

2010 North Carolina Regional Travel Summary

**A publication of the North Carolina Division of
Tourism, Film & Sports Development**

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2010 North Carolina Regional Travel Summary

The North Carolina Division of Tourism, Film and Sports Development has contracted with the research company TNS for four years to perform demographic profiles and volume analyses on the North Carolina travel and tourism industry. TNS is the world's largest provider of custom research and analysis, serving all segments of the travel industry. The company has over 13,000 full-time employees worldwide and offices in more than 80 countries.

The research program, titled "TravelsAmerica" conducts over 10,000 Internet-based interviews among past 12-month travelers who have traveled more than 50 miles from their homes (excluding commuters). From this sample, past-month data from 4,500 – 5,500 past month travelers is also collected for even greater insights. Information collected includes: purpose of trip, mode of travel, travel party characteristics, places visited, number of nights, accommodations, activities, spending, and demographics. Data collected are weighted to match US Census variables, market size, age of household head, household income, and household size.

The purpose of this regional report is to provide each region with research data specific to their geographic area. The report is divided into three sections: Mountain, Piedmont, and Coast. Where applicable, regional statistics are compared to statewide statistics to provide regions with information relevant to how they compare to NC travel in general. In addition, comparisons to 2009 are also offered as available. In the final section of the report, a comparison between the three regions is offered. At the end of the report, an appendix offers definitions of key travel terms.

2010 North Carolina Regional Travel Summary

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2010 Domestic Coastal Region Total Travel

Summary

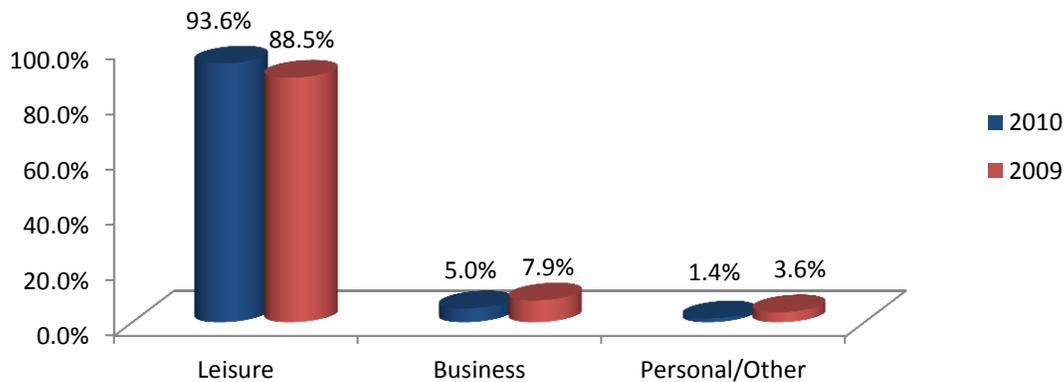
- ◆ In 2010, nearly 22 percent of North Carolina visitors traveled to North Carolina’s Coastal Region, approximately 8.0 million person-trips. For marketing purposes, the Coastal Region is made up of twenty-eight most eastern counties of North Carolina.
- ◆ Ninety percent of all domestic visitors (and 94% of overnight visitors) came to the Coastal Region for pleasure purposes, while nearly six (5.8%) percent of visitors came to conduct business (includes meeting/convention). The remaining four percent indicated personal business or “other” reason for visiting the coast.
- ◆ The summer (June - August) was the most popular season for travel to North Carolina’s Coastal Region, with fifty percent of all 2010 coastal visitors. Spring (March-May) and fall (September - November) followed with twenty-three percent and fifteen percent of coastal visitors respectively. The winter season (December-February) was the least visited with twelve percent. June was the single largest month for coastal travel with almost twenty-one (20.6%) percent.
- ◆ Overnight visitors to the Coastal Region spent an average of 4.4 nights in the region in 2010.
- ◆ Fifty-four percent of Coastal Region visitors stayed in a private home while thirty-three percent lodged at a hotel/motel. Fifteen percent stayed in a timeshare or condo.
- ◆ The average travel party size for all Coastal Region visitors was 2.3 people. Thirty-six percent of overnight travel parties to the region included children in the party.
- ◆ Eighty-eight percent of overnight travelers to the Coastal Region drove (includes personal automobile, rental, motorcycle and RV), while nine percent traveled by air.
- ◆ In 2010, the average household trip expenditure in the Coastal Region was \$698. The average household trip expenditure for overnight visitors to the Coastal Region was \$806. Daytrip parties to the Coast region spent approximately \$167 per visit.
- ◆ The top states of origin of *overnight* visitors to the Coastal Region were North Carolina (41.9%), Virginia (12.9%), Pennsylvania (7.1%), New Jersey (4.3%), Maryland (3.5%), Ohio (3.4%), and Florida (3.4%).
- ◆ Sixty-four percent of all households that traveled to North Carolina’s Coastal Region in 2010 had a household income over \$50,000.
- ◆ In 2010, Raleigh/Durham/Fayetteville (20.9%) was the top advertising market of origin for *overnight* travelers to the Coastal Region, followed by Charlotte (7.0%), Greensboro/High Point/Winston Salem (6.7%), New York (6.5%), Norfolk/Portsmouth/Newport News (6.1%), Philadelphia (5.6%) and Washington DC (5.4%).

