



2020 NORTH CAROLINA VISITOR PROFILE

A Publication of Visit North Carolina

A Unit of the Economic Development Partnership of North Carolina

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- Visit North Carolina contracts with research company OmniTrak Group, Inc. for data on North Carolina visitors through its TravelTrakAmerica product.
- 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 this 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.

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TOTAL VISITOR SUMMARY

- In 2020, approximately 37 million person-trips were taken in North Carolina and the state ranked #5 in the U.S. in terms of domestic visitation.
- Eighty-six percent of all domestic visitors came to North Carolina for leisure purposes, while eleven percent came to conduct business.
- The majority of travelers to and within North Carolina in 2020 visited during the summer and/or fall.
- The party size for the average North Carolina visitor party was 2.7 in 2020. 32 percent of travel parties included children under the age of 18.
- The average North Carolina visitor party trip expenditure was \$452 in 2020. Overnight visitors spent \$603 while daytrip parties spent \$120 on average.
- The top states of origin in 2020 were NC, VA, SC, FL, TN, GA, NY, PA, MD and OH.

NORTH CAROLINA OVERNIGHT VISITOR SUMMARY

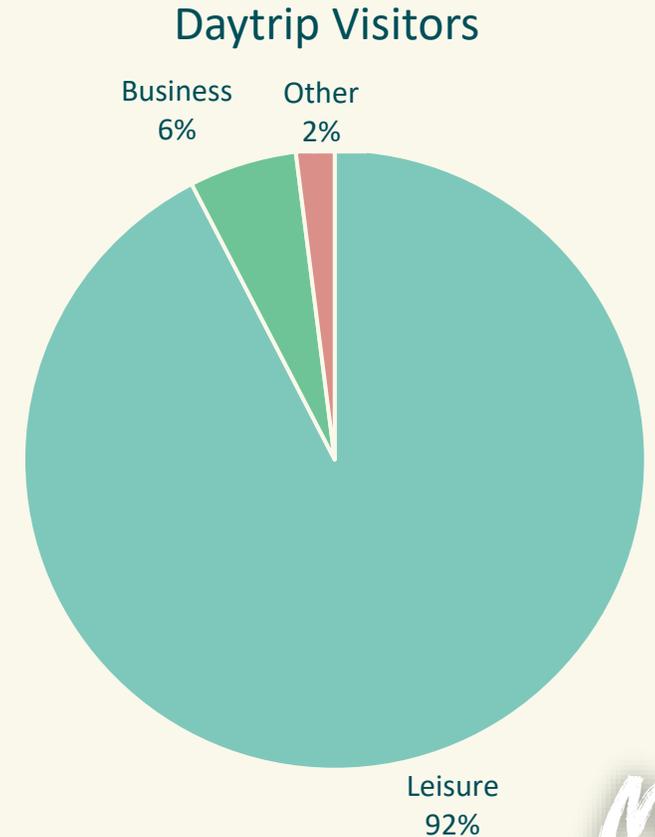
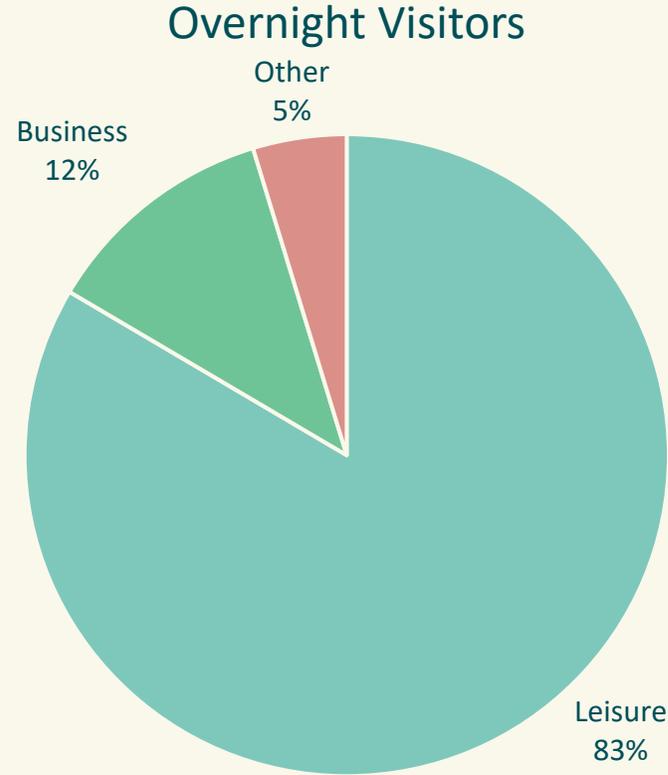
- In 2020, approximately 26 million overnight person-trips were taken in North Carolina.
- Eighty-four percent of all domestic visitors came to North Carolina for leisure purposes, while twelve percent came to conduct business.
- The majority of travelers to and within North Carolina in 2020 visited during the summer, followed by fall and winter.
- The party size for the average North Carolina overnight visitor party was 2.8 in 2020. 33 percent of travel parties included children under the age of 18.
- The average North Carolina visitor party trip expenditure was \$452 in 2020. Overnight visitors spent \$603 while daytrip parties spent \$120 on average.
- The top states of origin of overnight visitors in 2020 were NC, VA, SC, FL, GA, TN, PA, NY, MD and OH.

NORTH CAROLINA DAYTRIP VISITOR SUMMARY

- In 2020, approximately 11 million daytrips were taken in North Carolina.
- Ninety-two percent of all daytrippers came to North Carolina for leisure purposes, while six percent came to conduct business.
- The majority of daytrippers to and within North Carolina in 2020 visited during the fall, followed by summer.
- The party size for the average North Carolina daytrip visitor party was 2.4 in 2020. 26 percent of travel parties included children under the age of 18.
- The average North Carolina visitor party trip expenditure was \$452 in 2020. Overnight visitors spent \$603 while daytrip parties spent \$120 on average.
- The top states of origin of daytrip visitor parties in 2020 were NC, SC, VA, TN, FL, GA, PA, MD, KY and NY.

Main Purpose of Visit to North Carolina

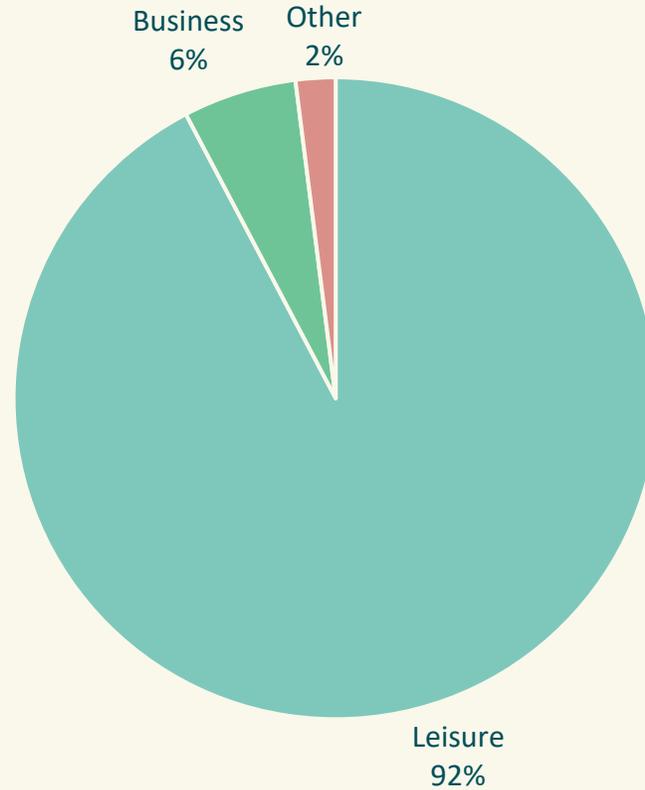
- The majority of NC visitors traveled to and within the state for leisure purposes, both overnights and daytrippers.
- Approximately 12% of overnights and 6% of daytrippers were business travelers in 2020.
- 52% of business travelers say that they extended their business trip for leisure.



