

## FAST FACTS

### 2006 North Carolina Visitor & Trip Profile

#### Top States of Origin for 2006 NC Overnight Visitors

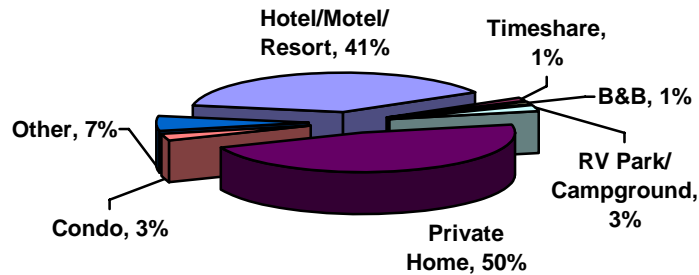
NC	33%	GA	7%	MD	4%	NJ	3%
VA	11%	FL	5%	PA	3%	OH	2%
SC	8%	NY	4%	TN	3%	CA	2%

#### Visitor Activities In North Carolina

Shopping	26%	Historic Sites/ Churches	7%	Urban Sightseeing	4%
Family Reunion	24%	State/National Park	6%	Old Homes/Mansions	4%
Fine Dining	16%	Visit Friends	5%	Golf	3%
Visit Beach	14%	Museums	5%	Gardens	3%
Rural Sightseeing	12%	Wildlife Viewing	4%	Casino/Gaming	3%
Visit Relatives	8%	Nightclub/Dancing	4%	Nature Activities/ Ecotouring/Caverns	3%

- Approximately 84% of *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 15% of overnight visitors in 2006. Business includes meetings and conventions.

#### Lodging Choices of NC Overnight Visitors



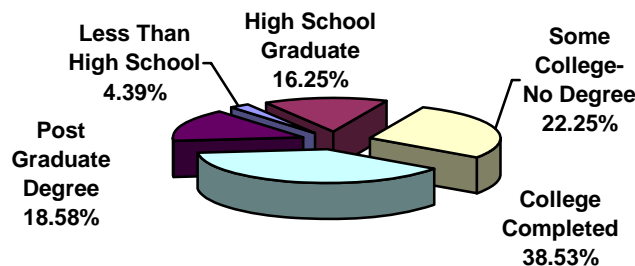
- Eighty-three percent of *overnight* visitors came by auto/RV to North Carolina. Thirteen percent came by plane.
- The average party size of a 2006 NC visitor party was 2.8 persons. Approximately 29% of parties included children in their visits to North Carolina, while 71% did not.

#### 2006 Overnight Trip Duration

United States	3.8 nights
NC Portion	3.3 nights
Resident	2.3 nights
Out-of-State	3.8 nights

- Fifty-nine percent of 2006 NC visitors are married, 17% have never been married and 23% are divorced, widowed or separated.
- The average age of the 2006 NC visitor is 45 years.
- Over 40% of NC overnight visitors have annual household income in excess of \$70,000.

#### Education Level of NC Visitors



- Seventy-six percent of overnight visitors to North Carolina decided to visit the state 3 months or less before their visit.
- Over twenty-six percent of overnight visitors to the state planned their visit using on-line sources. Almost thirty percent (29.5%) reported personal experience as a source to plan their NC visit. Twelve percent used a destination website to help plan the visit.
- Twenty-four percent of overnight visitors to North Carolina reported using on-line booking methods for their trip to the state.
- Over eighty-nine percent of overnight visitors in 2006 reported that they were extremely or very satisfied with their visit to North Carolina.