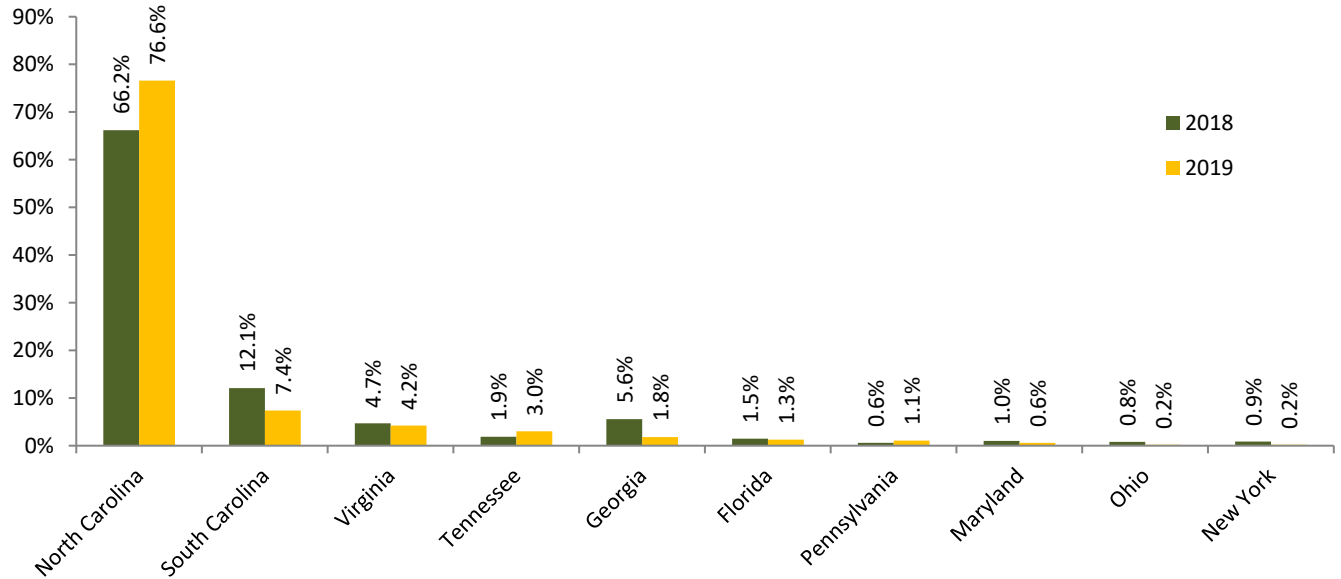
The primary mode of transportation by daytrippers to North Carolina is the personal auto (92.9%), while less than eight percent of daytrippers choose an alternate form of transportation.



Origin of Visitors

As expected, the top states of origin for North Carolina daytrippers in 2019 were residents and those from nearby states; North Carolina (76.6%), South Carolina (7.4%), Virginia (4.2%), Tennessee (3.0%) and Georgia (1.8%). The proportion of In-state daytrippers increased more than 10 percentage points from 2018.

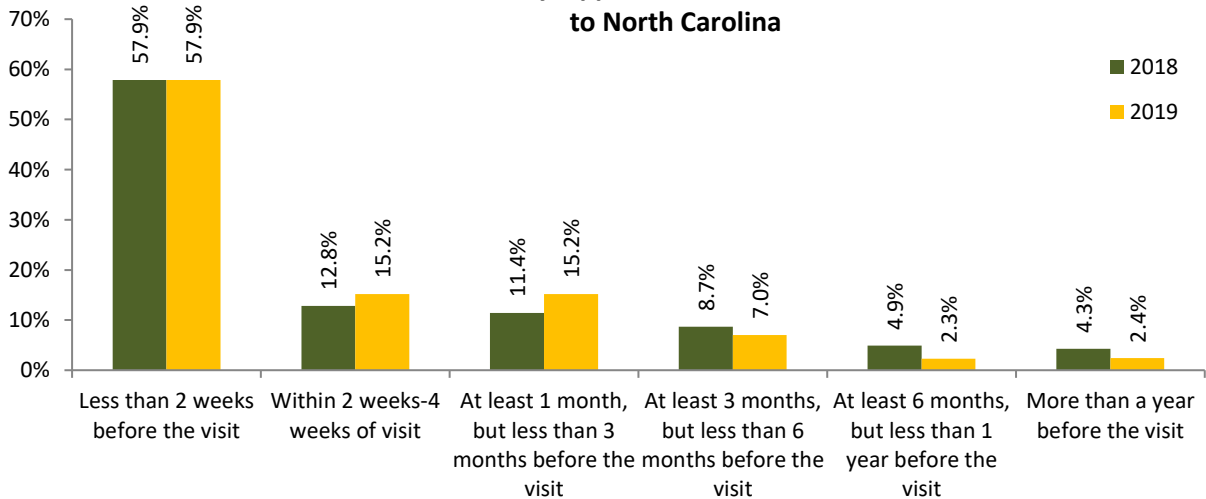
Top States of Origin of Daytrippers to North Carolina