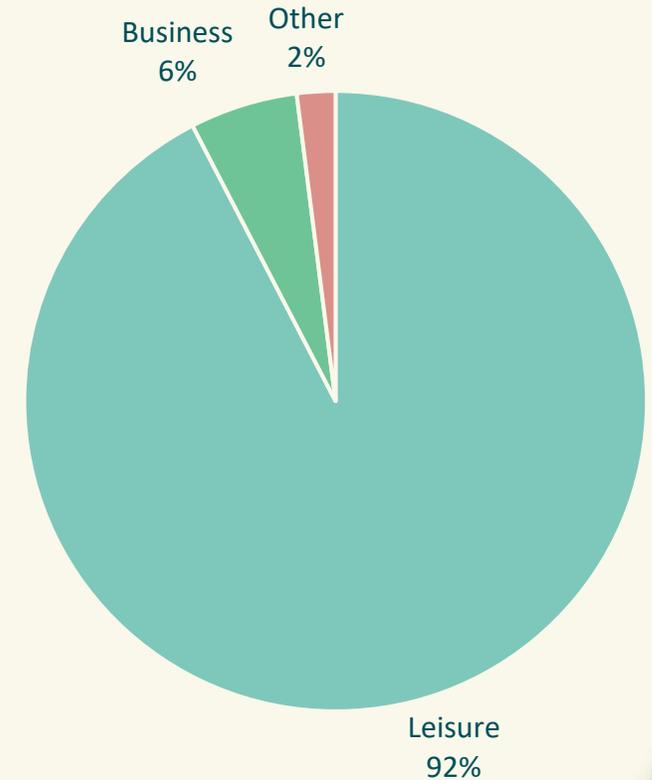
Main Purpose of Visit to North Carolina

- There was no significant difference in the purpose of trip between in-state and out-of-state overnight visitors to North Carolina.

Resident Overnight Visitors



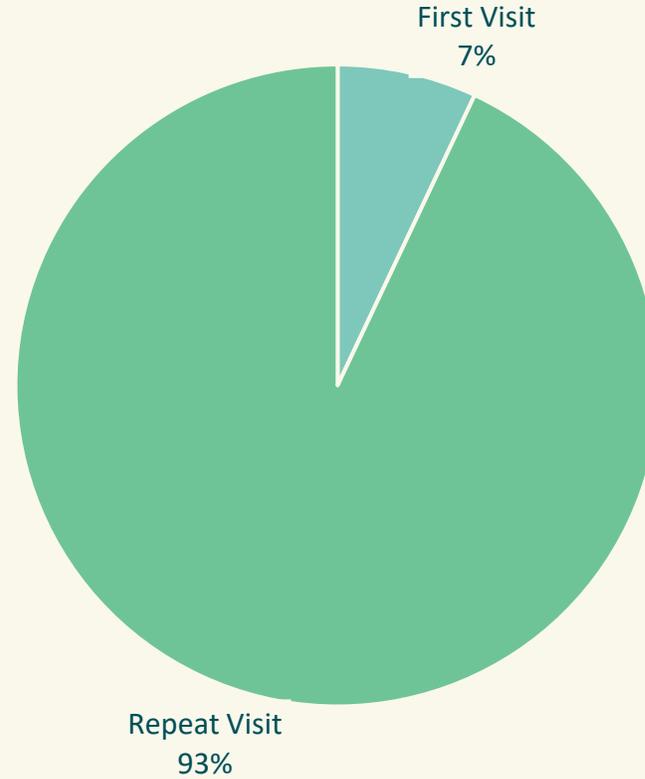
Out-of-State Overnight Visitors



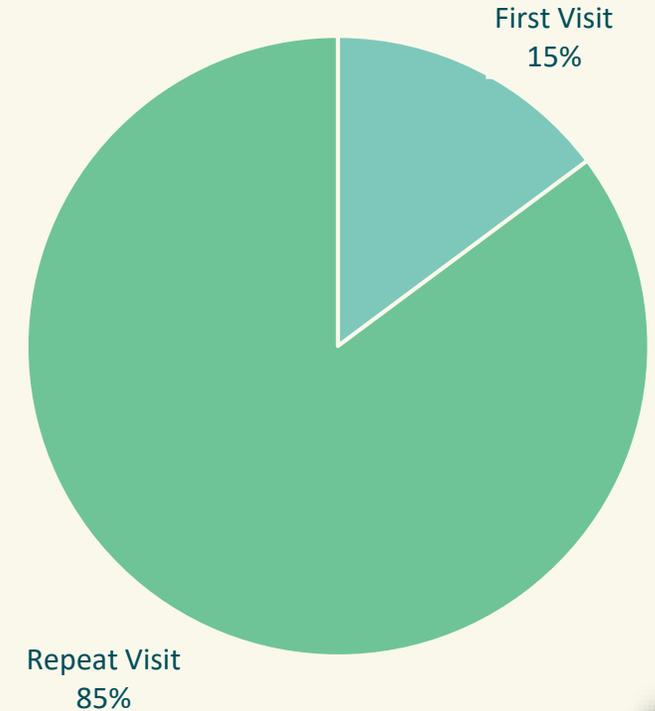
First Overnight Visit to North Carolina

- Not surprisingly, more out-of-state visitors were first time visitors to the state in 2020.
- The majority of overnight visitors, both resident and out-of-state, were repeat visitors.

