

An aerial photograph of a coastal marsh area. A dark, winding river or canal cuts through a vast expanse of green marshland. The marsh is composed of dense, low-lying vegetation. In the upper left, there is a denser forest of taller trees. A small red boat is visible on the river, near the center of the image. The overall scene is a natural, scenic landscape.

2024 NORTH CAROLINA VISITOR PROFILE

A Publication of Visit North Carolina

A Unit of the Economic Development Partnership of North Carolina

Visit North Carolina



TABLE OF CONTENTS

- North Carolina Visitor Profile Summary - 4
- Overnight Visitor Profile Summary - 5
- Daytripper Visitor Profile Summary – 6
- Visitor Profile – 7-23
- Glossary of Terms- 24



2024 NORTH CAROLINA VISITOR PROFILE

- 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 9,000 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 3,000 – 4,000 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.

TOTAL VISITOR SUMMARY

- In 2024, approximately 40 million person-trips were taken in North Carolina and the state ranked #5 in the U.S. in terms of domestic visitation.
- Eighty eight percent of all domestic visitors came to North Carolina for leisure purposes, while eight percent came to conduct business.
- Most travelers to and within North Carolina in 2024 visited during the summer followed closely by fall and spring.
- The party size for the average North Carolina visitor party was 2.5 in 2024. 25 percent of travel parties included children under the age of 18.
- The average North Carolina visitor party trip expenditure was \$851 in 2024. Overnight visitors spent \$992 while daytrip parties spent \$427 on average.
- The top states of origin in 2024 were NC, SC, VA, GA, FL, NY, PA, MD, TN and OH.

NORTH CAROLINA OVERNIGHT VISITOR SUMMARY

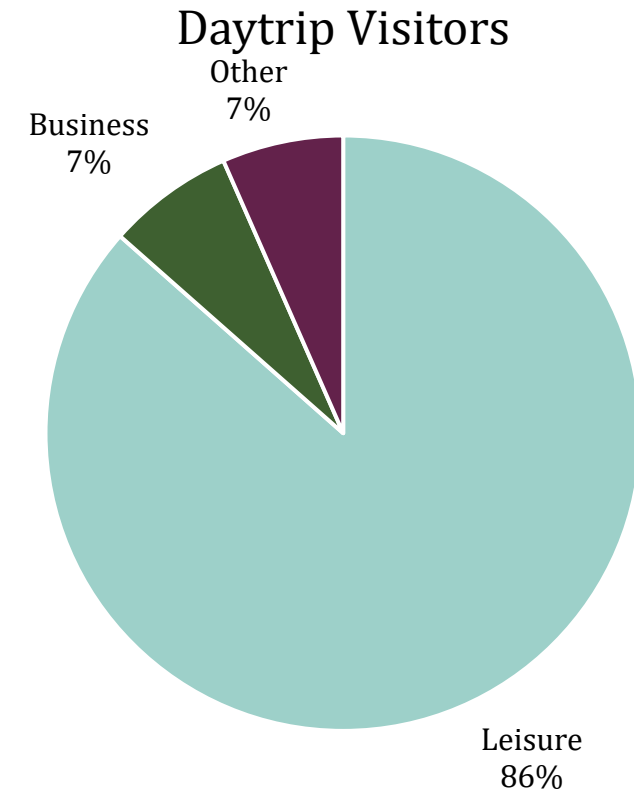
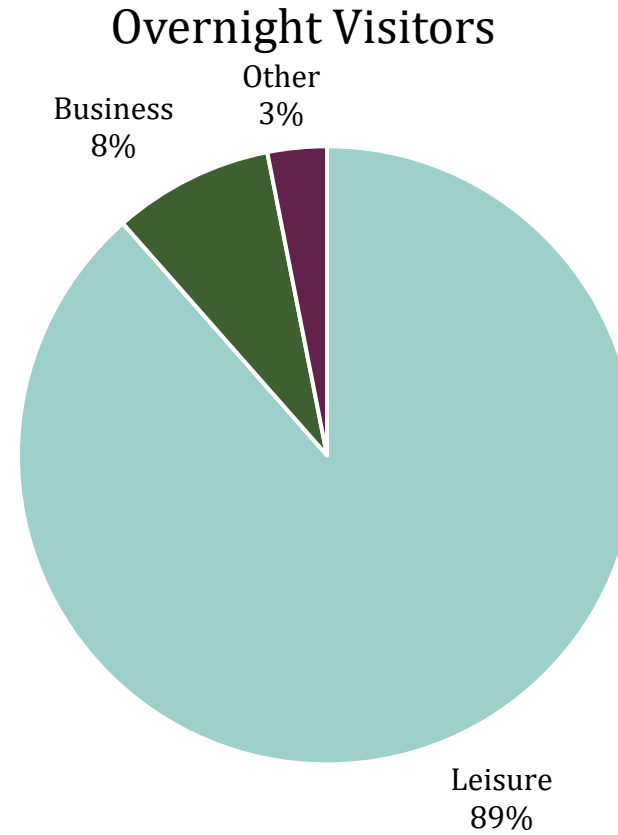
- Eighty nine percent of domestic overnight visitors came to North Carolina for leisure purposes, while eight percent came to conduct business.
- The majority of travelers to and within North Carolina in 2024 visited during the summer closely followed by fall and spring.
- The party size for the average North Carolina overnight visitor party was 2.5 in 2024. 31 percent of travel parties included children under the age of 18.
- The average North Carolina overnight visitor party trip expenditure \$992 in 2024.
- The top states of origin of overnight visitors in 2024 were NC, VA, SC, GA, FL, PA, NY, MD, OH and TN.

NORTH CAROLINA DAYTRIP VISITOR SUMMARY

- Eighty six percent of all daytrippers came to North Carolina for leisure purposes, while seven percent came to conduct business.
- The majority of daytrippers to and within North Carolina in 2024 visited during the spring closely followed by fall and winter.
- The party size for the average North Carolina daytrip visitor party was 2.5 in 2024. 34 percent of travel parties included children under the age of 18.
- The average North Carolina day visitor party trip expenditure \$427 in 2024.
- The top states of origin of daytrip visitor parties in 2024 were NC, SC, VA, TN, NY, IN, GA, FL and NJ.

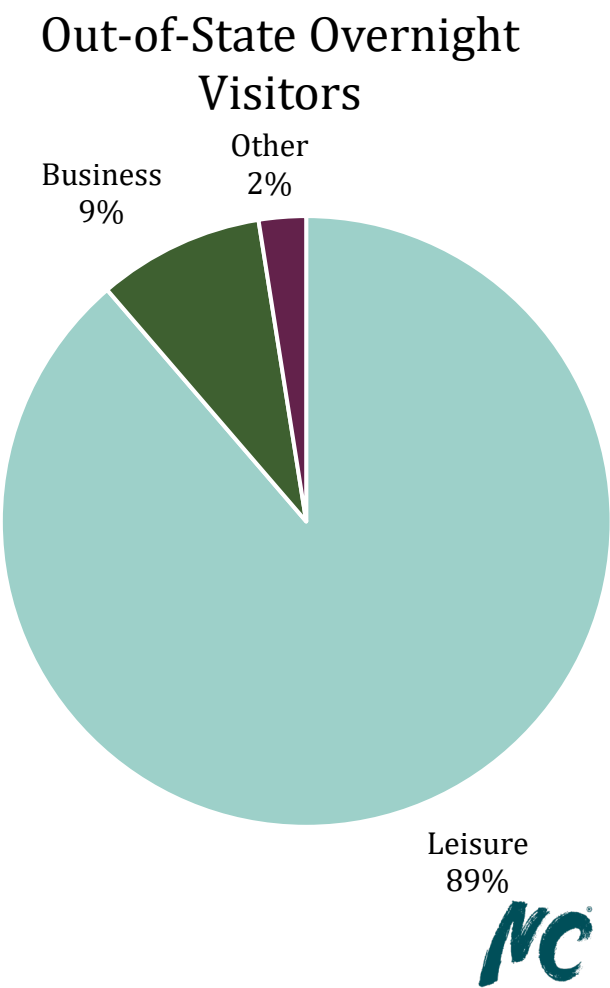
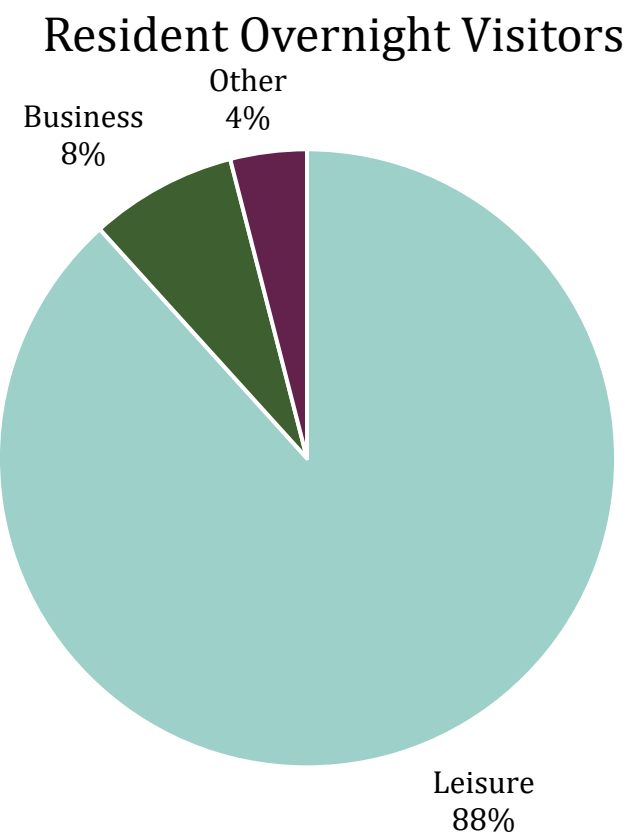
PRIMARY PURPOSE OF VISIT TO NORTH CAROLINA