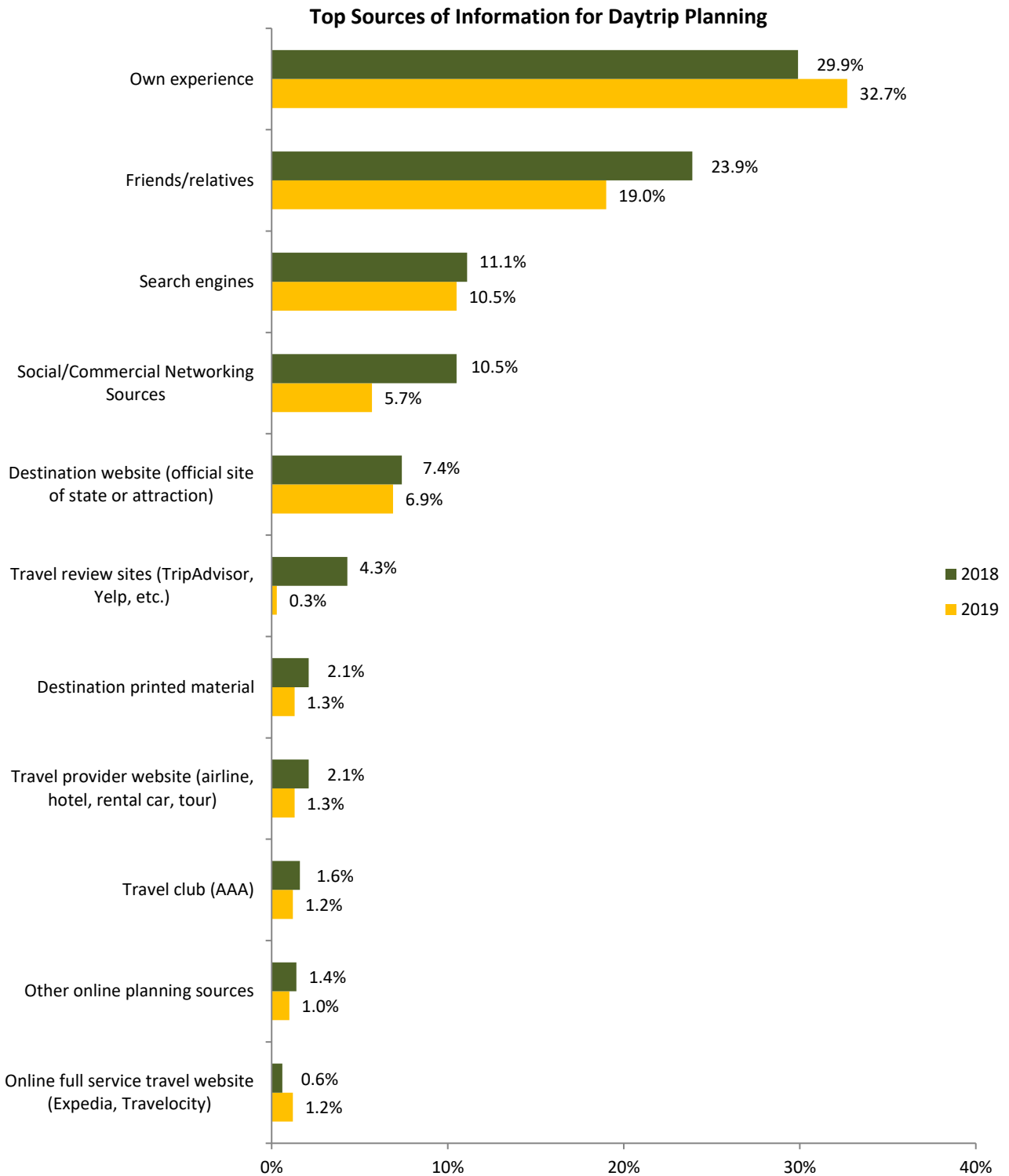
Trip Planning

Not surprisingly, daytrippers to and within North Carolina planned their visits within a shorter timeframe than overnighters. More than half of 2019 daytrip visitors made the decision to visit North Carolina less than two weeks before the visit.

How Far in Advance Daytrippers Visitors Made the Decision to Travel to North Carolina

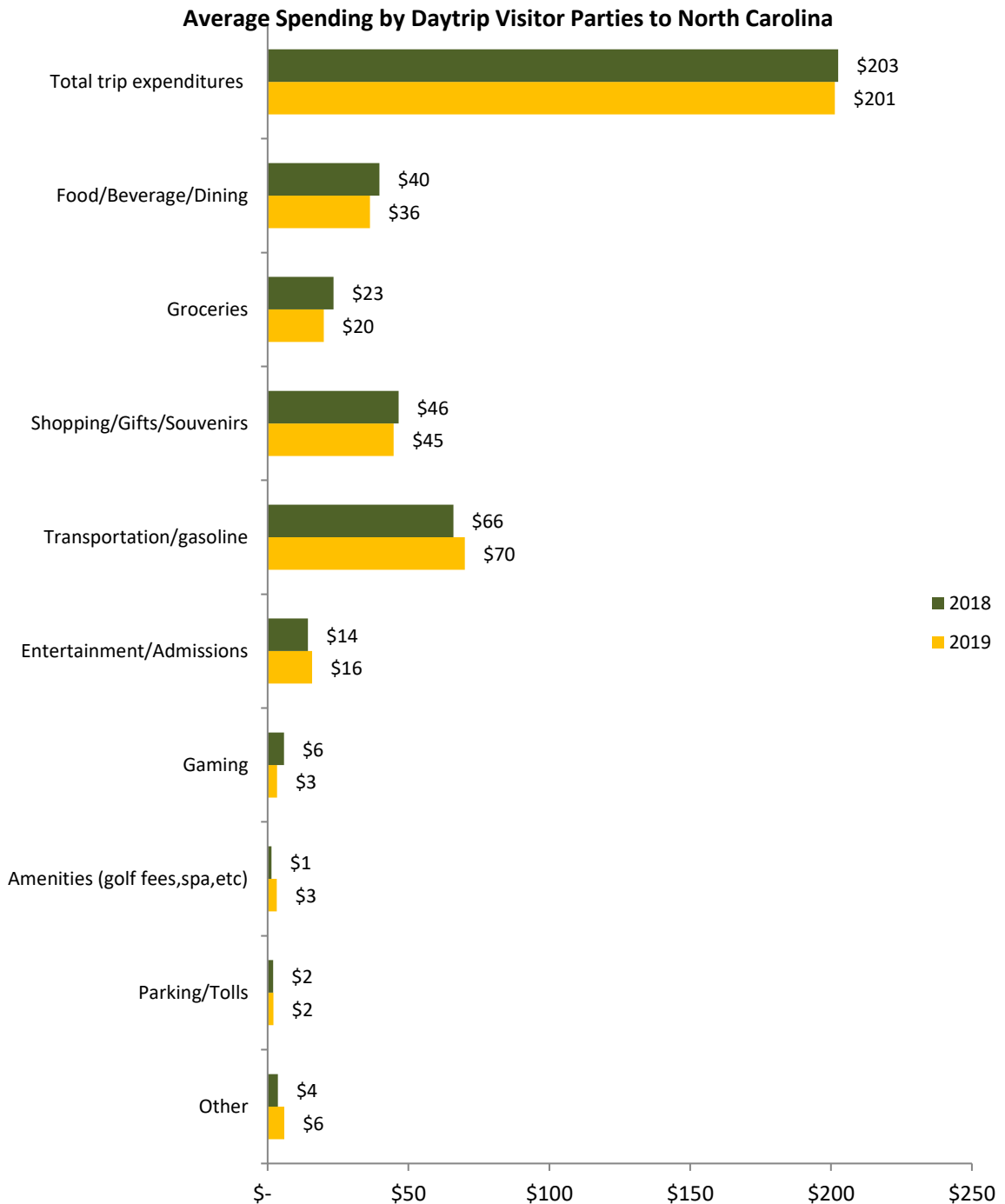


The top source of information for daytrip planning in North Carolina is personal experience, followed by friends/relatives, search engines, social networking and official destination websites.



Expenditures by North Carolina Daytrippers

The average daytrip visitor party spending in the state was \$201 in 2019, similar to 2018. Daytrippers spent the most on transportation and shopping.