Resident Overnight Visitors

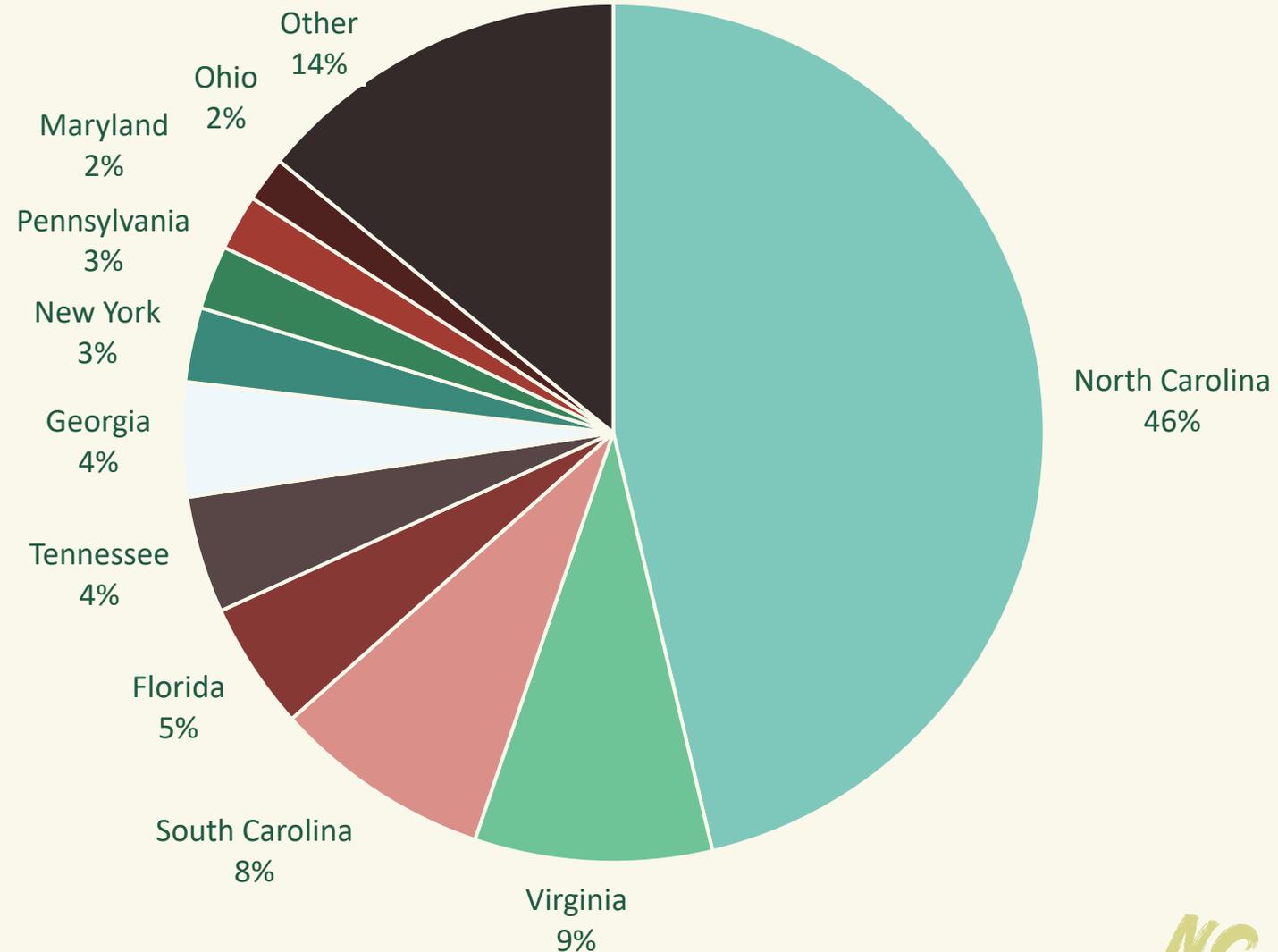


Out-of-State Overnight Visitors



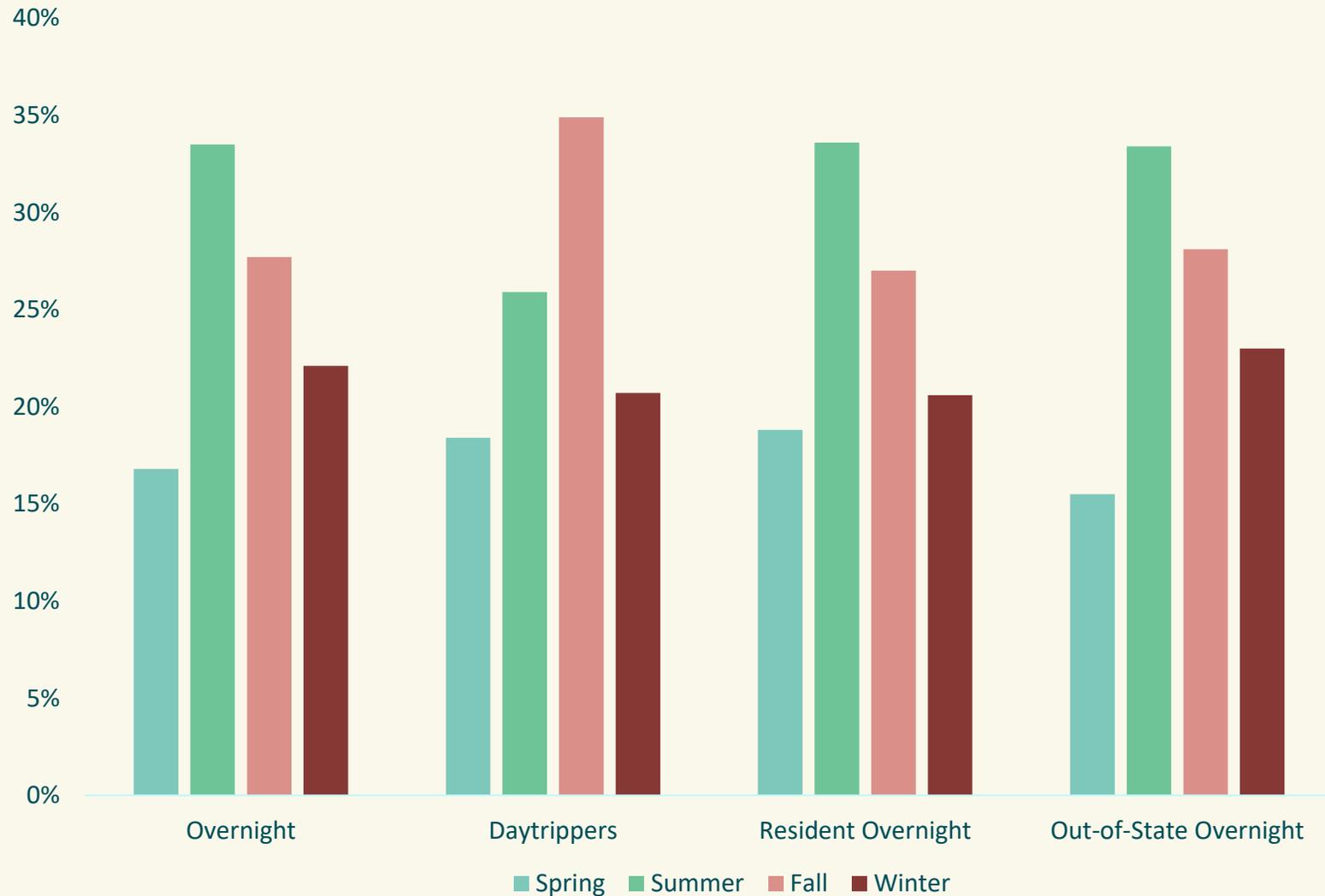
State of Origin of Overnight Visitors to North Carolina

- 46 percent of overnight visitors in 2020 were in-state residents.
- Typically, the proportion of in-state visitors is between 30-40%, but due to pandemic this higher proportion is not surprising.
- The next nine states represented 40 percent of visitors to NC.



Season of Visit

- Overnight visitors, both resident and out-of-state, were most likely to visit in the summer season, followed by fall and winter.
- Daytrippers were more likely to visit in the fall, followed by summer and winter.
- Note that spring typically has more visitation, but the early months of the pandemic in 2020 saw the most drastic decreases in travel.