- The majority of NC visitors traveled to and within the state for leisure purposes, both overnights and daytrippers.
- Approximately 8% of overnights and 7% daytrippers were business travelers in 2024.



PRIMARY PURPOSE OF VISIT TO NORTH CAROLINA

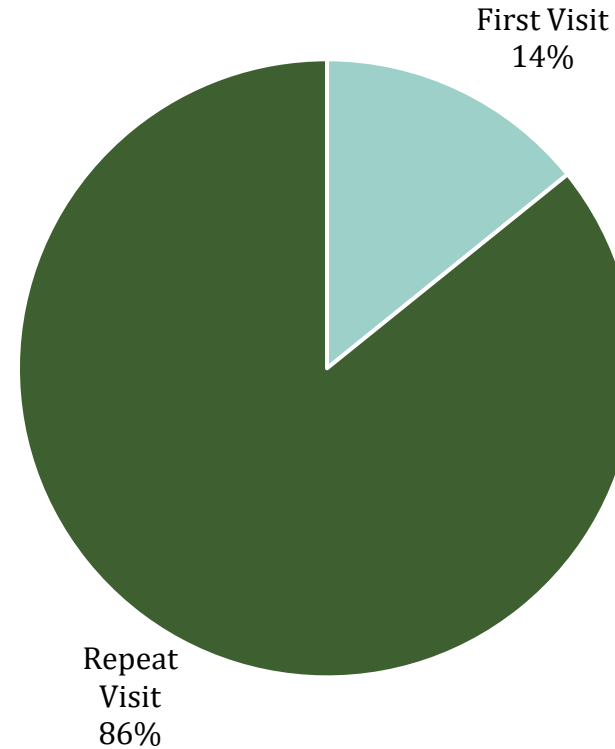
- A slightly larger proportion of out-of-state travelers to North Carolina were business travelers than that of residents in 2024.



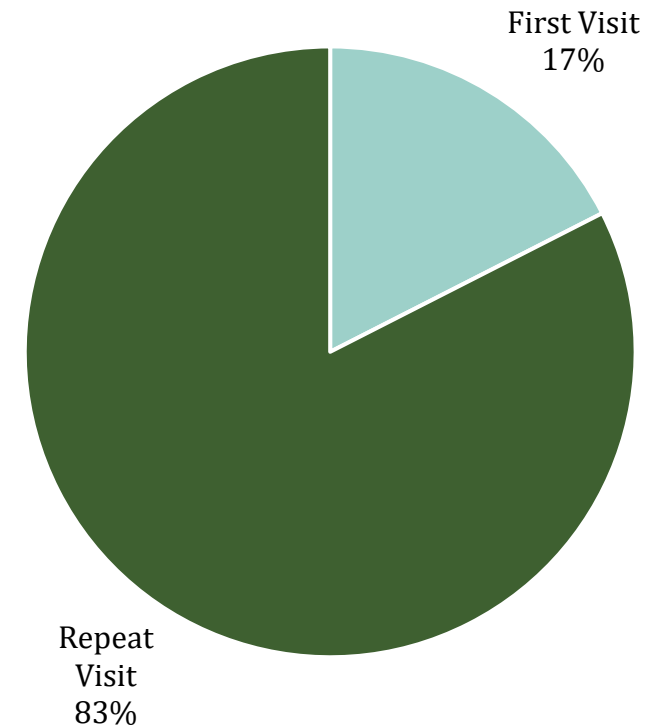
FIRST OVERNIGHT VISIT TO NORTH CAROLINA

- More out-of-state visitors were first time visitors to the state in 2024.
- The majority of overnight visitors, both resident and out-of-state, were repeat visitors.