Activities

Twenty-three percent of the daytrippers to North Carolina in 2019 visited relatives while on a daytrip in the state and twenty-two percent shopped. Eight percent visited friends, while seven percent participated in rural sightseeing and/or fine dining on their daytrip. Activity participation with the largest growth in proportion of daytrippers included visiting relatives (+6 percentage points), visiting a beach (+3 percentage points), shopping (+2 percentage points), urban sightseeing (+2 percentage points) and visiting old homes/mansions (+2 percentage points). ***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.**

Activities Participated in by Daytrippers to North Carolina					
Activity	2018	2019	Activity	2018	2019
Visiting Relatives	17%	23%	Bird Watching	2%	1%
Shopping	20%	22%	Sport Event-Youth/Amateur/ Collegiate/Other(Spectator)	2%	1%
Visiting Friends	9%	8%	Special Events/Festivals	2%	1%
Rural Sightseeing	8%	7%	National Park/Monument/Recreation area	3%	1%
Fine Dining	8%	7%	Casino/Gaming	3%	1%
Beach	3%	6%	Wine Tasting/Winery Tour	2%	1%
Historic Sites/Churches	5%	5%	Nature Travel/Eco-touring	3%	1%
Urban Sightseeing	2%	4%	Art Galleries	2%	1%
State Park/Monument/Recreation area	4%	4%	Farms/Ranches/Agri-tours	1%	1%
Hiking/Backpacking	3%	3%	Golf	1%	1%
Zoos/Aquariums/Aviaries	2%	3%	Horseback riding	<1%	1%
Museums	3%	3%	Caverns	<1%	1%
Old Homes/Mansions	1%	3%	Rock/mountain climbing	1%	1%
Fishing	2%	3%	Hang gliding/sky diving	<1%	1%
Local/folk arts/crafts	2%	2%	Nightclubs/Dancing	1%	1%
Craft Breweries	1%	2%	Hunting	<1%	1%
Wildlife Viewing	3%	2%	ATV/Four-wheeling	<1%	1%
Gardens	3%	2%	Theater/Drama	1%	<1%
Other nature (photography, rockhounding, etc.)	3%	2%	Whitewater rafting/kayaking	<1%	<1%
Sporting event/major/professional	<1%	2%	Native American ruins/Rock art	1%	<1%
Musical performance/show	1%	2%	Musical Theater	<1%	<1%
Theme Park/Amusement Park/Water Park	3%	2%	Biking/Road biking/Cycling	<1%	<1%
			Scuba diving/snorkeling	1%	<1%

Demographic Profile of North Carolina Daytrip Visitors

More than sixty percent of North Carolina daytrippers of the visitors are married and nearly eighteen percent of the region's visitors are divorced, widowed or separated.

The largest proportion of North Carolina daytrippers classify themselves as white (84.2%), and twelve percent classify themselves as black/African American.

Over half (59.8%) of North Carolina daytrippers have a household head with a college degree or higher. The average daytripper is 51 years old.

Just more than one-third (34.2%) of the daytrip visitor parties that traveled to North Carolina in 2019 had a household income \$75,000 or over. Seven percent had a household income of over \$125,000. The average household income of a daytrip visitor party in 2019 was \$67,200.

Just under half (47.1%) of daytrip visitor parties reported that the head of household is employed, while thirty-two percent are retired (up from twenty-five percent in 2017). The remainder reported "not employed" as work status.

The average household size of a North Carolina daytrip visitor party in 2019 was 2.6.

2019 Top Advertising Markets

In 2019, the top advertising markets sending daytrippers to **North Carolina** were Charlotte (22.0%), Raleigh-Durham-Fayetteville (21.1%), Greensboro-Winston-Salem-High Point (9.1%), Greenville-New Bern-Washington (8.9%) and Greenville-Spartanburg-Asheville (8.7%). The top out-of-state daytrip markets were Greenville-Spartanburg, Atlanta, Tri-Cities, TN-VA, Norfolk-Portsmouth-Newport News and Myrtle Beach-Florence. Advertising markets correspond with Nielsen's Designated Market Areas (DMAs).

Top Advertising Markets of Origin for North Carolina *Daytrippers*

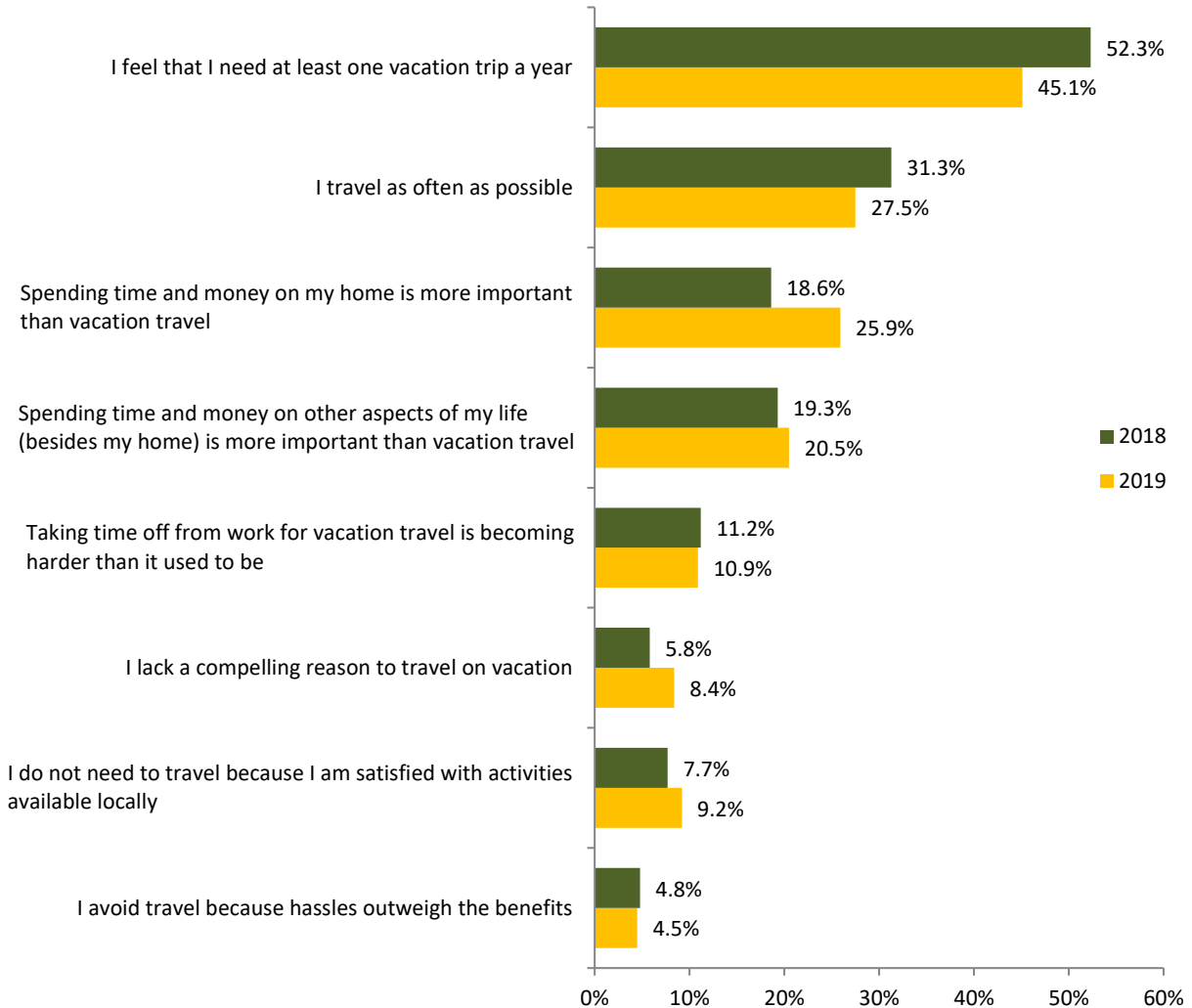
DMA of Origin	2018 Percentage of Total Daytrippers	2019 Percentage of Total Daytrippers
Charlotte	14.6%	22.0%
Raleigh-Durham (Fayetteville)	13.6%	21.1%
Greensboro-Winston Salem-High Point	15.7%	9.1%
Greenville-New Bern-Washington	7.4%	8.9%
Greenville-Spartanburg-Asheville-Anderson	8.9%	8.7%
Atlanta	4.2%	4.2%
Wilmington	5.3%	3.4%
Tri-Cities, TN-VA	1.4%	3.3%
Norfolk-Portsmouth-Newport News	5.4%	2.4%
Myrtle Beach-Florence	2.4%	2.3%
Chattanooga	1.2%	1.9%
Roanoke/Lynchburg, VA	1.5%	1.5%
Columbia, SC	2.1%	1.4%

