Approximately 81% of 2014 overnight visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 12% of overnight visitors in 2014. Business includes meetings and conventions. 7% reported “other purpose of trip” to North Carolina.

Eighty percent of overnight visitors came by personal auto/RV to North Carolina. Ten percent came by plane and four percent arrived by rental car.

The average party size of a 2014 NC overnight visitor party was 1.9 persons. Approximately 23% of parties included children in their visits to North Carolina, while 77% did not.

The average age of the 2014 NC overnight visitor was 47 years and 55% are married.

87% classified themselves as white and 7% as black/African American.

Forty percent of 2014 NC overnight visitors reported an annual household income in excess of $75,000; nearly 28% reported an annual household income of over $100,000.

Sixty-two percent of the head of household of 2014 visitor parties reported that they were employed full or part time, while more than twenty percent reported retired as employment status.

Source: TNS TravelsAmerica, 2015