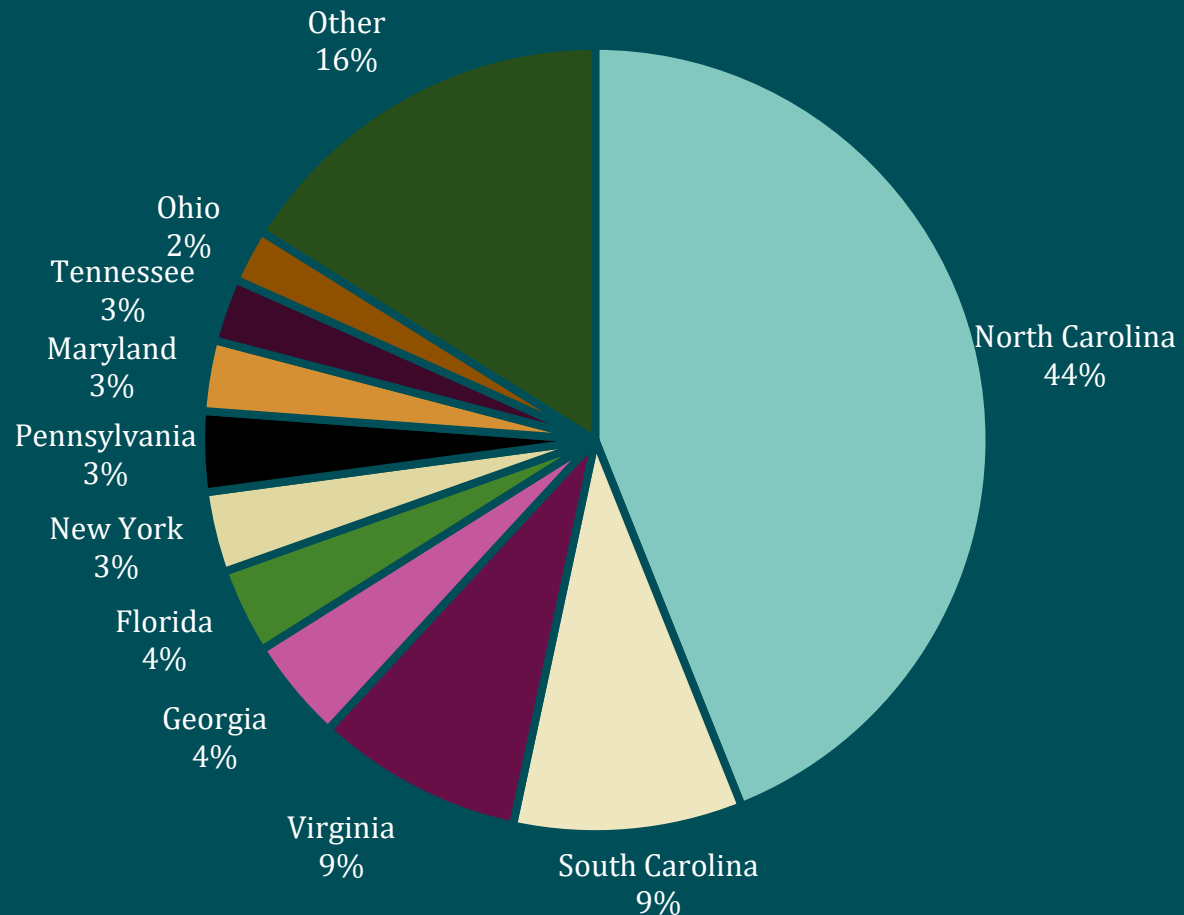
Resident Overnight Visitors



Out-of-State Overnight Visitors

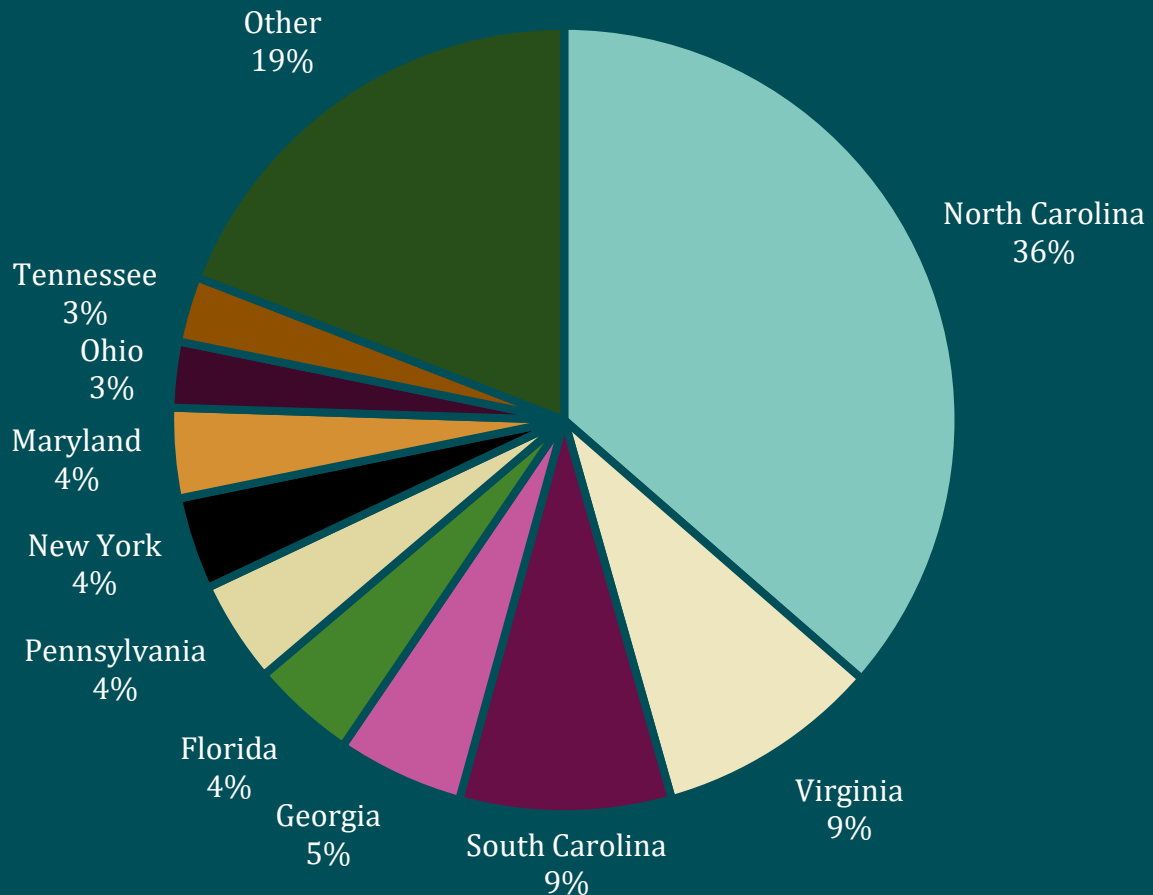


STATE OF ORIGIN OF NORTH CAROLINA VISITORS



- 44 percent of visitors in 2024 were in-state residents.
- Typically, the proportion of in-state visitors is between 35-45%.
- The next nine states represented 40 percent of visitors to NC.

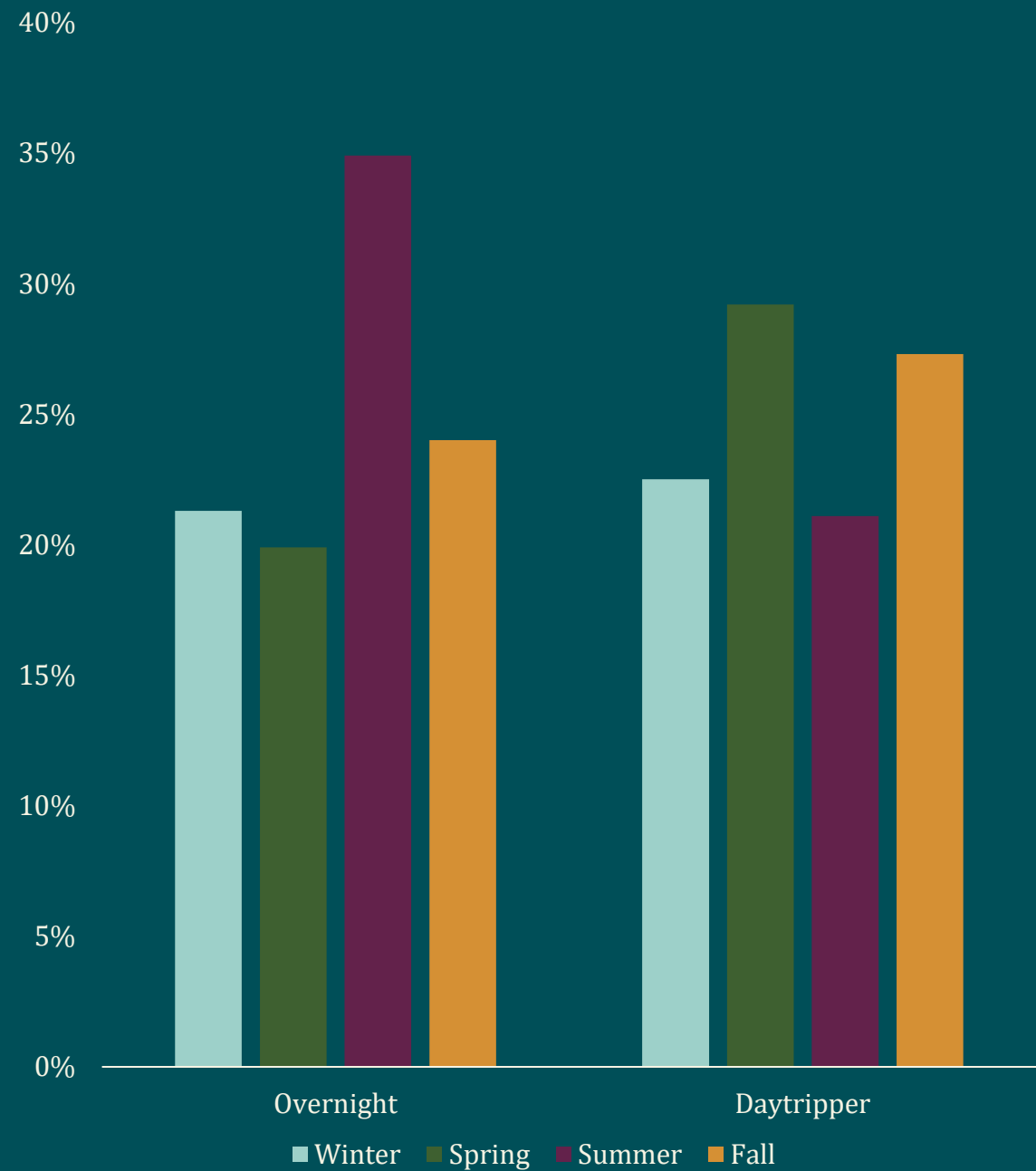
STATE OF ORIGIN OF OVERNIGHT VISITORS TO NORTH CAROLINA



- 36 percent of overnight visitors in 2024 were in-state residents.
- Typically, the proportion of in-state visitors is between 30-40%.
- The next nine states represented 45 percent of visitors to NC.