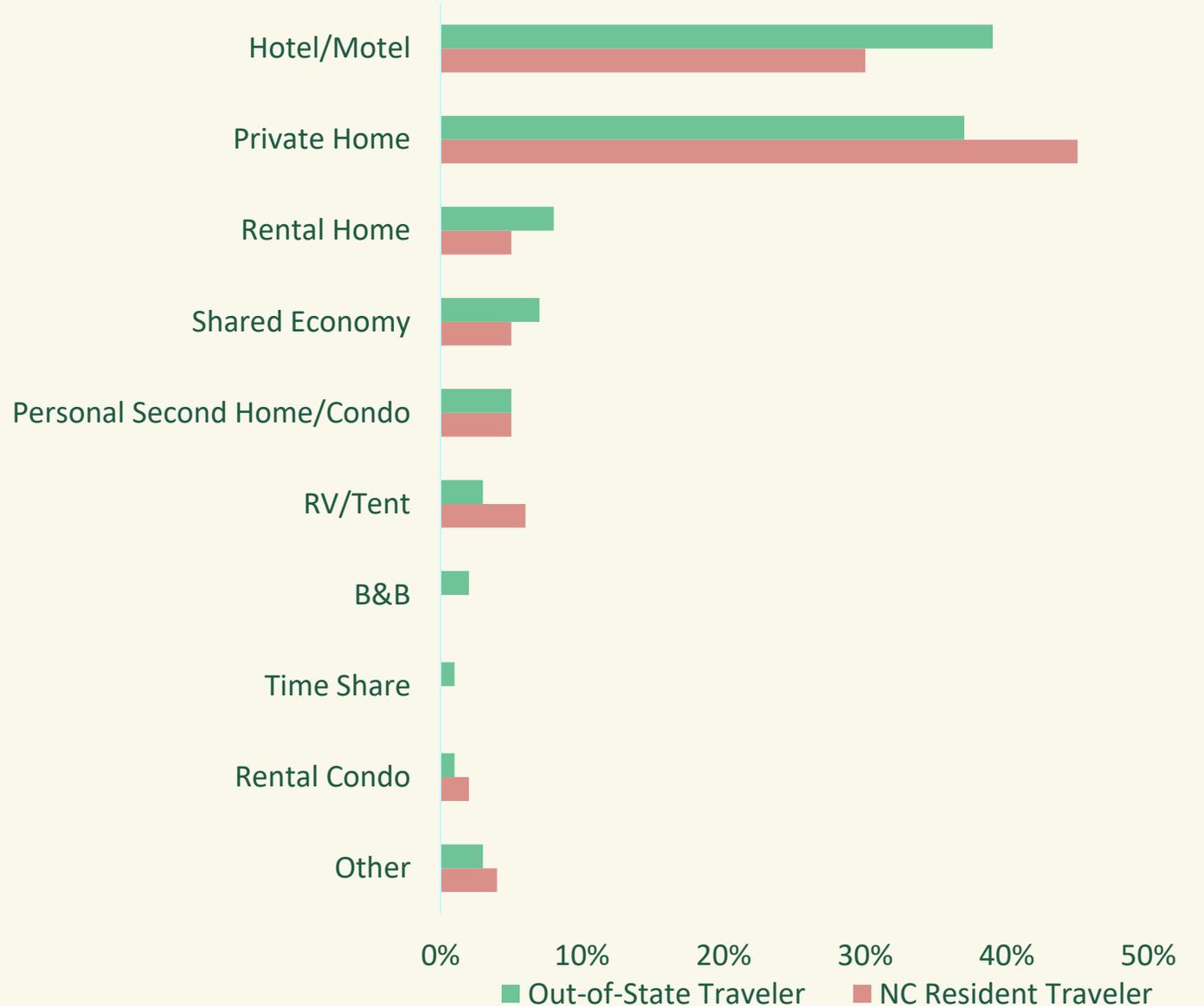
Average Length of Stay for NC Overnight Visitors

- Overnight visitors – 3.6 nights
- Resident overnight visitors – 2.8 nights
- Out-of-state overnight visitors – 4.1 nights
- Leisure overnight visitors – 3.6 nights
- Business overnight visitors – 3.4 nights



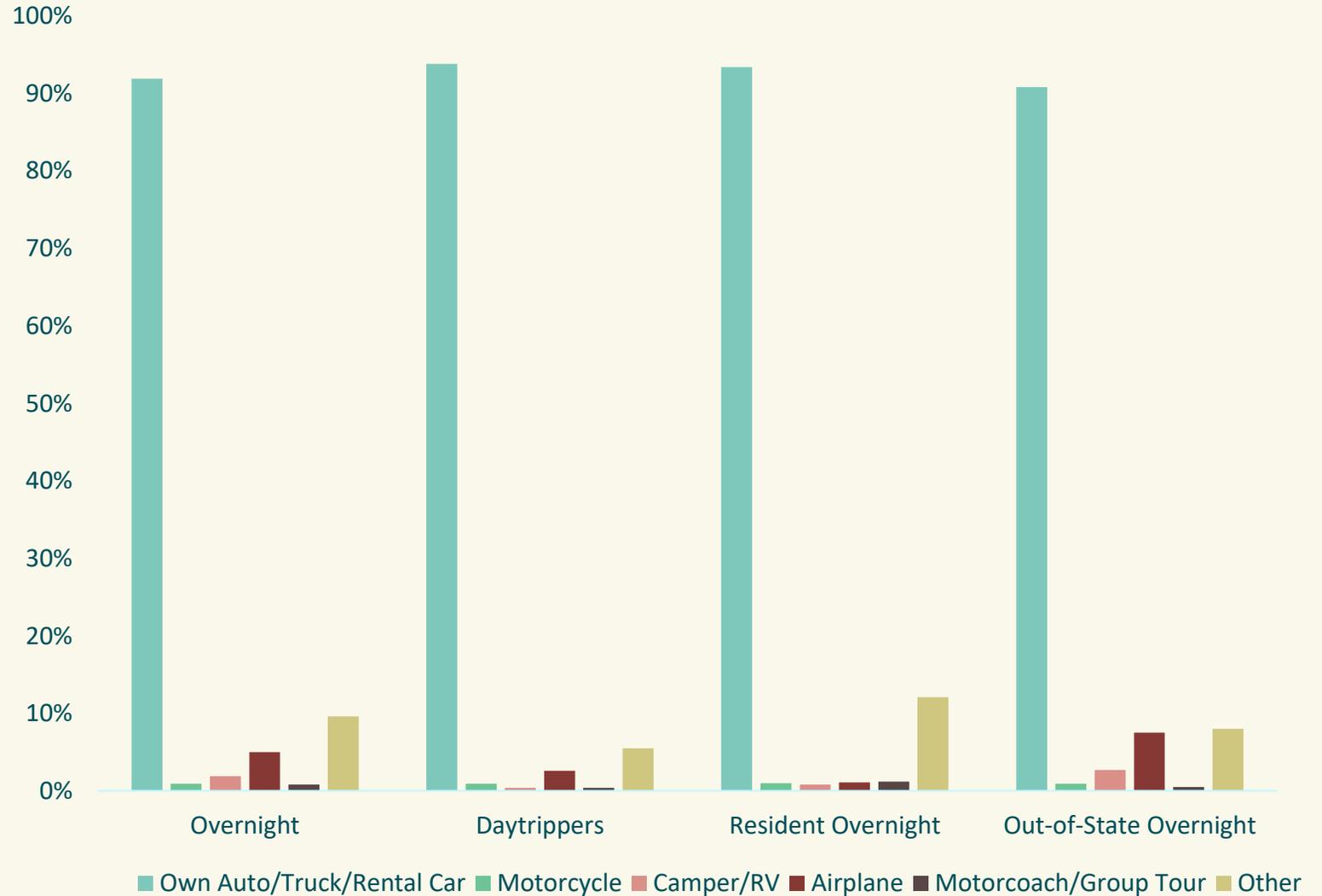
Accommodations Used in North Carolina

- Out-of-state travelers to NC were more likely to use hotels/motels while in the state, followed closely by private homes.
- In-state resident travelers were more likely to use private homes, followed by hotels/motels.
- Resident visitors were more likely to camp, while out-of-state visitors were more likely to use shared economy or other rental homes.



