

# FAST FACTS

## 2005 North Carolina Visitor & Trip Profile

**Top States of Origin for 2005 NC Overnight Visitors**

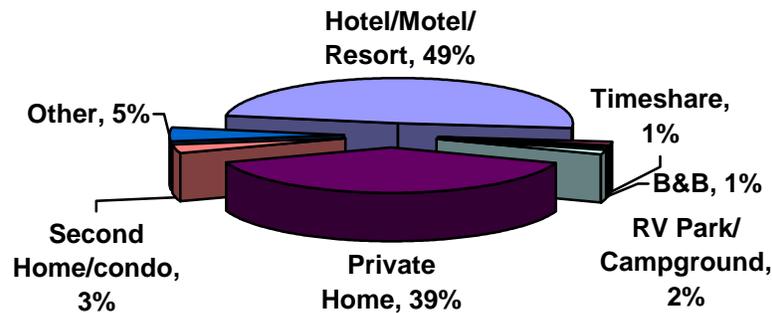
NC	43%	NY	4%	MD	3%
SC	8%	FL	4%	OH	2%
VA	8%	TN	4%	NJ	2%
GA	6%	PA	3%	TX	2%

**Visitor Activities In North Carolina**

Dining	28%	Museum/Art Exhibit	4%
Shopping	20%	Concert/Play/Dance	4%
Touring/Sightseeing	19%	Watch Sports Event	4%
Entertainment	18%	Gamble	4%
Beach/Waterfront Activities	12%	Nature/Culture	3%
Nightlife	9%	Group Tour	3%
Historic Site	6%	Theme/Amusement Park	3%
National/State Park	6%	Golf	3%
Festival/Craft Fair	5%	Hunt/Fish	3%

- The average number of activities a visitor participated in while visiting North Carolina was 1.6.
- Approximately 70% of overnight visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 30% of overnight visitors in 2005. Business includes meetings and conventions.

**Lodging Choices of NC Overnight Visitors**



- Eighty-seven percent of all travelers came by auto to North Carolina. Four percent came by plane.
- The average party size of a 2005 NC visitor was 2.2 persons. Approximately 21% of parties included children in their visits to North Carolina, while 79% did not. For those parties with children, the average number of children per party was 2.0.

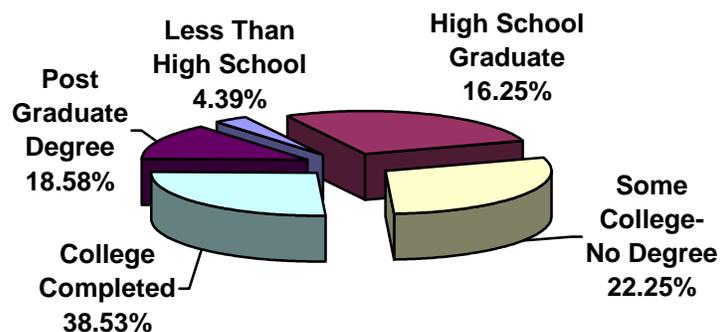
**2005 Trip Duration**

United States	2.1 nights
NC Portion	1.3 nights

**2005 Overnight Trip Duration**

United States	3.9 nights
NC Portion	3.0 nights

**Education Level of NC Visitors**



- Seventy-five percent of 2005 NC visitors are married, 13% have never been married and 11% are divorced, widowed or separated.
- The average age of the 2005 NC visitor is 46 years.
- The average household income of a 2005 NC visitor is over \$66,000.
- Eleven percent of NC visitors in 2005 are retired.