SEASON OF VISIT FOR VISITORS TO NORTH CAROLINA

- Overnight and daytrip visitors were most likely to visit in the summer season, followed by fall and spring.



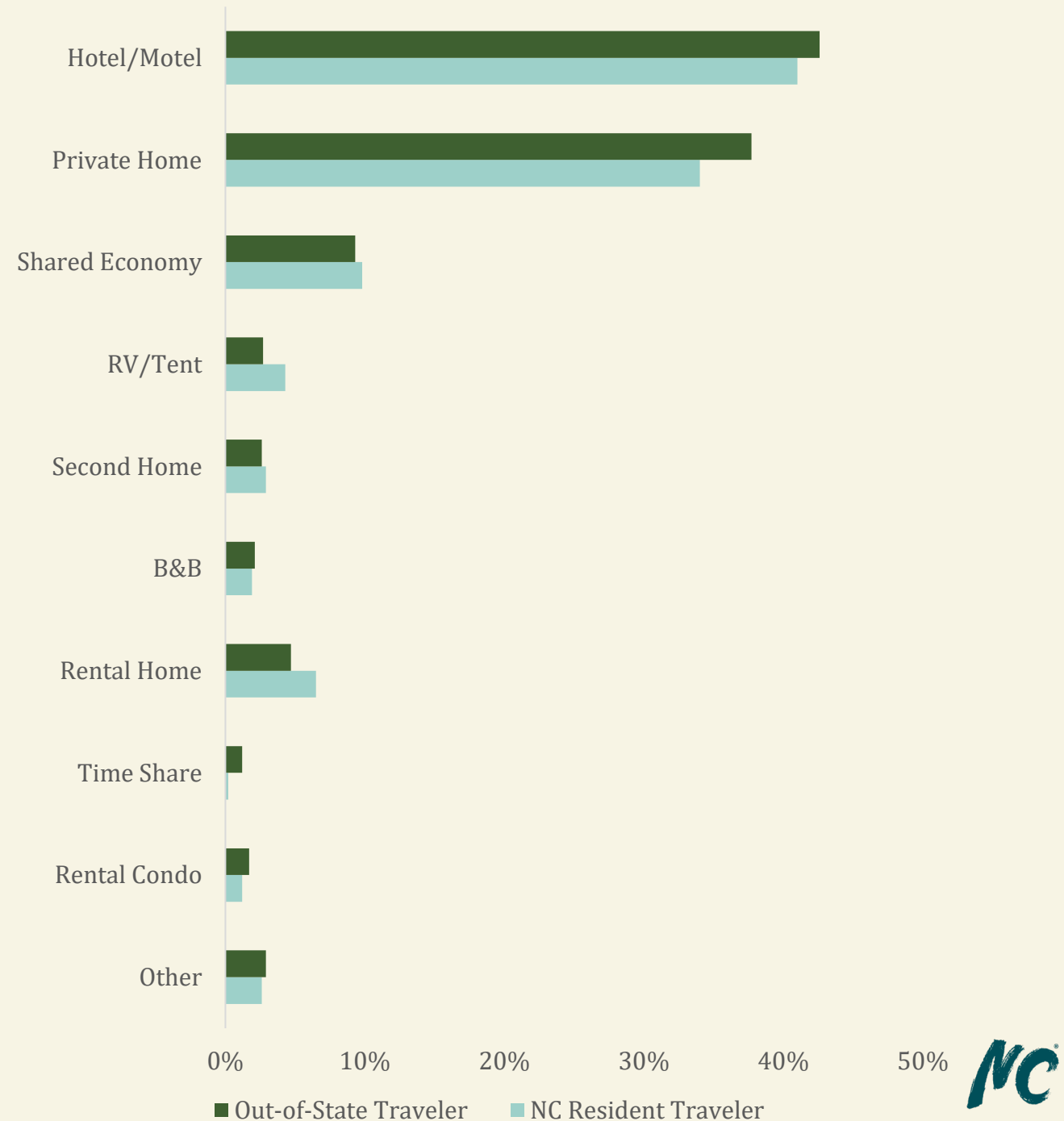
AVERAGE LENGTH OF STAY FOR NORTH CAROLINA OVERNIGHT VISITORS

- Overnight visitors – 3.5 nights
- Resident overnight visitors – 2.9 nights
- Out-of-state overnight visitors – 3.9 nights
- Leisure overnight visitors - 3.5 nights
- Business overnight visitors – 4.0 nights



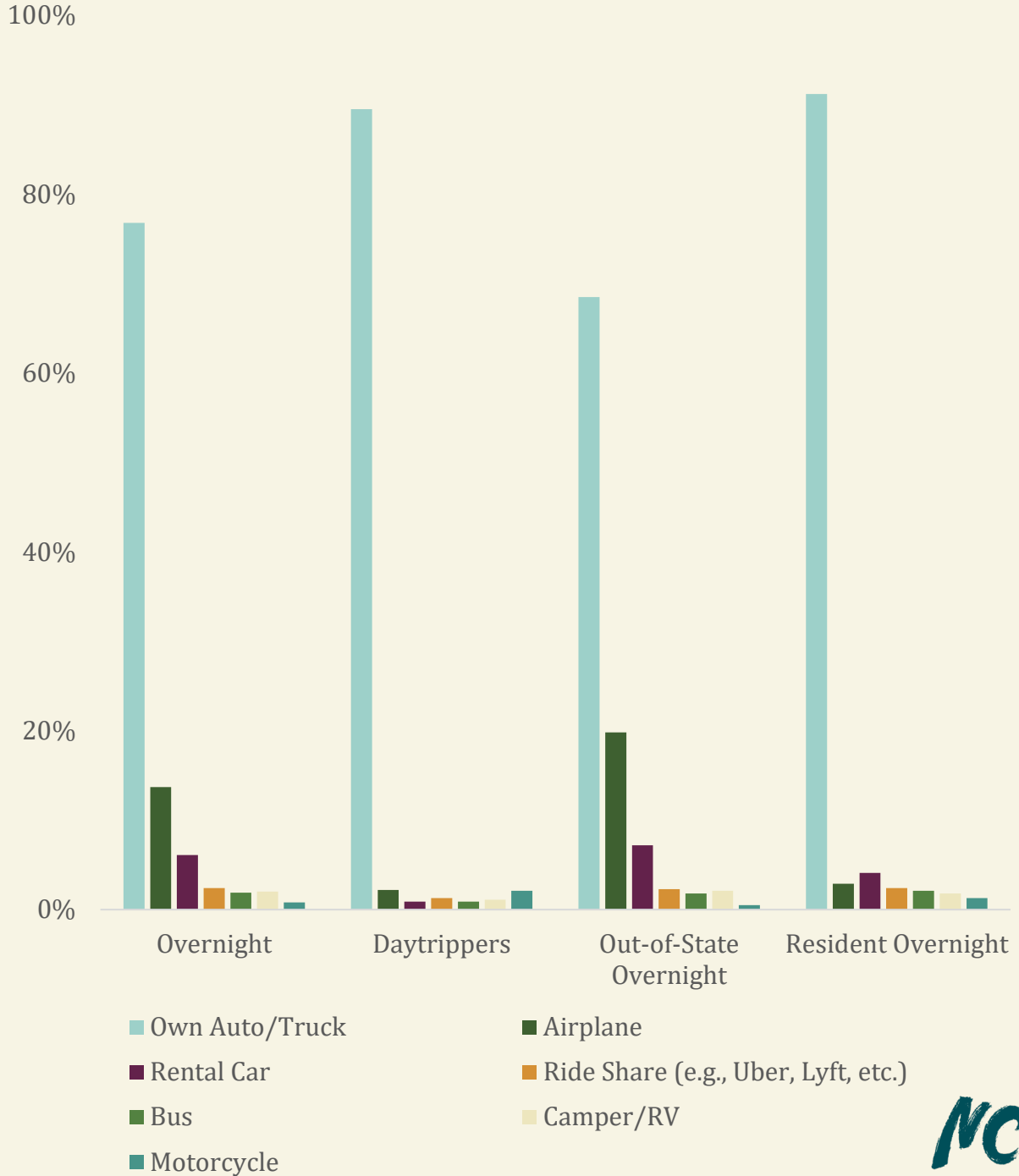
ACCOMMODATIONS USED IN NORTH CAROLINA

- Both out-of-state and NC resident travelers were most likely to use hotels/motels while traveling in the state, followed closely by private homes.
- Out-of-state visitors were likely to use a hotel/motel accommodation or private home.
- NC resident travelers were slightly more likely to use a shared economy than out-of-state visitors.