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

Vacation Attitudes

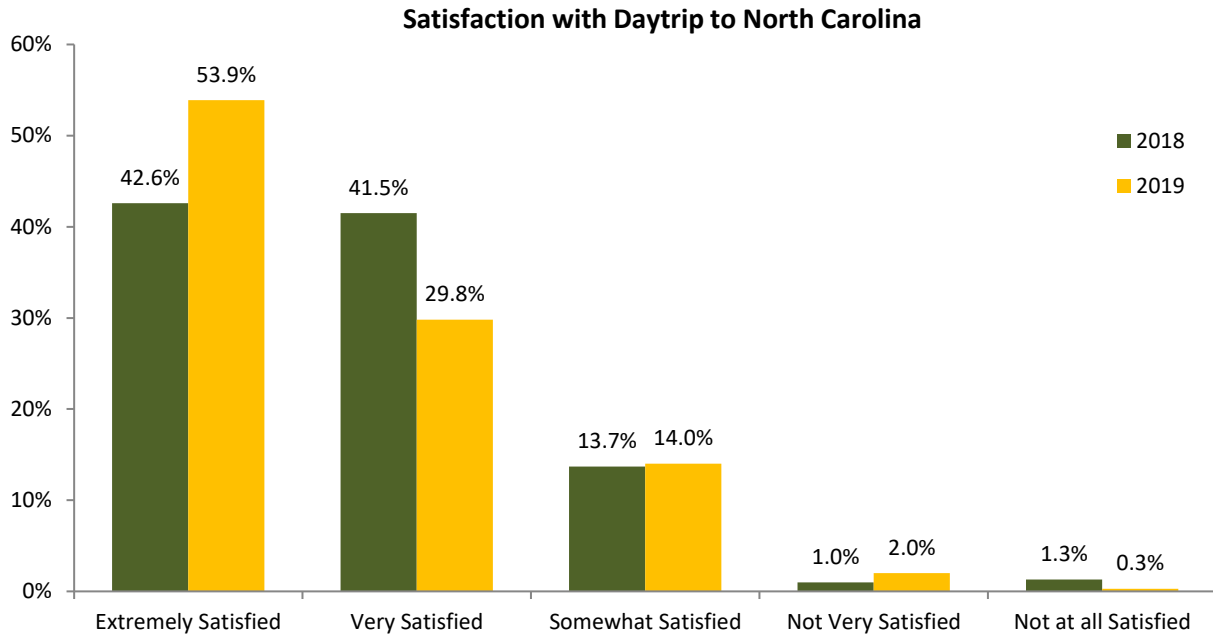
Nearly half of North Carolina daytrippers report that they need at least one vacation a year and more than twenty-seven percent note that they travel as often as possible. A larger proportion of daytrippers in 2019 noted that spending time and money on their home was more important than vacation travel.

Current Feelings Concerning Vacation Travel



Satisfaction with Daytrips to North Carolina

Nearly eighty-four percent of daytrippers to North Carolina in 2019 were either very or extremely satisfied with their daytrip to or within the state, and a much larger proportion were extremely satisfied than in 2018. Less than three percent were not satisfied.

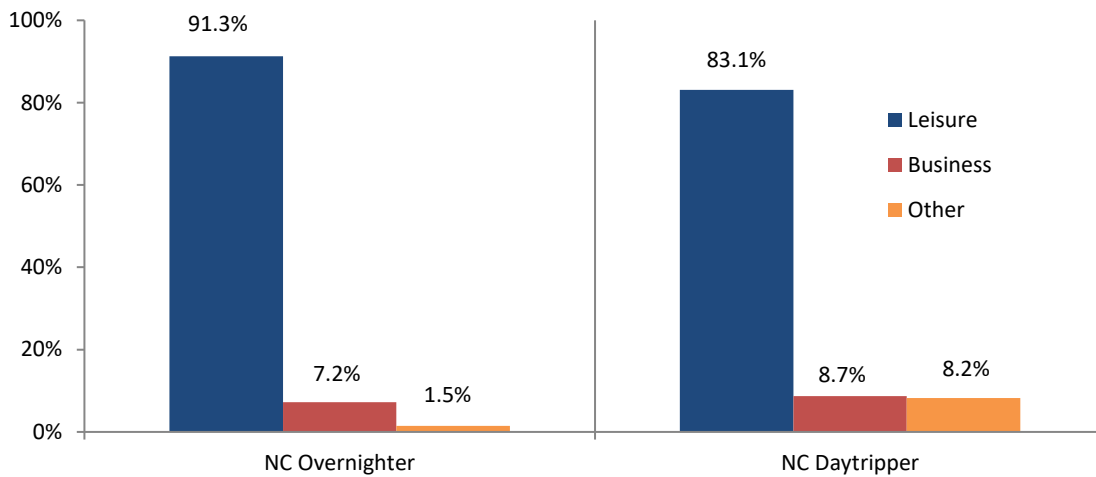


2019 Overnight vs. Daytrip Comparison

The following section provides comparisons and contrasts of North Carolina’s overnight and day visitors.