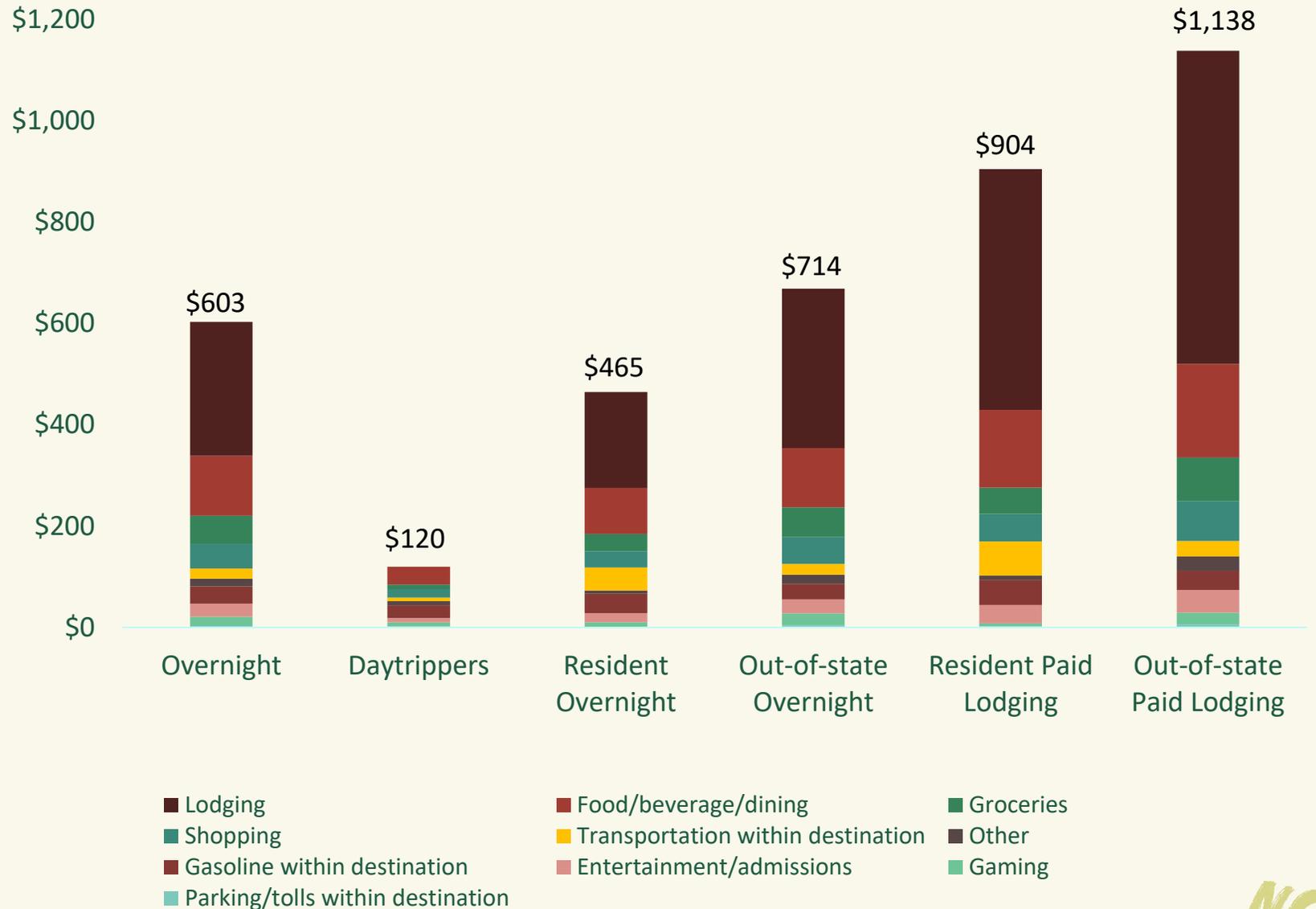
Transportation Used to Travel to North Carolina

- Not surprisingly, most North Carolina visitors traveled to and within the state via automobile, either personal or rented.
- About 8 percent of out-of-state travelers flew to the state in 2020.



Average Trip Spending for NC Visitor Parties by Type of Visitor

- Overnight visitors to the state spend significantly more per trip than daytrippers.
- Out-of-state overnight visitors spent 49% more on average than resident overnight visitors in 2020.



Top Activities Participated in by NC Visitors in 2020

Top activities of overnights and daytrippers were similar in 2020.

The top activities for both were visiting friends/relatives and shopping.

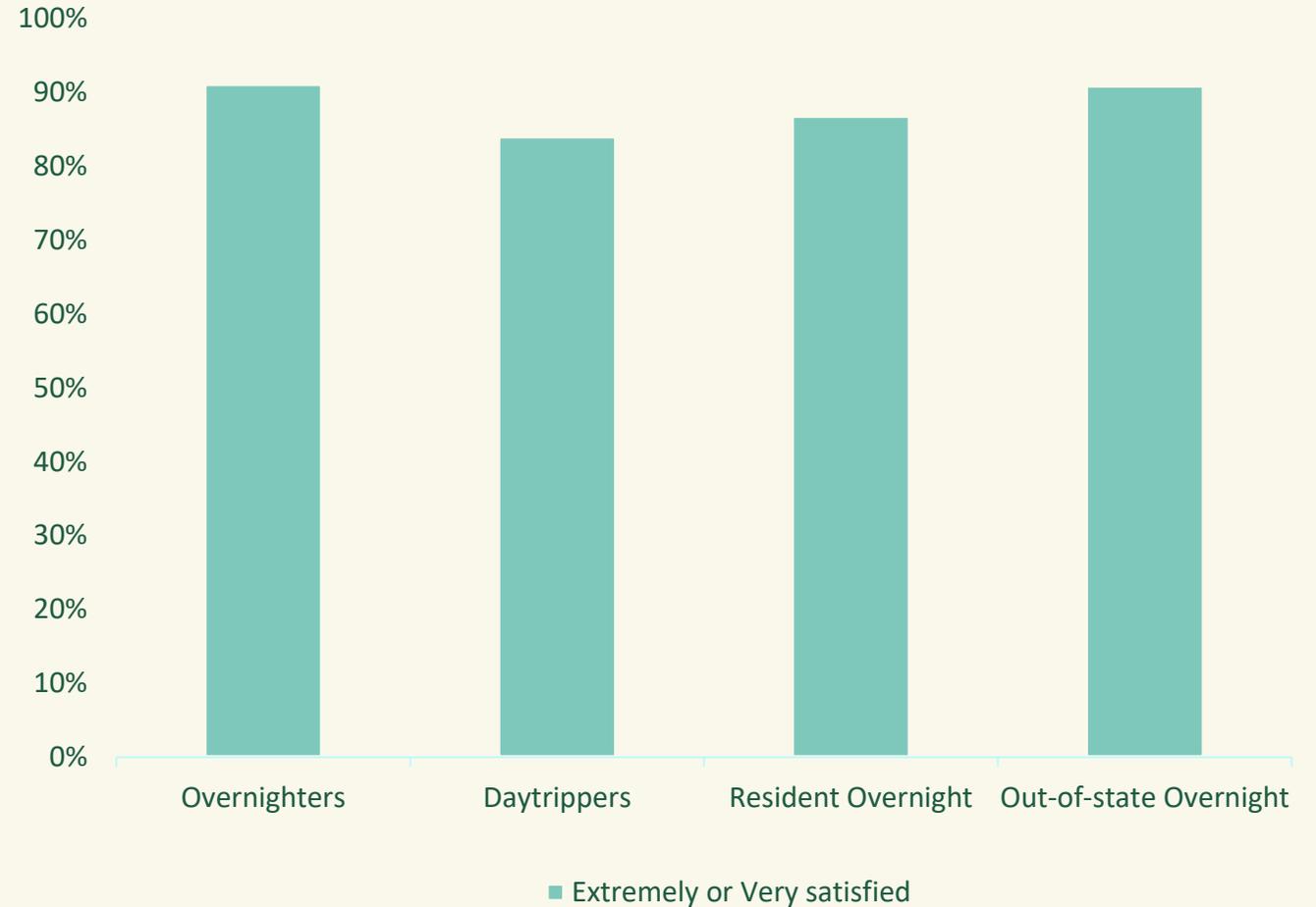
Visiting a beach, historic sites and sightseeing were also popular, as were many outdoor activities.