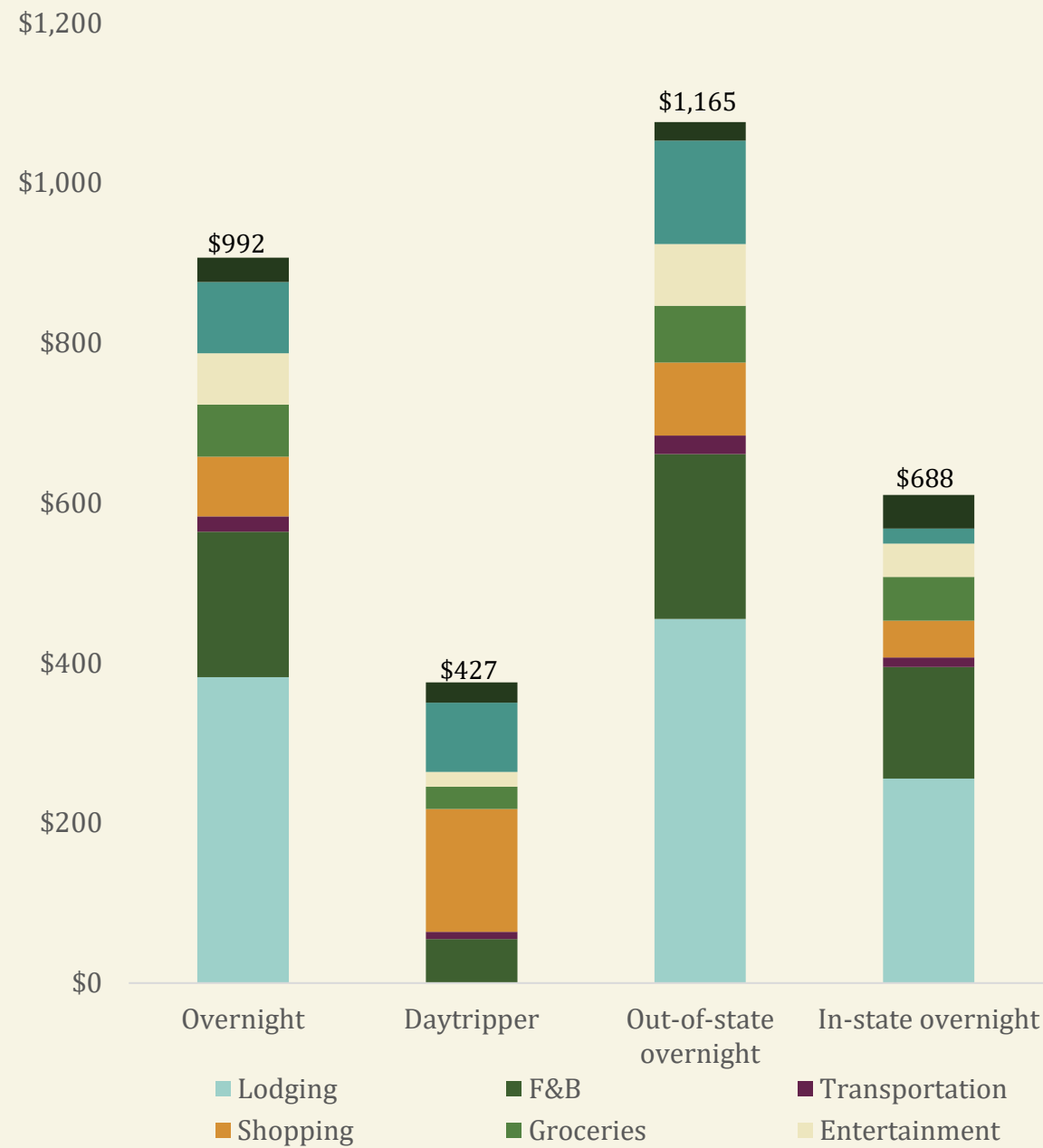
TRANSPORTATION USED TO TRAVEL TO NORTH CAROLINA

- Not surprisingly, most North Carolina visitors traveled to and within the state via automobile, either personal or rented.
- 20 percent of out-of-state overnight travelers flew to the state in 2024.



AVERAGE TRIP SPENDING FOR NC VISITOR PARTIES BY TYPE OF VISITOR

- The top categories for spending for overnight visitors include lodging, food and beverage and transportation.
- Overnight visitors spend 132% more on average than daytrip visitors in 2024.
- Out-of-state overnight visitors spent 69% more than overnight resident travelers in 2024.



TOP ACTIVITIES PARTICIPATED IN BY NC VISITORS IN 2024

- Top activities of overnightriders and daytrippers were similar in 2024.
- The top activities for both were visiting friends/relatives and shopping.
- Visiting a beach, fine dining, and historic sites were also popular, as were many outdoor activities.

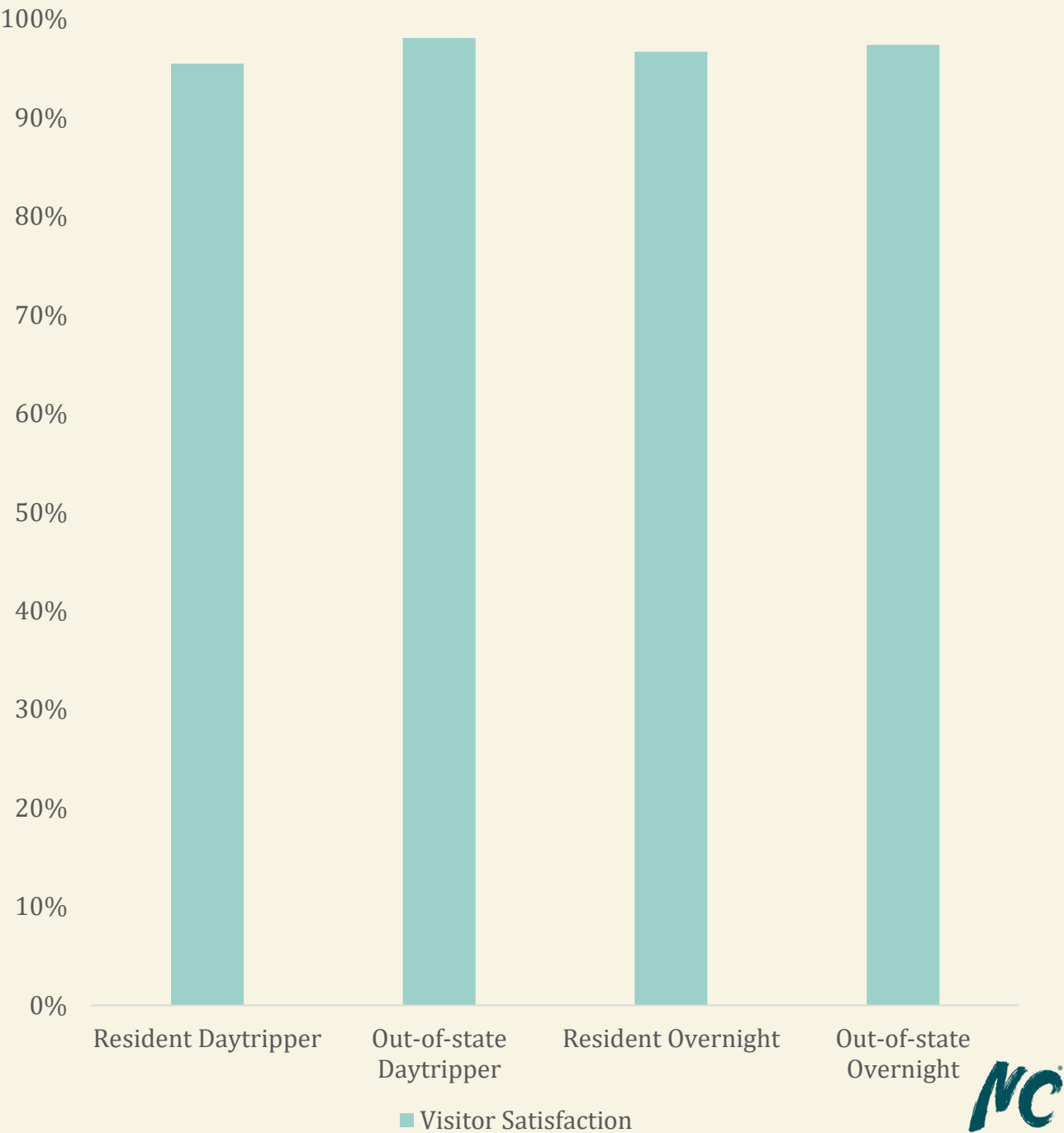
**Note that responses to this question are not mutually exclusive and percentages do not equal 100%. Therefore, proportions should not be aggregated to combine categories of activities. Also note that these activities do not imply purpose of trip.*