Both overnigheters and daytrippers primarily travel for leisure purposes, while less than ten percent of either reported business as trip purpose.

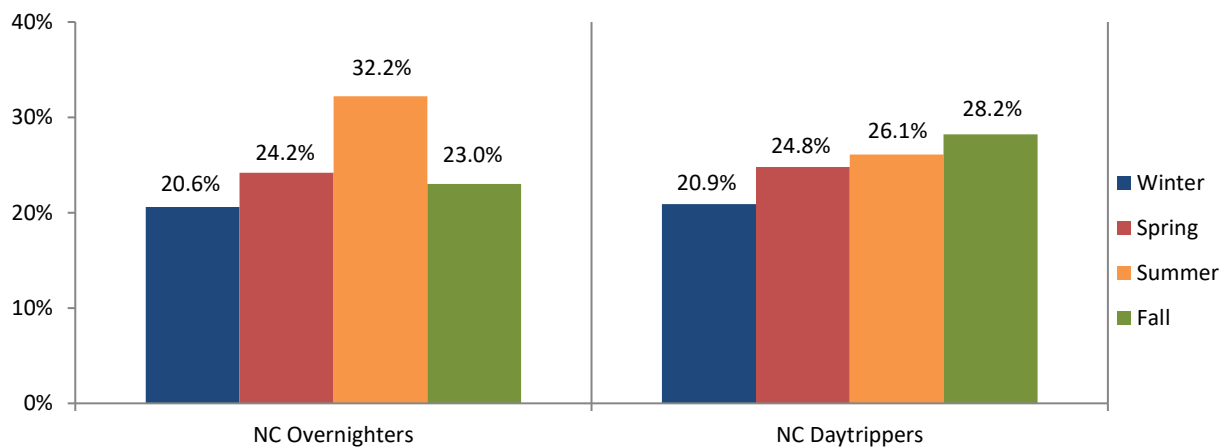
2019 Primary Purpose of Trip



Travel Volume by Season

The seasonal distribution of visitors helps to understand the flow of travelers through the state. Overnigheters were more likely to visit during the summer than daytrippers, while daytrip visitation was spread fairly evening throughout the year.

2019 Season of Travel



2019 North Carolina Overnight Vs. Daytrip

The average party size for overnight visitors was slightly larger than that of daytrippers in 2019. Overnight visitor parties were more likely to include children in the party.

2019 Travel Party Size

North Carolina Overnighters	North Carolina Daytrippers
2.2 people	2.0 people

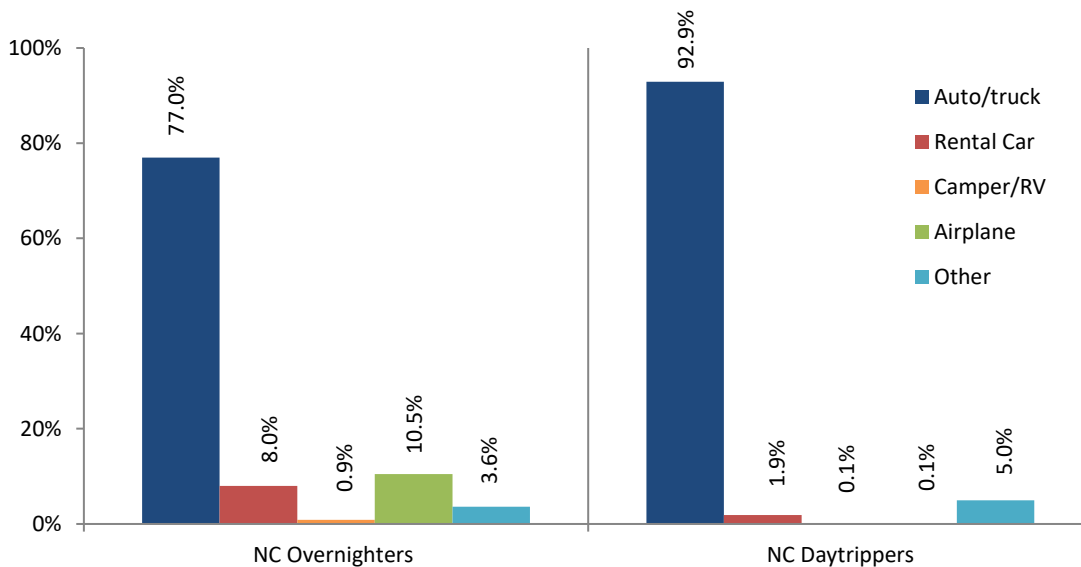
2019 Children on Trip

North Carolina Overnighters	North Carolina Daytrippers
32.1%	23.0%

Mode of Transportation

Not surprisingly, auto transportation was the primary use of travel by all North Carolina visitors, both overnighters and daytrippers. Ten percent of overnighters used air transportation, while less than one percent of daytrippers flew to the state for the day.

2019 Primary Transportation by Overnight Visitors



Origin of Visitors

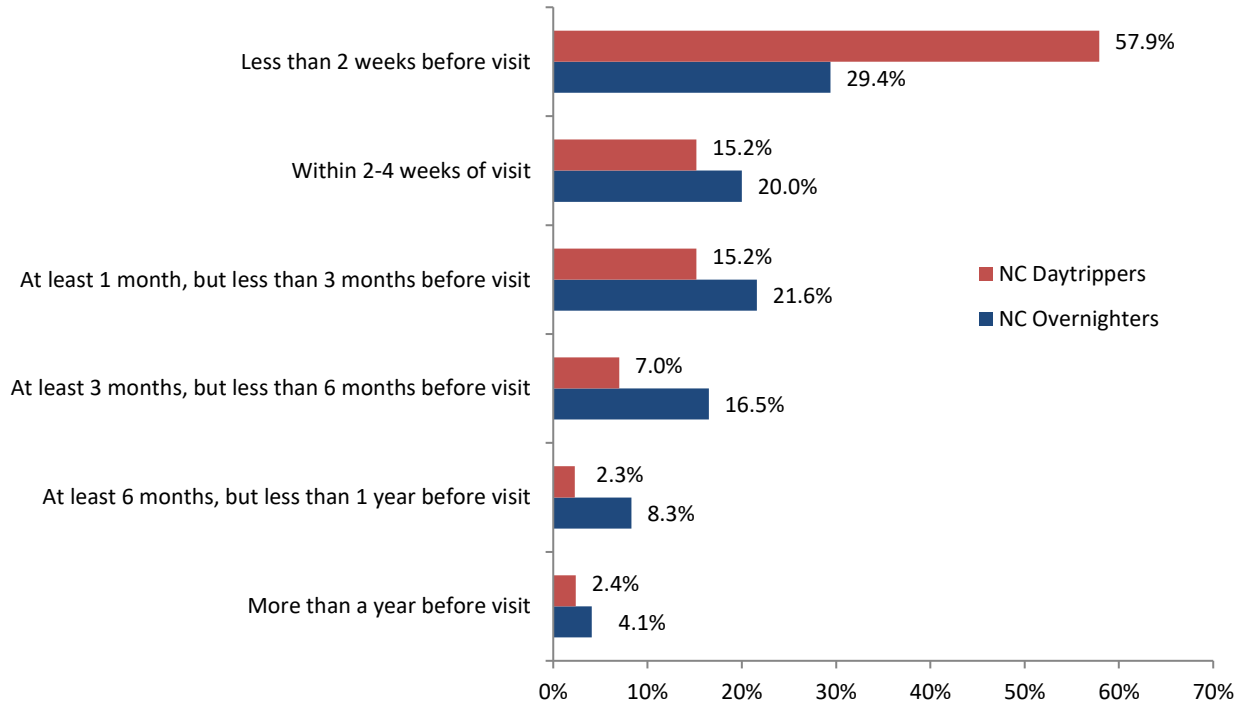
North Carolina is the top state of origin for both overnights and daytrippers to the state. In-state residents comprise thirty-nine percent of the state’s overnight visitors and three-fourths of the state’s daytrippers.

