

FAST FACTS 2008 North Carolina Visitor & Trip Profile

Top States of Origin for 2008 NC Overnight Visitors

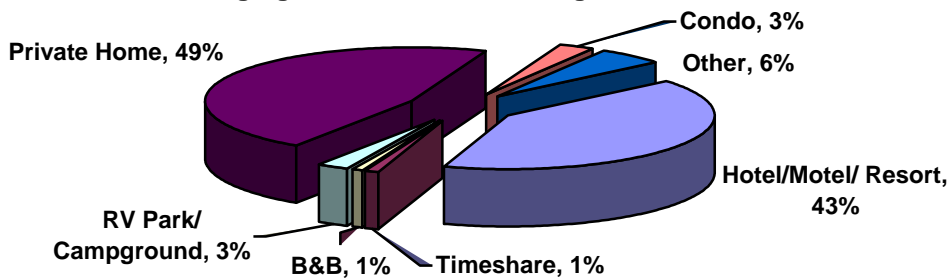
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|----|-----|----|----|----|----|----|----|----|----|----|----|
| NC | 34% | SC | 8% | FL | 5% | PA | 4% | TN | 3% | NJ | 2% |
| VA | 10% | GA | 7% | NY | 4% | MD | 3% | OH | 3% | CA | 2% |

Visitor Activities In North Carolina

| | | | | | |
|-----------------------------------|-------|------------------------------|------|--|------|
| Visiting relatives/Family Reunion | 25.5% | Wildlife viewing | 4.8% | Nature travel/ecotouring | 2.4% |
| Shopping | 17.1% | Museums | 4.3% | Art galleries | 2.4% |
| Visiting friends | 15.5% | Fishing (fresh or saltwater) | 3.7% | Casino/gaming | 2.4% |
| Beach | 13.0% | Special events/Festivals | 3.2% | Bird watching | 2.3% |
| Rural sightseeing | 12.6% | Old homes/mansions | 3.2% | Golf | 1.9% |
| Fine dining | 10.6% | Nightclub/dancing | 3.1% | Camping | 1.8% |
| State/National Park | 7.7% | Hiking/backpacking | 2.9% | Youth/amateur/collegiate sporting events | 1.8% |
| Historic sites/churches | 5.9% | Family Reunion | 2.9% | Biking | 1.7% |
| Urban sightseeing | 5.8% | Gardens | 2.8% | Wine tasting/winery tour | 1.5% |

- Approximately 80.9% of *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 17.1% of overnight visitors in 2008. Business includes meetings and conventions. Approximately 2.0% reported "other purpose of trip" to North Carolina.

Lodging Choices of NC Overnight Visitors



- Eighty seven percent of *overnight* visitors came by auto/RV or other auto to North Carolina. Thirteen percent came by plane.
- The average party size of a 2008 NC overnight visitor party was 2.0 persons. Approximately 26% of parties included children in their visits to North Carolina, while 74% did not. This is slightly more than in 2007, where 73% of parties did not include children.

2008 Overnight Trip Duration

| | |
|---------------|------------|
| United States | 2.8 nights |
| NC Portion | 3.4 nights |
| Resident | 2.5 nights |
| Out-of-State | 3.8 nights |

- The average age of the 2008 NC visitor is 46 years.
- Over 32% of NC overnight visitors have annual household income in excess of \$85,000; 23% have a reported annual household income of over \$100,000.

Education Level of NC Overnight Visitors