Overnight Visitors	
Visiting friends/relatives	38%
Shopping	22%
Beach	22%
Historic sites	14%
Hiking/Backpacking/Canyoneering	13%
Rural sightseeing	12%
Fine dining	11%
Wildlife viewing	10%
State park/Monuments/Recreation areas	9%
Fishing	8%
National park/Monuments/Recreation areas	8%
Nature travel/Ecotouring	7%
Other nature (photography, rockhound, etc)	7%
Craft breweries	7%
Urban sightseeing	6%
Museums	5%
Gardens	5%
Local/folk arts/crafts	4%
Golf	4%
Bird Watching	4%

Daytrippers	
Visiting friends/relatives	23%
Shopping	15%
Rural sightseeing	12%
Historic sites	7%
Beach	6%
Wildlife viewing	6%
State park/Monuments/Recreation areas	6%
Hiking/Backpacking/Canyoneering	6%
Fine dining	5%
Nature travel/Ecotouring	5%
Other nature (photography, rockhound, etc)	5%
National park/Monuments/Recreation areas	4%
Gardens	3%
Museums	3%
Urban sightseeing	3%
Casino/Gaming	3%
Local/folk arts/crafts	2%
Bird Watching	2%
Fishing	2%
Zoos/Aquariums/Aviaries	2%

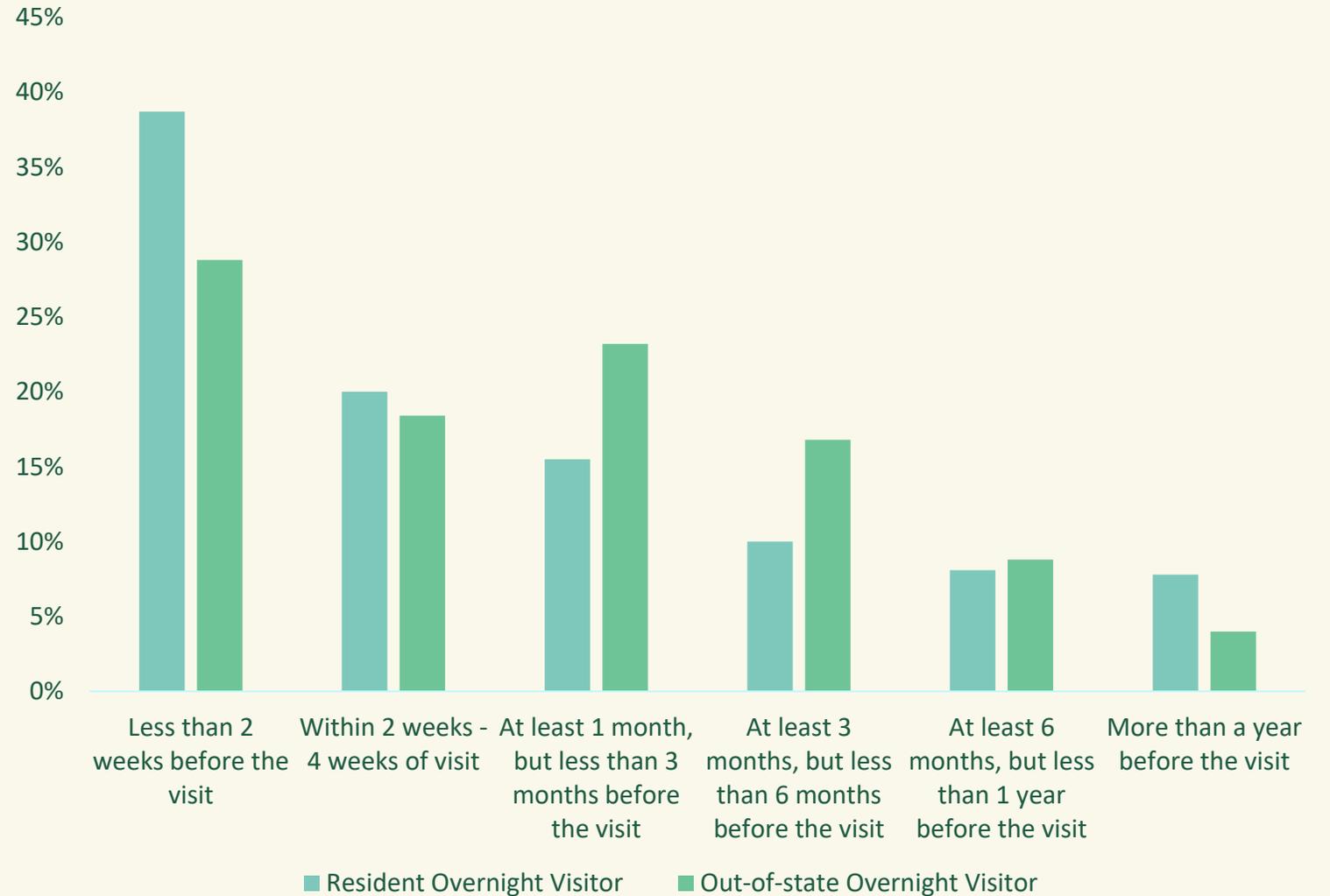
Satisfaction with Visit to North Carolina

- All visitors to and within NC reported high satisfactions rates with their visits in 2020.