NC Overnights	NC Daytrippers
North Carolina (39.0%)	North Carolina (76.6%)
Virginia (11.6%)	South Carolina (7.4%)
South Carolina (8.9%)	Virginia (4.2%)
Georgia (5.3%)	Tennessee (3.0%)
Florida (4.7%)	Georgia (1.8%)
Pennsylvania (3.5%)	Florida (1.3%)
New York (3.3%)	Pennsylvania (1.1%)
Tennessee (2.7%)	Maryland (0.6%)
Ohio (2.6%)	New York (0.2%)
Maryland (2.2%)	Ohio (0.2%)

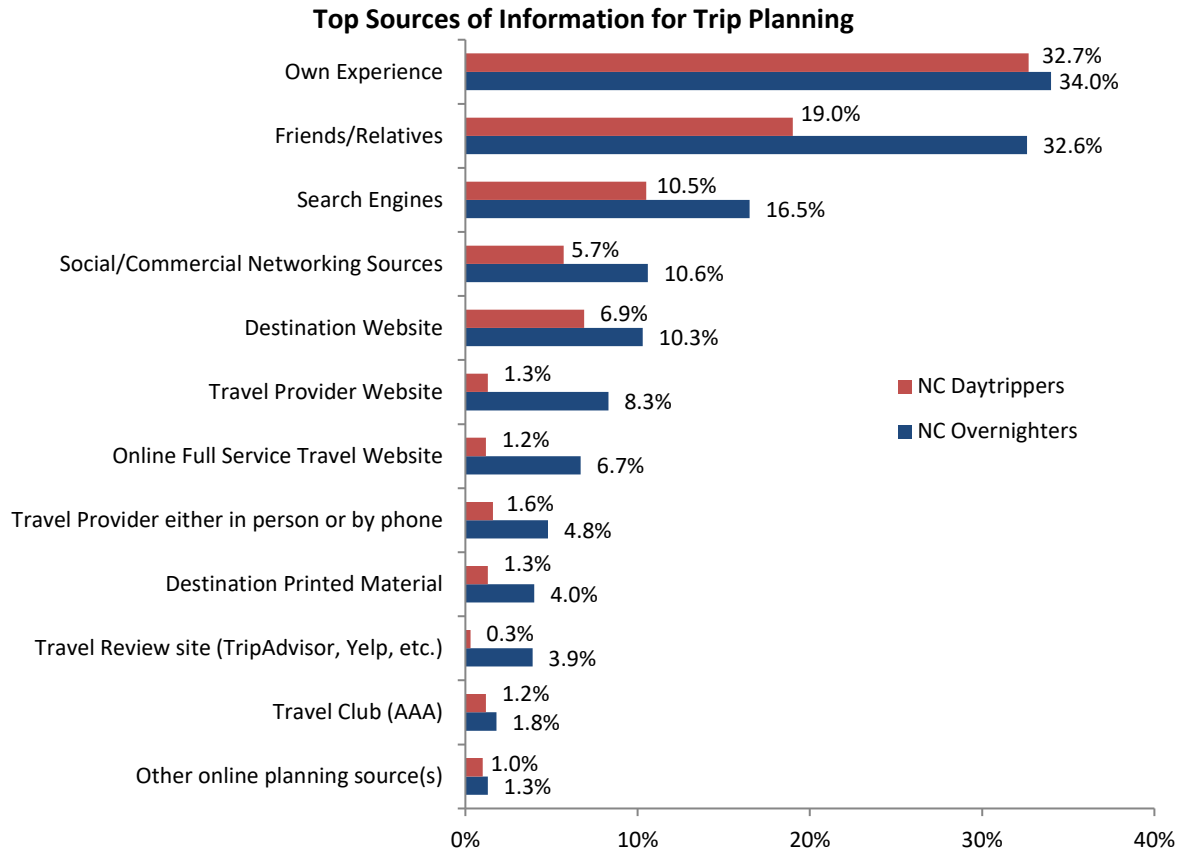
Trip Planning

Daytrippers, not surprisingly, made the decision to visit North Carolina in a shorter time frame than overnights. More than half made the decision less than 2 weeks prior to the visit, while under thirty percent of overnights made the decision to visit the state less than 2 weeks before travel.

How Far in Advance Decision Was Made to Visit North Carolina

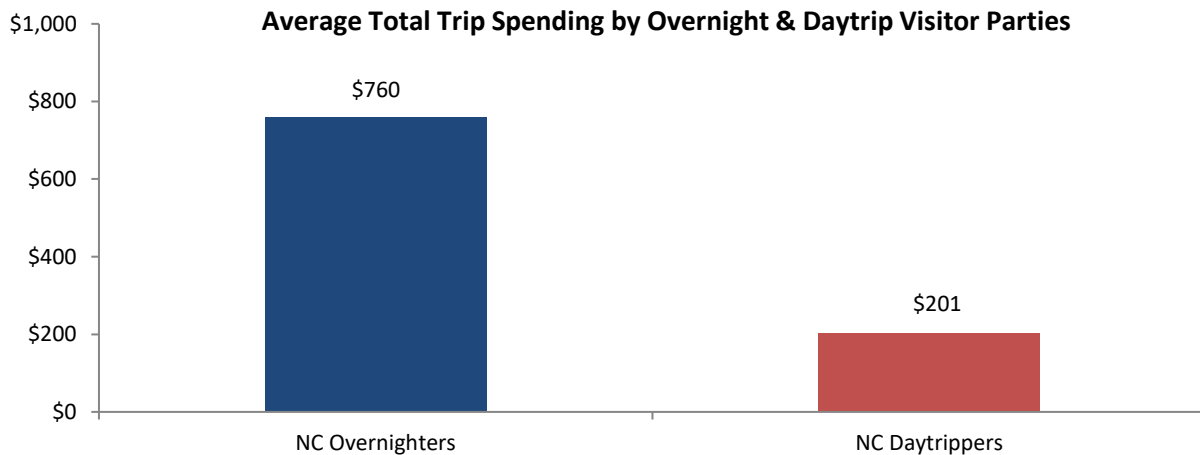


In trip planning, overnights to North Carolina relied on a larger variety of sources than daytrippers. They used all sources of planning in greater proportion than did daytrippers in 2019.



