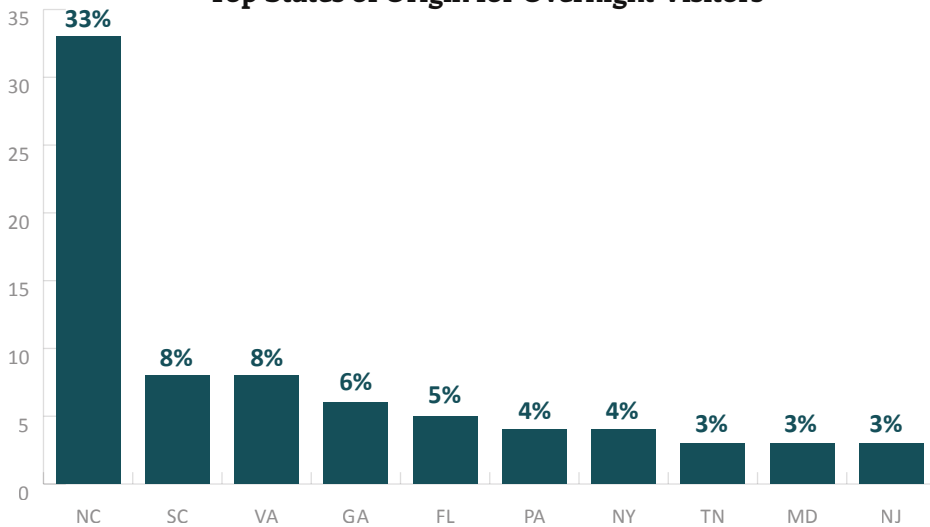


OVERNIGHT VISITOR PROFILE FAST FACTS – 2023

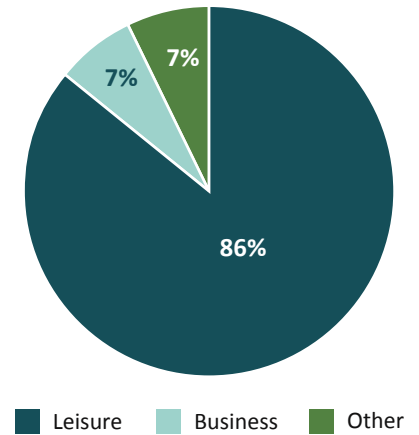
Visit North Carolina



Top States of Origin for Overnight Visitors



Trip Purpose



Activities of Overnight Visitors

Shopping Recreation Areas Fine Dining
 Swimming Beach Monuments
Visiting Friends and Relatives
 Historic Sites Wildlife Viewing Canyoneering Museums
 Hiking Rural Sightseeing State Park
 Backpacking

2.6

Average party size

48

Average age

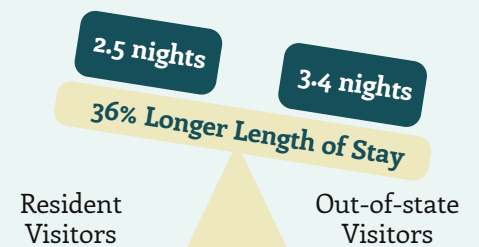
58%

Are married

24%

Have children in the household

- 45% stay in a hotel/motel
- 34% stay in a private home
- 8% stay in a shared economy lodging
- 5% stay in a rental home
- 3% stay at a campground
- 3% stay in a personal second home/condo
- 3% stay in other lodging
- 2% stay in a rental condo
- 2% stay in a bed & breakfast
- 1% stay in a time share



86%



12%