TOURISM VISITOR PROFILE FAST FACTS - 2020

Top States of Origin for Overnight Visitors

- NC: 46%
- VA: 9%
- SC: 8%
- FL: 5%
- TN: 4%
- GA: 4%
- NY: 3%
- PA: 2%
- MD: 2%
- OH: 2%
- CA: 1%

Activities of Overnight Visitors

- Craft Breweries
- Bird Watching
- Wildlife Viewing
- AgriTourism Activities
- Musical Performance/Show
- Rafting/Kayaking
- Golf
- Theater/Drama
- Casino/gaming
- Shopping
- Fine Dining
- Zoos/Aquariums
- National Parks
- Gardens
- Historic Sites
- Urban Sightseeing
- Visiting Friends/Relatives
- Museums
- Sailing/Water Sports
- Fishing
- Horseback Riding
- Fishing
- State Parks
- Local/Folk Arts/Crafts
- Rural Sightseeing
- Hiking/Backpacking
- Road biking/Cycling
- Nature Activities
- Adventure Sports
- Motorcycle Riding
- Native American Sites
- Water tubing
- Art Galleries
- Beach
- ATV/4-Wheeling

TRIP PURPOSE

- Leisure: 72%
- Business: 12%
- Personal business: 12%
- Other: 4%

Average party size: 2.8
Average Age: 46
61% are Married
39% have children in household

38% Longer Length of Stay

- Resident Visitors: 2.8 nights
- Out-of-state Visitors: 4.1 nights

Sources: TravelTrakAmerica, 2021