

# METHODOLOGY AND DATA SOURCES

To quantify the level of visitor activity in North Carolina, Tourism Economics combines a number of data sources that look at tourism from different angles to understand visitor economic contributions in North Carolina. The data provides insights from the visitor, local industry, and government perspectives to pinpoint the scope of the travel sector in terms of direct visitor spending, as well as the direct economic impacts, jobs, and fiscal (tax) impacts in the broader economy

Tourism Economics calibrated the historical TEIM model to align with the official Travel and Tourism Satellite Account maintained by the Bureau of Economic Analysis, while maintaining consistency with historical growth rates.

Various data on travel activity and its resulting impacts were collected from the sources on the right and synthesized into growth estimates that are cohesive with the direct visitor portion of the BEA's Travel and Tourism Satellite Account.

Visitors in the context of this study include those who stayed in overnight accommodations or those who came from a distance greater than 50 miles and deviated from their normal routine.

The analysis draws on the following data sources:

- Spending and visitor profile characteristics for visitors to North Carolina based on OmniTrak survey data
- U.S. Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics: employment, wages, and sales data by industry and the value of seasonal and second homes
- STR, AirDNA, and Key Data: hotel and short-term lodging performance data, including room demand, room rates, occupancy, and room revenue
- Federal Highway Administration and U.S. Energy Information Administration: automotive and gasoline price data
- Tax collections: lodging and total taxable sales tax receipts
- Tourism Economics: international travel data for overseas, Canadian, and Mexican travel to North Carolina based on aviation, survey, and credit card information