Overnight		Daytrippers	
Visiting friends/relatives	41%	Visiting friends/relatives	28%
Shopping	24%	Shopping	16%
Beach	20%	Fine dining	8%
Historic sites	15%	Historic sites	7%
Fine dining	15%	Rural sightseeing	7%
Rural sightseeing	13%	Unique local cuisine	7%
State park/Monuments/Recreation Areas	11%	Beach	7%
Local/folk arts/crafts	11%	Local/folk arts/crafts	7%
Wildlife viewing	10%	Hiking/Backpacking/Canyoneering	6%
Museums	10%	State park/Monuments/Recreation Areas	5%
Unique local cuisine	10%	Museums	5%
Craft breweries	10%	Wildlife viewing	4%
Hiking/Backpacking/Canyoneering	9%	Fishing	4%
Swimming	8%	Art Galleries	4%
Fishing	8%	Urban sightseeing	4%
Urban Sightseeing	8%	National Park/ Monuments/Recreation Areas	3%
Other nature (photography, rockhound, etc)	6%	Theme park/Amusement park/Water park	3%
National Park/ Monuments/Recreation Areas	6%	Sports events- Youth/Amateur/Collegiate/Other (spectator)	3%
Gardens	6%	Casino/Gaming	3%
Bird watching	6%	Other nature (photography, rockhound, etc)	3%
Golf	5%	Swimming	3%

SATISFACTION WITH VISIT TO NORTH CAROLINA

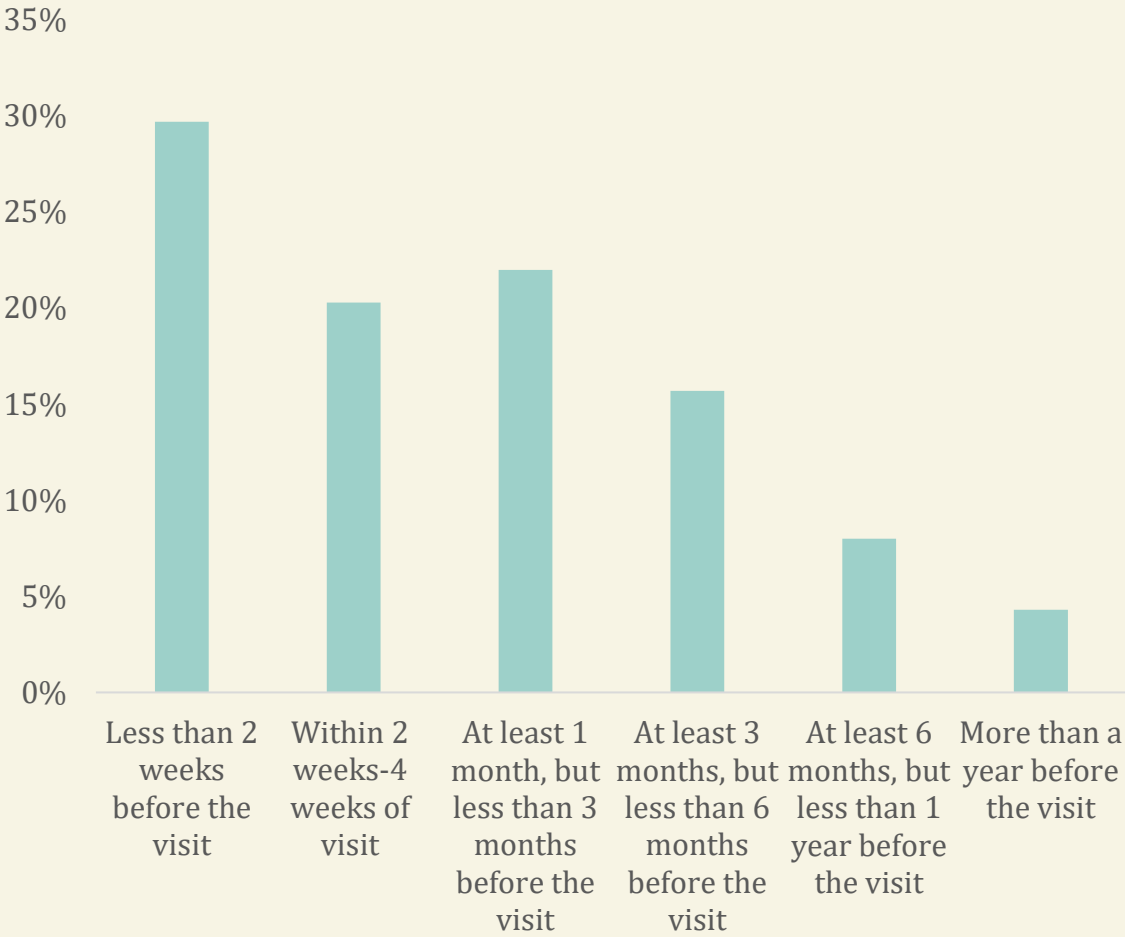
- All visitors to and within North Carolina reported high satisfaction rates with their visits in 2024.

**Note that responses to this question ranked a satisfaction on a scale of 1-10. Totals are averaged from those ranking 6 or higher in satisfaction.*



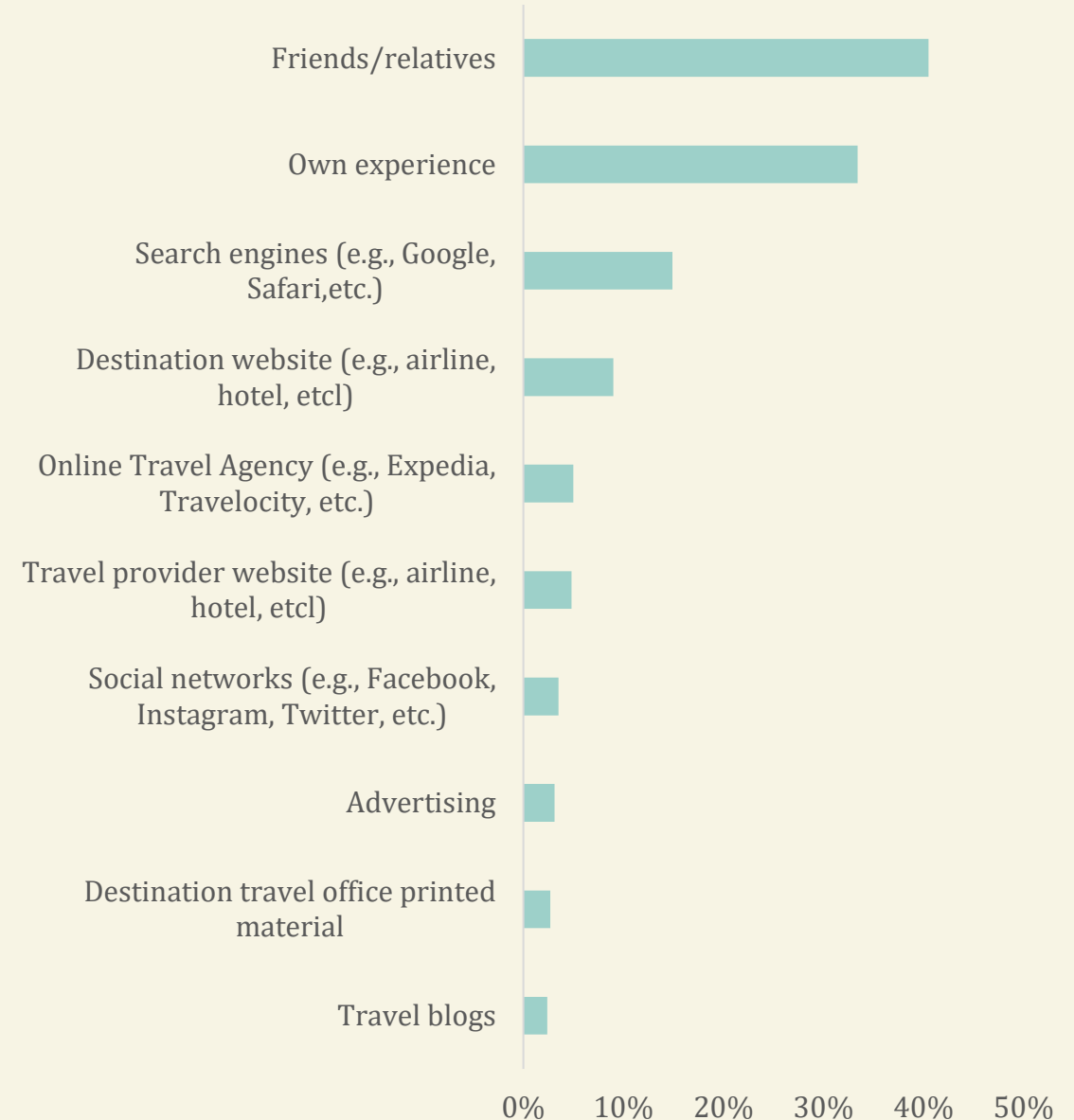
ADVANCE DECISION FOR OVERNIGHT VISIT TO NORTH CAROLINA

