FAST FACTS
2007 North Carolina Visitor & Trip Profile

Top States of Origin for 2007 NC Overnight Visitors

<table>
<thead>
<tr>
<th>State</th>
<th>% of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC</td>
<td>37%</td>
</tr>
<tr>
<td>VA</td>
<td>7%</td>
</tr>
<tr>
<td>FL</td>
<td>6%</td>
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<tr>
<td>PA</td>
<td>4%</td>
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<tr>
<td>TN</td>
<td>3%</td>
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<tr>
<td>NJ</td>
<td>2%</td>
</tr>
<tr>
<td>SC</td>
<td>8%</td>
</tr>
<tr>
<td>GA</td>
<td>7%</td>
</tr>
<tr>
<td>NY</td>
<td>5%</td>
</tr>
<tr>
<td>MD</td>
<td>3%</td>
</tr>
<tr>
<td>OH</td>
<td>2%</td>
</tr>
<tr>
<td>TX</td>
<td>2%</td>
</tr>
</tbody>
</table>

Lodging Choices of NC Overnight Visitors

- **47%** Private Home
- **44%** Hotel/Motel/Resort
- **3%** Condo
- **3%** RV Park/Campground
- **1%** Timeshare
- **1%** B&B
- **1%** Other

Visitor Activities In North Carolina

- **36.1%** Visiting relatives/Family Reunion
- **19.2%** Shopping
- **19.2%** Visiting friends
- **14.0%** Rural sightseeing
- **13.0%** Beach
- **13.0%** Fine dining
- **8.7%** State/National Park
- **6.9%** Urban sightseeing
- **6.5%** Gardens
- **5.0%** Nature travel/ecotouring
- **5.0%** Art galleries
- **4.7%** Fishing (fresh or saltwater)
- **4.7%** Nightclub/dancing
- **3.9%** Old homes/mansions
- **3.9%** Special events/Festivals
- **3.5%** Hiking/backpacking
- **2.7%** Museums
- **2.5%** Wildlife viewing
- **2.5%** Fishing (fresh or saltwater)
- **2.4%** Casino/gaming
- **2.4%** Golf
- **2.3%** Special events/Festivals
- **2.3%** Golf

- Approximately 77.3% of overnight visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 20.4% of overnight visitors in 2007. Business includes meetings and conventions. Approximately 2.3% reported “other purpose of trip” to North Carolina.

- Eighty percent of overnight visitors came by auto/RV to North Carolina. Fourteen percent came by plane.

- The average party size of a 2007 NC overnight visitor party was 1.9 persons. Approximately 27% of parties included children in their visits to North Carolina, while 73% did not. This is slightly more than in 2006, where 70% of parties did not include children.

- The average age of the 2007 NC visitor is 46 years.

- Over 31% of NC overnight visitors have annual household income in excess of $85,000.

2007 Overnight Trip Duration

- United States: 3.8 nights
- NC Portion: 3.1 nights
- Resident: 2.4 nights
- Out-of-State: 3.5 nights

Education Level of NC Visitors

- Less Than High School: 3.02%
- High School Graduate: 16.6%
- College Completed: 37.2%
- Some College-No Degree: 27.2%
- Post Graduate Degree: 16.0%

Source: TNS TravelsAmerica, 2008