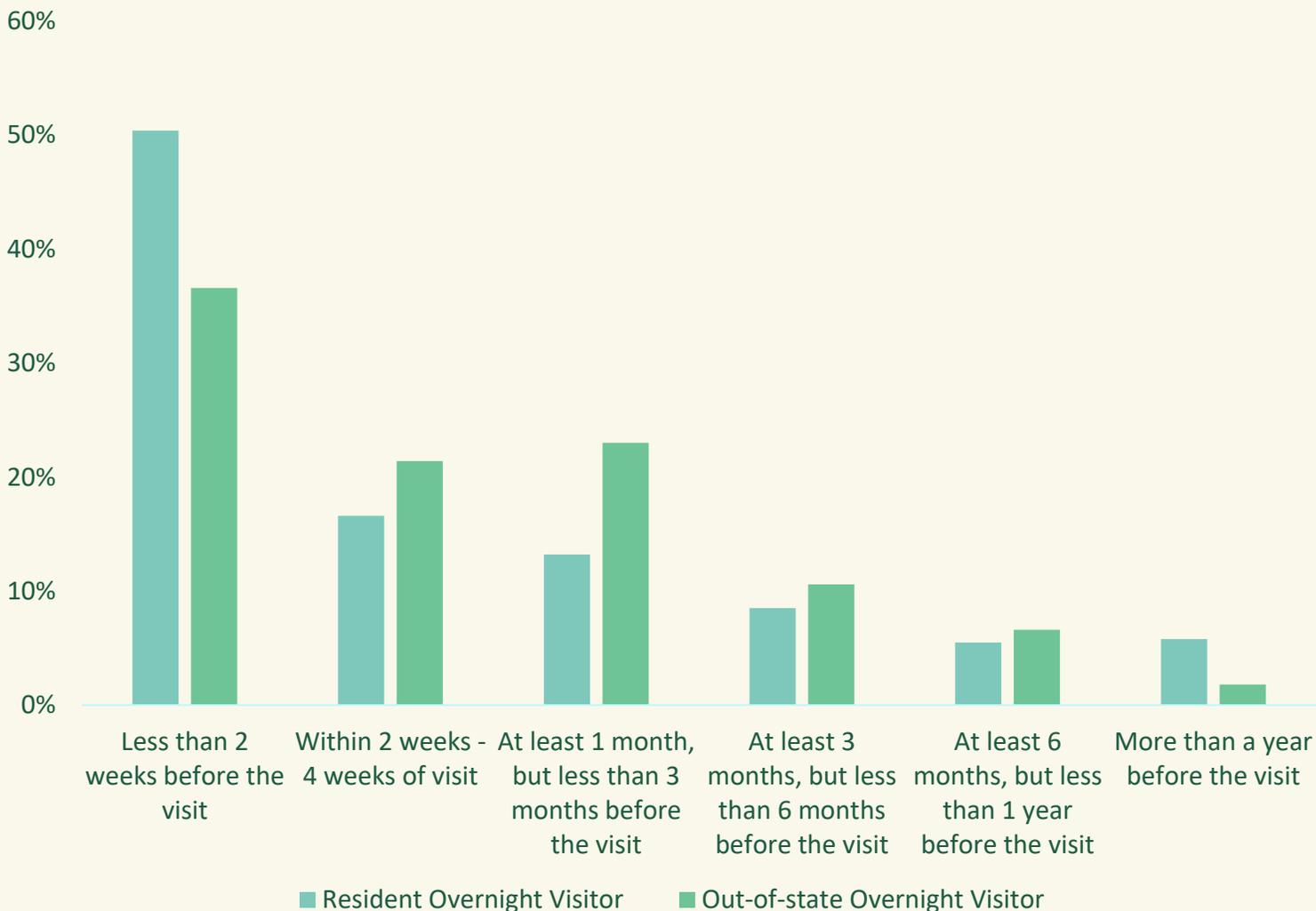
Advance Consideration for Overnight Visit to North Carolina

- In 2020, 39% of resident overnight visitors had NC in their consideration set less than 2 weeks before visiting.
- 29% of out-of-state overnights were considering NC for a visit less than two weeks out.



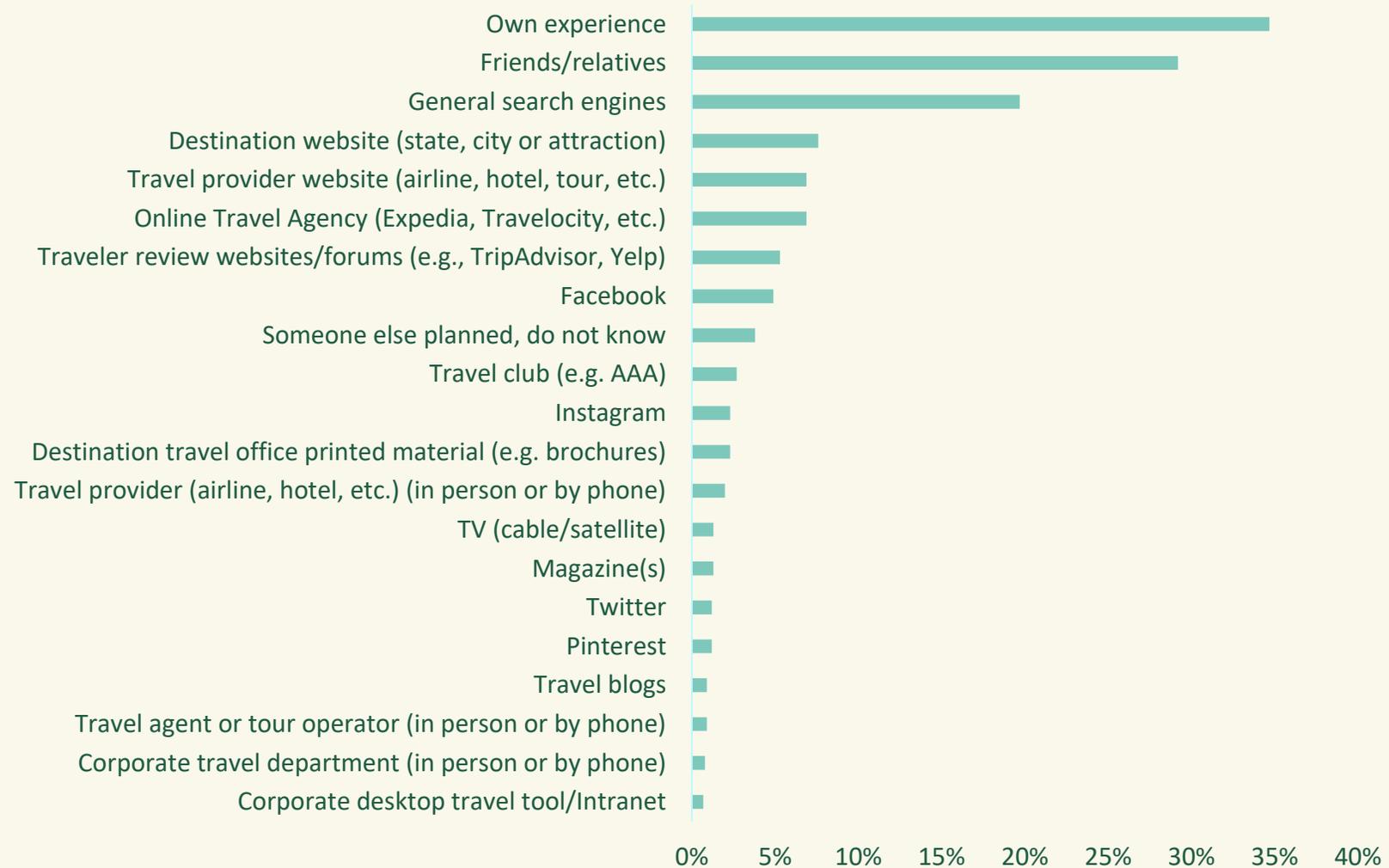
Advance Decision for Overnight Visit to North Carolina

- In 2020, nearly half of resident overnight visitors made the decision to visit less than 2 weeks before visiting.
- Just over one-third of out-of-state overnights decided on a visit less than two weeks out.