- In 2024, 50% of overnight visitors made the decision to visit within 4 weeks of the visit.
- Nearly 88% of overnight visitors decided on a visit less than 3 months out.



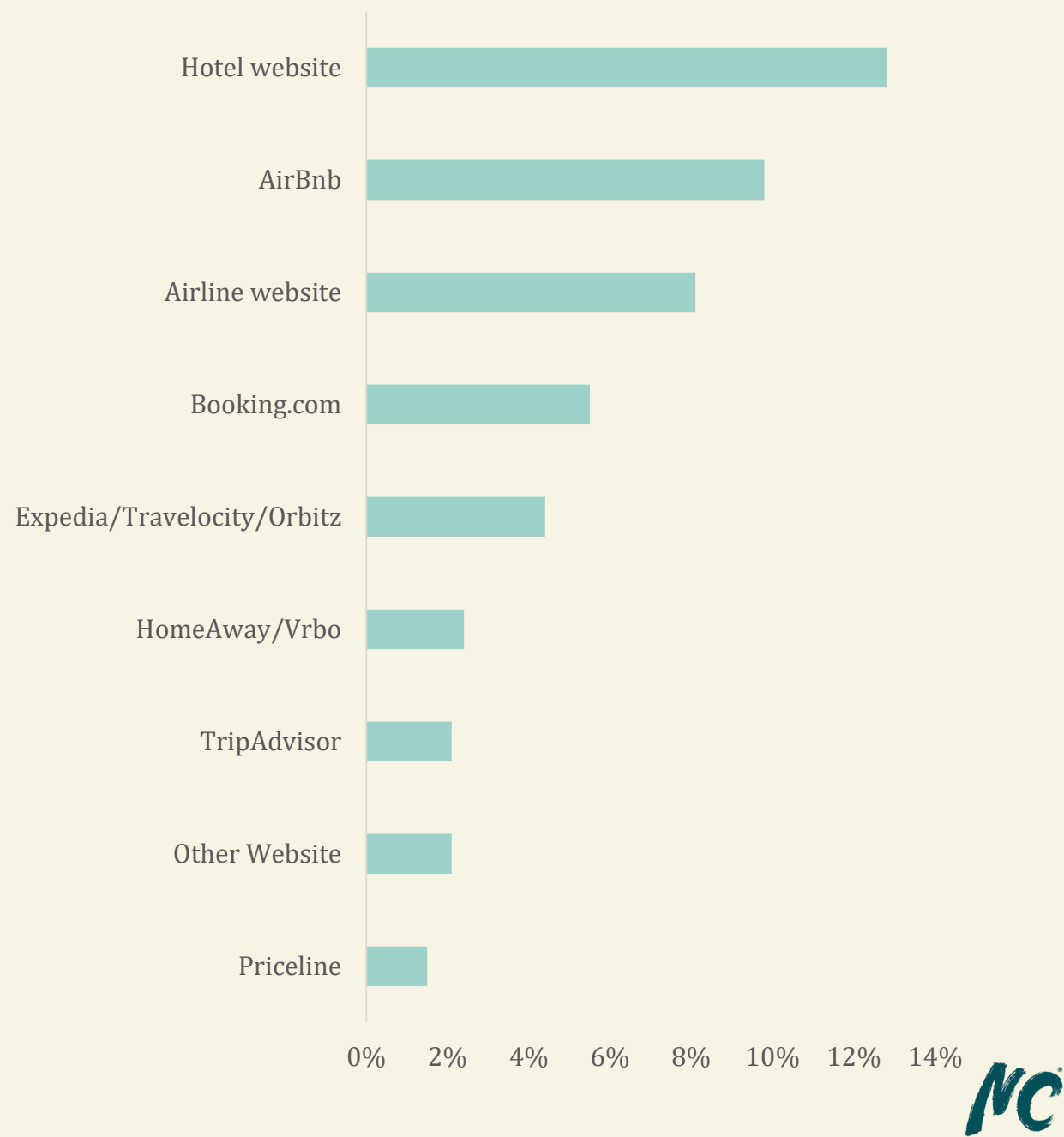
PLANNING SOURCES FOR OVERNIGHT TRAVEL TO NORTH CAROLINA

- Friends/relatives, own experience and search engines were the top sources of planning an overnight trip to NC in 2024.
- Visitors also used destination websites, online travel agencies and travel provider websites for planning.



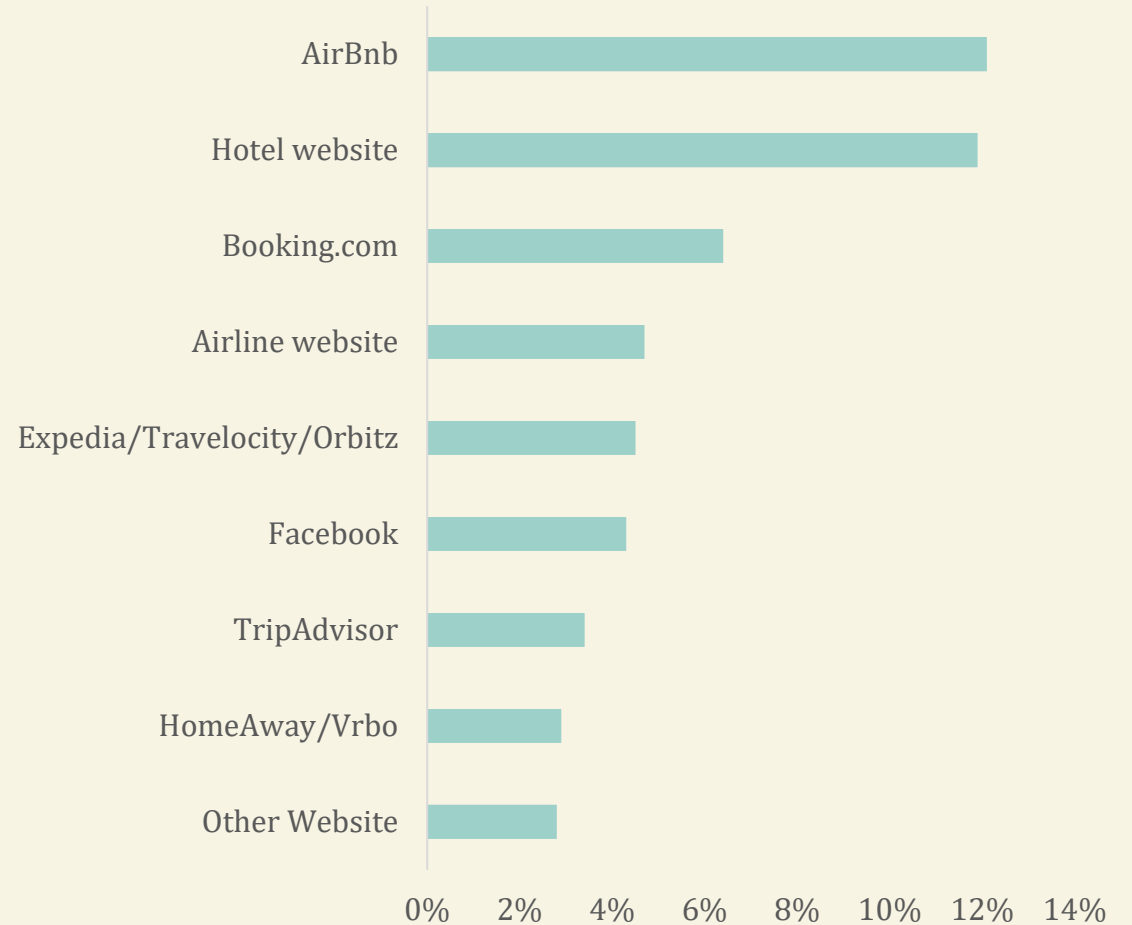
BOOKING METHODS FOR OVERNIGHT TRAVEL TO NORTH CAROLINA