Trip Expenditures

On average, 2019 overnight visitor parties to and within North Carolina spent approximately \$560 more per trip than daytrippers.



Activities

Activities participated in by North Carolina travelers vary by their length of stay, but common activities between regions include visiting relatives, shopping, dining, visiting friends and sightseeing.

NC Overnighters	NC Daytrippers
Visiting Relatives (37%)	Visiting Relatives (23%)
Shopping (26%)	Shopping (22%)
Beach (18%)	Visiting Friends (8%)
Visiting Friends (18%)	Rural Sightseeing (7%)
Fine Dining (17%)	Fine Dining (7%)
Rural Sightseeing (16%)	Beach (6%)
Historic Sites/Churches (14%)	Historic Sites/Churches (5%)
Museums (11%)	Urban Sightseeing (4%)
Urban Sightseeing (10%)	State Park/Monument/Recreation area (4%)
State Park/Monument/Recreation area (9%)	Hiking/Backpacking (3%)
Craft Breweries (8%)	Zoos/Aquariums/Aviaries (3%)
Local/folk arts/crafts (8%)	Museums (3%)
Old Homes/Mansions (8%)	Old Homes/Mansions (3%)
Wildlife Viewing (7%)	Fishing (3%)
Hiking/Backpacking (7%)	Local/folk arts/crafts (2%)
Fishing (7%)	Craft Breweries (2%)
Gardens (6%)	Wildlife Viewing (2%)
Zoos/Aquariums/Aviaries (6%)	Gardens (2%)
Art Galleries (6%)	Other nature (photography, rockhounding, etc.) (2%)
National Park/Monument/Recreation area (5%)	Sporting event/major/professional (2%)
Nightclubs/Dancing (5%)	Musical performance/show (2%)
Musical performance/show (5%)	Theme Park/Amusement Park/Water Park (2%)
Wine Tasting/Winery Tour (5%)	Bird Watching (1%)
Casino/Gaming (5%)	Sport Event-Youth/Amateur/Collegiate/Other(Spectator) (1%)
Other nature (photography, rockhounding, etc.) (4%)	Special Events/Festivals (1%)
Nature Travel/Eco-touring (4%)	National Park/Monument/Recreation area (1%)
Bird Watching (3%)	Casino/Gaming (1%)
Golf (3%)	Wine Tasting/Winery Tour (1%)
Special Events/Festivals (3%)	Nature Travel/Eco-touring (1%)
Theater/Drama (3%)	Art Galleries (1%)
Biking/Road Biking/Cycling (2%)	Farms/Ranches/Agri-tours (%)
Sport Event-Youth/Amateur/Collegiate/Other(Spectator) (2%)	Golf (1%)
Spa/Health Club (2%)	Horseback riding (1%)
Theme Park/Amusement Park/Water Park (2%)	Caverns (1%)
Rafting/Kayaking/Canoeing/Paddleboarding (2%)	Rock/mountain climbing (1%)
Native American ruins/Rock art (2%)	Hang gliding/sky diving (1%)
Musical Theater (2%)	Nightclubs/Dancing (1%)
ATV/Four-wheeling (2%)	Hunting (1%)
Mountain Biking (2%)	ATV/Four-wheeling (1%)
Sports events – Major/Professional (2%)	Theater/Drama (<1%)
Motorboat/Jet ski (1%)	Rafting/Kayaking/Canoeing/Paddleboarding (<1%)
Horseback riding (1%)	Native American ruins/Rock art (<1%)
Area where a TV show or movie was filmed (1%)	Musical Theater (<1%)
Distilleries (1%)	Biking/Road biking/Cycling (<1%)
Farms/Ranches/Agri-tours (1%)	Scuba diving/snorkeling (<1%)

Demographic Profile for 2019 North Carolina Visitors

	North Carolina Overnighters	North Carolina Daytrippers
Average age of household head	47.1 years of age	50.6 years of age
Average household size	2.8	2.6
Education of Household Head		
High school or less	13.9%	13.4%
Some college – no degree	25.1%	26.8%
Completed college	43.2%	47.3%
Post Graduate College	17.8%	12.5%
Annual Household Income		
Less than \$30,000	14.0%	19.5%
\$30,000-\$49,999	10.1%	15.5%
\$50,000-\$74,999	23.1%	30.7%
\$75,000 & over	52.8%	34.3%
Average Annual Income	\$87,650	\$67,200
Employment		
Employed	63.1%	47.1%
Retired	21.1%	32.0%
Not employed	15.8%	20.9%
Marital Status		
Married	65.2%	60.5%
Never married	21.6%	21.8%
Divorced, widowed, separated	13.2%	17.7%
Ethnicity		
White	83.0%	84.2%
Black/African American	10.0%	12.2%
Asian or Pacific Islander	3.3%	0.6%
Other	3.7%	3.0%

2019 Top Advertising Markets

The top advertising markets for the overnighters and daytrippers were very similar, but differences can be noted in the ranks. Washington DC ranks third in terms of overnighters, while the DMA doesn't rank in the top destinations for daytrippers.