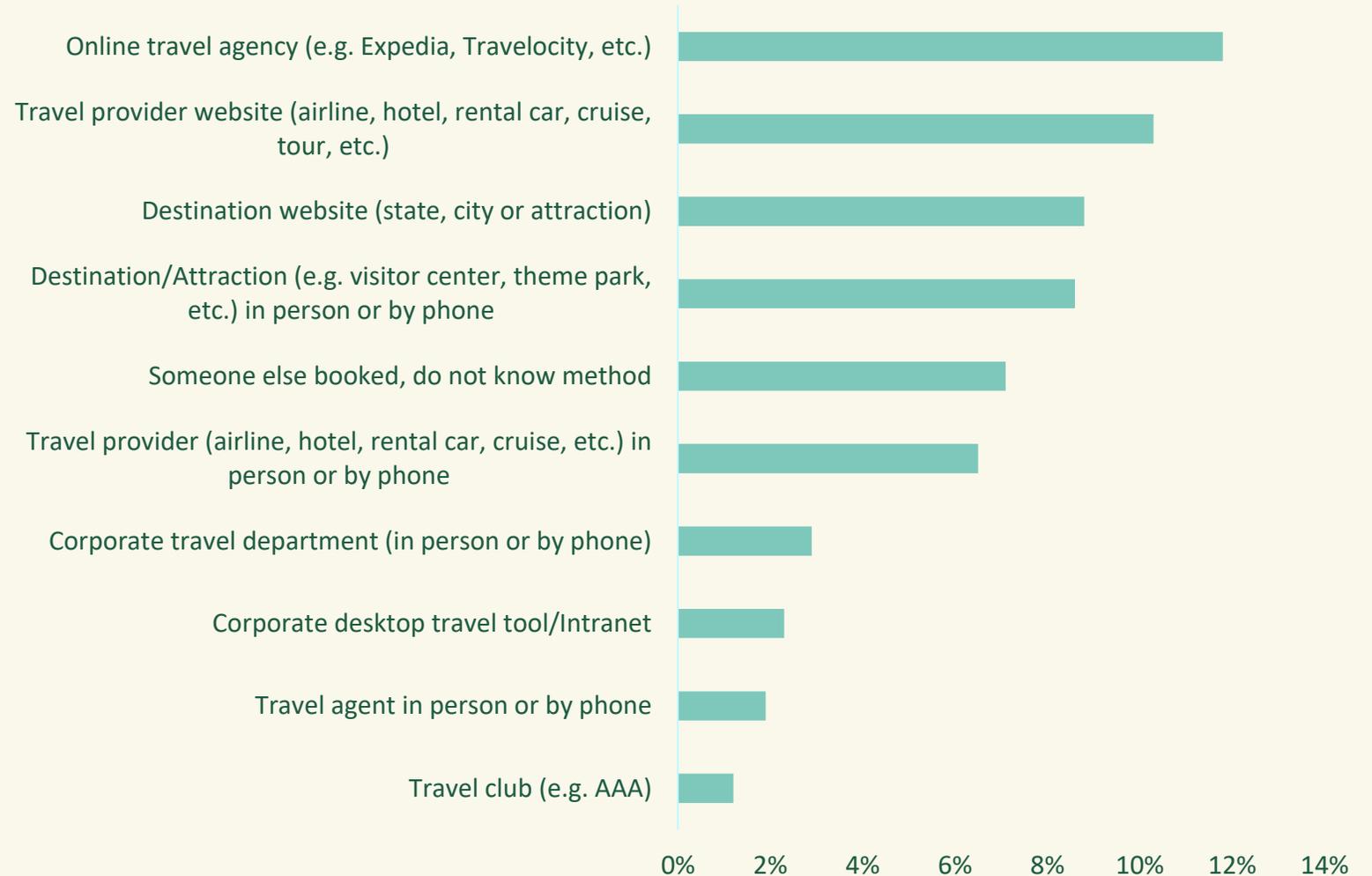
Planning Sources for Overnight Travel to North Carolina

- Previous experience, friends/relatives and general search engines were the top sources of planning a trip to NC in 2020.
- Visitors also used destination websites, travel provider websites and online travel agencies for planning.



Bookings Methods for Overnight Travel to North Carolina

- Online travel agencies, travel provider websites and destination websites were the top methods of booking travel in 2020.



Top Advertising Markets

Not surprisingly, during the pandemic, in-state markets and those close by were the top DMAs of origin in 2020.

Atlanta, DC and New York also ranked in the top ten.

DMA of Origin	2020 Percentage of Total Overnight Visitors
Raleigh-Durham (Fayetteville)	14.1%
Charlotte	9.7%
Greensboro-High Point-Winston-Salem	6.1%
Atlanta	4.6%
Washington DC (Hagerstown)	4.0%
Wilmington	3.9%
Greenville-Spartanburg-Asheville-Anderson	3.6%
Greenville-New Bern-Washington	3.5%
New York	3.3%
Florence-Myrtle Beach	3.0%
Norfolk-Portsmouth-Newport News	2.9%
Richmond-Petersburg	2.2%
Knoxville	2.1%
Tampa-Saint Petersburg (Sarasota)	2.1%
Philadelphia	2.0%
Roanoke-Lynchburg	1.9%
Tri-Cities, TN-VA	1.6%
Columbia, SC	1.6%
Orlando-Daytona Beach-Melbourne	1.5%
Charleston, SC	1.4%

Travel Party Characteristics

Average Party Size

Overnight visitor parties – 2.8, 33% of parties include children

Daytrip visitor parties – 2.4, 26% of parties include children

Resident visitor parties – 2.5, 29% of parties include children

Out-of-state visitor parties – 2.9, 34% of parties include children

Average Age

Overnight visitor – 46 years

Daytripper – 48 years

Resident visitor – 45 years

Out-of-state visitor – 46 years

Marital Status

Overnight visitor – 61% married

Daytripper – 56% married

Resident visitor – 60% married

Out-of-state visitor – 60% married

Ethnicity

Overnight visitor parties – 86% white, 7% black, 7% other

Daytrip visitor parties – 82% white, 12% black, 6% other

Resident visitor parties – 85% white, 8% black, 7% other

Out-of-state visitor parties – 85% white, 9% black, 6% other

Children in Household

Overnight visitor – 51%

Daytripper – 40%

Resident visitor – 45%

Out-of-state visitor – 54%

Average Household Income

Overnight visitor – \$83K

Daytripper – \$71K

Resident visitor – \$72K

Out-of-state visitor – \$80K

Glossary of Terms

Travel - A trip over 50 miles one-way from home *or* 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.