- Hotel website, Airbnb and Airline website were the top methods of booking travel in 2024.
- Booking.com and Expedia/Travelocity/Orbitz were also booking sources used by visitors in 2024.



SOURCES USED TO RESEARCH AND SELECT DESTINATION FOR OVERNIGHT TRAVEL TO NORTH CAROLINA

- Airbnb, Hotel website and Booking.com were the top methods travelers used to research and select destination for travel in 2024.
- Airline website, Expedia/Travelocity/Orbitz and Facebook were also popular sources used by visitors for research and selecting a destination for travel in 2024.



TOP ADVERTISING MARKETS

- In-state markets are those close by were the top DMAs of origin in 2024.
- Greenville-Spartanburg-Asheville-Anderson, DC, New York and Atlanta were also among the top DMAs in 2024.

DMA of Origin	2024 Percentage of Total Overnight Visitors
Raleigh-Durham –Fayetteville	11%
Charlotte	10%
Greensboro-High Point- Winton-Salem	7%
Greenville- Spartanburg- Asheville-Anderson	6%
Washington DC	5%
New York	4%
Atlanta	4%
Greenville- New Bern- Washington	3%
Norfolk-Portsmouth-Newport News	3%
Florence-Myrtle Beach	3%
Wilmington	2%
Tri-Cities, TN-VA	2%
Roanoke-Lynchburg	2%
Philadelphia	2%
Baltimore	2%
Richmond-Petersburg	2%
Charleston, SC	1%
Savannah	1%
Cleveland	1%
Harrisburg-Lancaster-Lebanon-York	1%



TRAVEL PARTY CHARACTERISTICS

Average Party Size

Overnight visitor parties- 2.5, 31% of parties included children

Daytrip visitor parties- 2.5, 34% of parties included children

Resident overnight visitor parties- 2.6, 37% of parties included children

Out-of-state overnight visitor parties- 2.5, 28% of parties included children

Average Household Income

Overnight visitor parties- \$97K

Daytripper- \$79K

Resident visitor - \$88K

Out-of-state visitor- \$102K

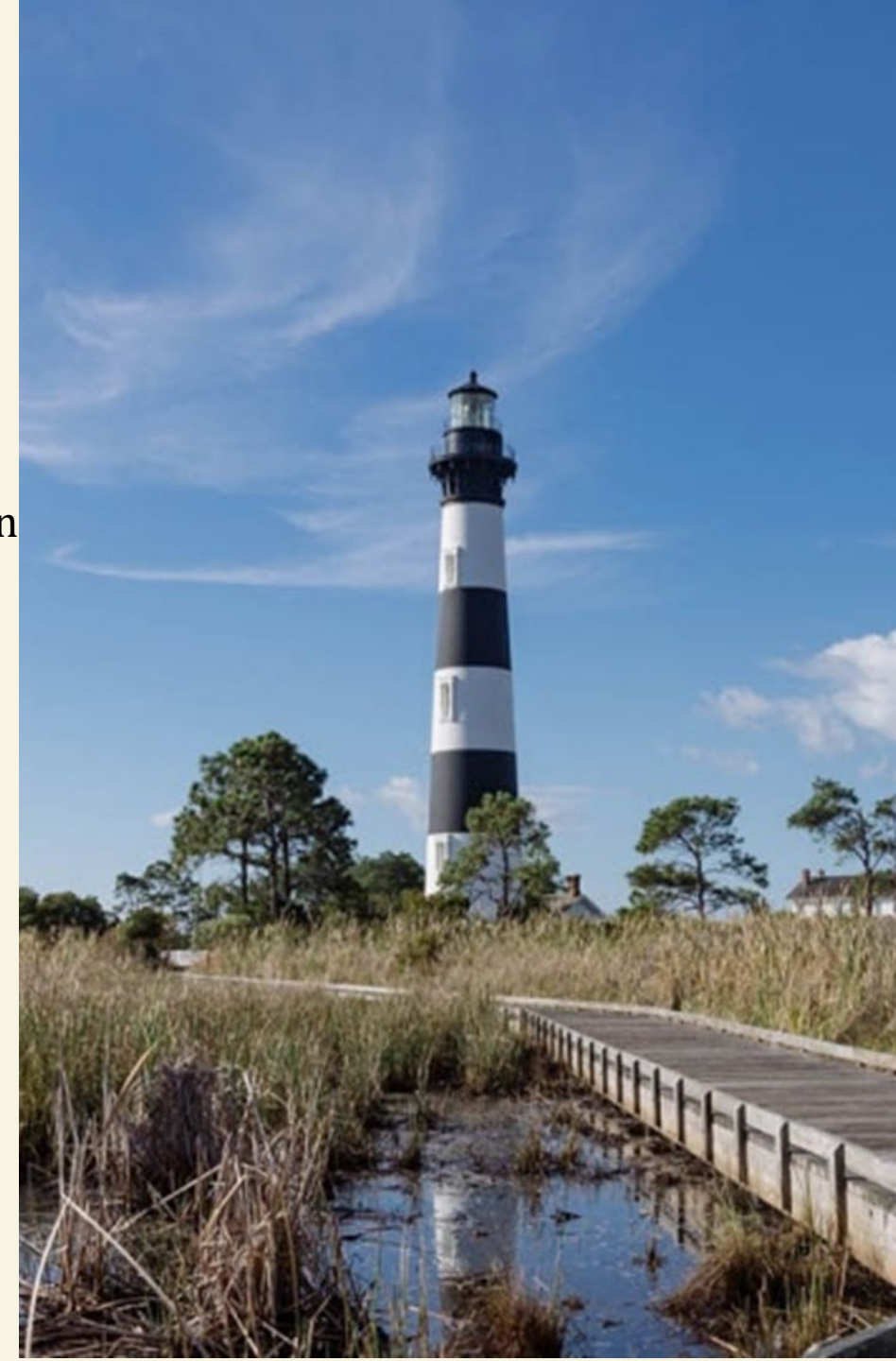
Children in Household

Overnight visitor- 47%

Daytripper- 42%

Resident overnight visitor- 50%

Out-of-state- 45%



DEMOGRAPHICS OF A NORTH CAROLINA VISITOR

Average Age

Overnight visitor- 48 years

Daytripper- 49 years

Resident overnight visitor -46 years

Out-of-state overnight visitor- 49 years

Marital Status

Overnight visitor- 60% married

Daytripper- 58% married

Resident overnight visitor- 56% married

Out-of-state overnight visitor- 62% married

Ethnicity

Overnight visitor parties- 79% white, 13% black, 8% other

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

Resident overnight visitor parties- 77% white, 15% black, 8% other

Out-of-state overnight visitor parties- 80% white, 11% black, 9% other





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 DMAs in the USA.