NC Overnighters

Charlotte (13.6%)
Raleigh-Durham (Fayetteville) (12.5%)
Washington DC (Hagerstown, MD) (5.3%)
Greensboro-Winston Salem-High Point (4.8%)
Atlanta (4.5%)
Greenville-New Bern-Washington (4.4%)
New York, NY (4.4%)
Greenville-Spartanburg-Asheville-Anderson (3.8%)
Richmond-Petersburg, VA (2.3%)
Norfolk-Portsmouth-Newport News (2.2%)
Charleston, SC (2.0%)
Myrtle Beach-Florence (1.7%)
Augusta, GA (1.7%)
Columbia, SC (1.6%)
Roanoke-Lynchburg (1.4%)
Philadelphia, PA (1.4%)
Pittsburgh (1.3%)
Wilmington (1.2%)
Nashville (1.1%)

NC Daytrippers

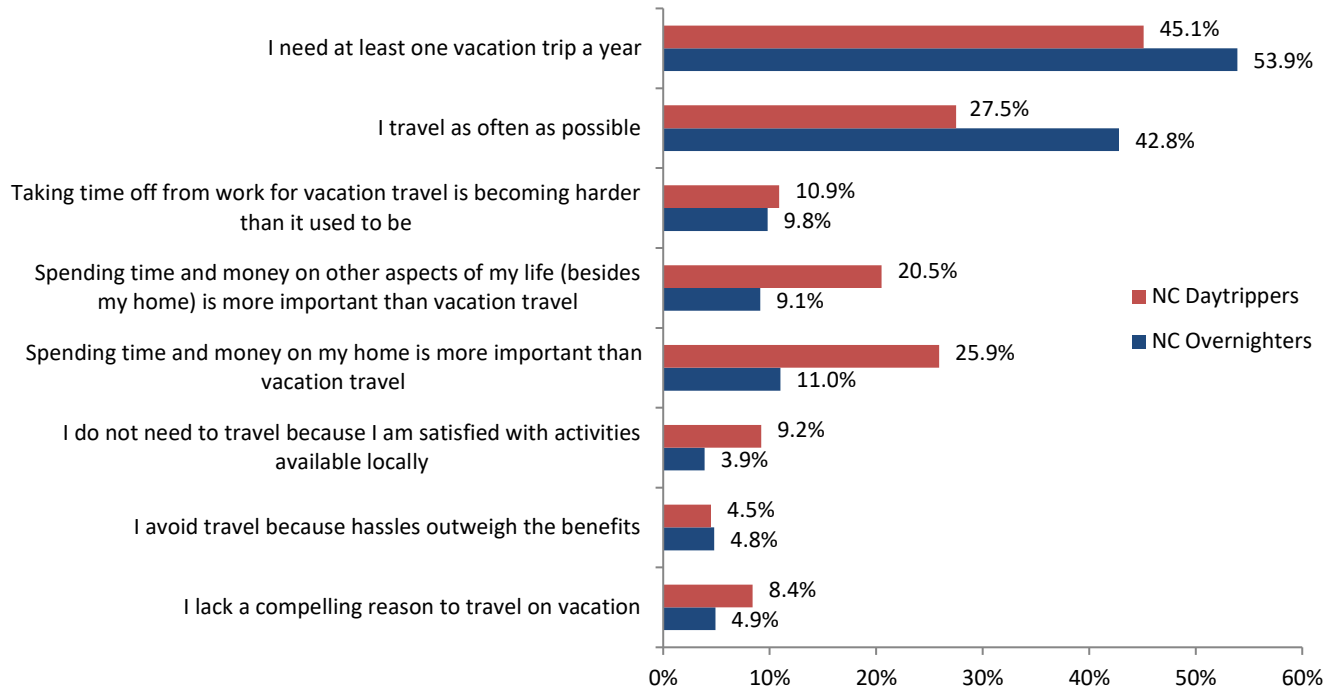
Charlotte (22.0%)
Raleigh-Durham (Fayetteville) (21.1%)
Greensboro-Winston Salem-High Point (9.1%)
Greenville-New Bern-Washington (8.9%)
Greenville-Spartanburg-Asheville-Anderson (8.7%)
Atlanta (4.2%)
Wilmington (3.4%)
Tri-Cities, TN-VA (3.3%)
Norfolk-Portsmouth-Newport News (2.4%)
Myrtle Beach-Florence (2.3%)
Chattanooga (1.9%)
Roanoke/Lynchburg, VA (1.5%)
Columbia, SC (1.4%)
Richmond/Petersburg (0.9%)
Nashville (0.9%)
Philadelphia (0.7%)
Knoxville (0.5%)
Charleston, SC (0.4%)
Orlando-Daytona Beach-Melbourne (0.4%)

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

Vacation Attitudes

Not surprisingly, both overnights and daytrippers feel the need for a vacation at least once a year. Nearly half of overnights and one-fourth of daytrippers report that they travel as often as possible.

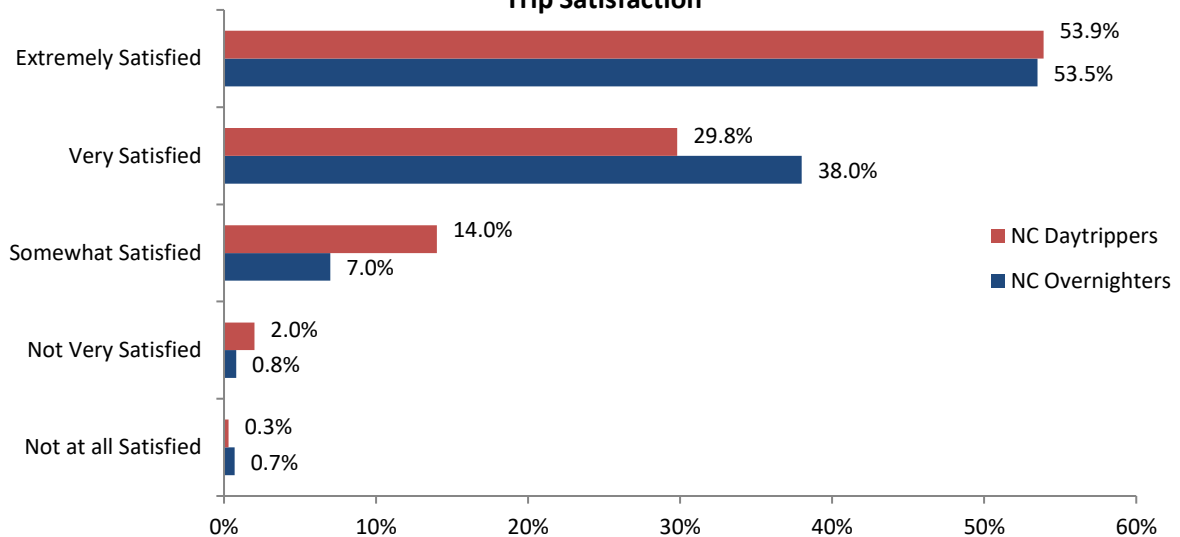
Current Feelings Concerning Vacation Travel



Trip Satisfaction

Both overnight visitors and daytrippers in North Carolina reported high trip satisfaction in 2019. Ninety-two percent of overnights and eighty-four percent of daytrippers expressed they were extremely or very satisfied with their trip.

Trip Satisfaction



2019 North Carolina Regional Travel Summary

Glossary of Terms

Travel	A trip over 50 miles one-way from home <i>or</i> 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.