Coastal Region Overnight Visitor Profile

Main Purpose of Visit

In 2010, over nine out of ten (93.6%) of domestic overnight visitors came to the Coastal Region for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. This was an increase from 88.5% in 2009. Five percent of domestic overnight visitors came for general business, convention, seminar or other group meeting, while just over one percent traveled to the Coastal Region to conduct personal or “other” business.

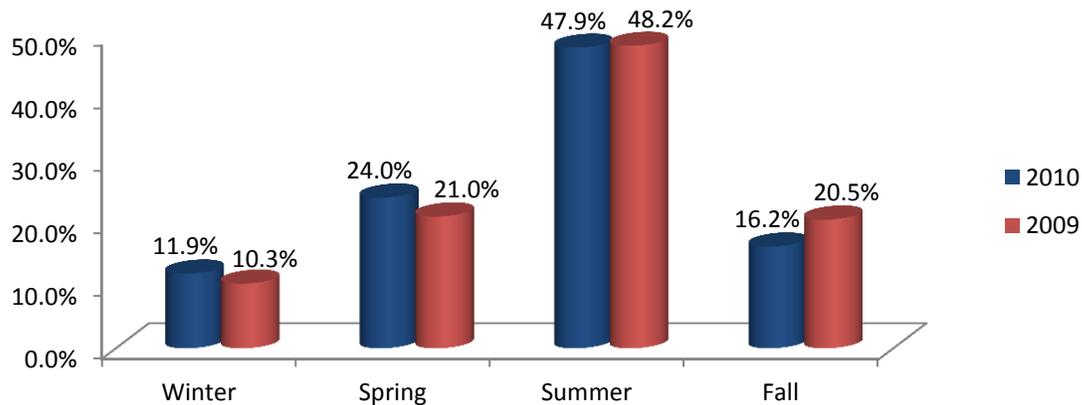
2010 Primary Purpose of Overnight Trip to North Carolina's Coastal Region



Travel Volume by Season

When examining visitation based on the typical seasonal schedule, the summer (June through August) with nearly fifty percent was the most popular season of the year for overnight travel to North Carolina’s Coastal Region. The spring (March through May) and fall (September through November) were next with twenty-four and sixteen percent respectively, followed by winter (December through February) with twelve percent. While summer travel remained consistent to 2009, the spring and fall reversed slightly with regards to proportion of visitors.

2010 Overnight Travel by Season to North Carolina's Coastal Region



Average Length of Stay

In 2010, an average of 4.4 nights was spent by visitors to North Carolina’s Coastal Region. This was the same as the average in 2009.

Travel Party Size

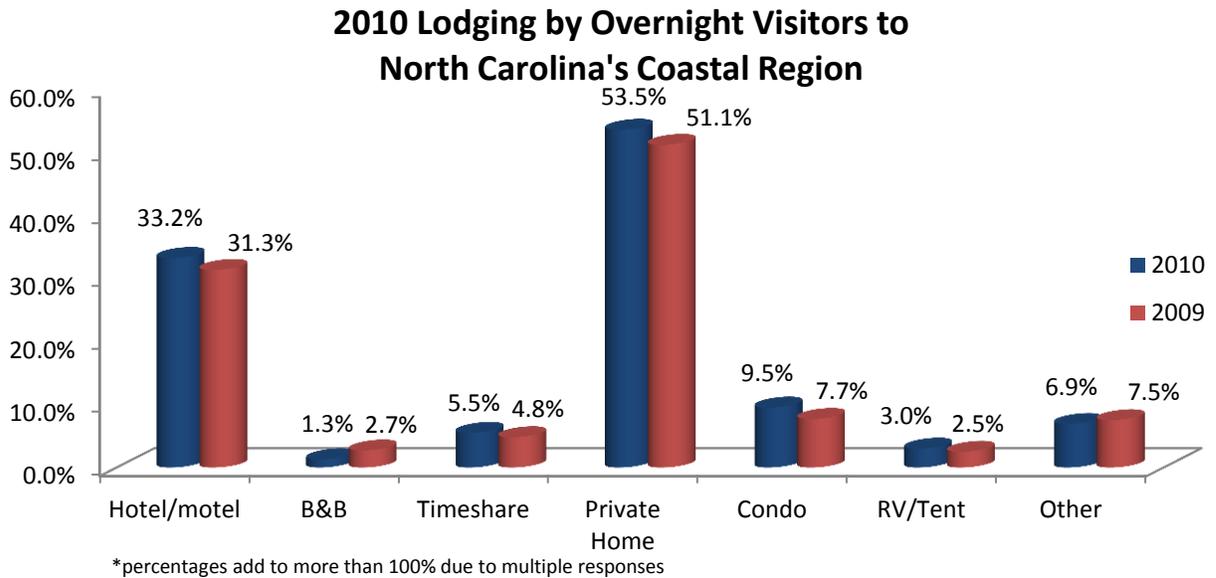
The average travel party size for all Coastal Region overnight visitors was 2.3 people.

Children on Trip

Thirty-six percent of overnight visitor parties to the Coastal Region included children (35% in 2009). Among those who traveled with children, the average number of children on trips was 2.1 (2.0 children in 2009).

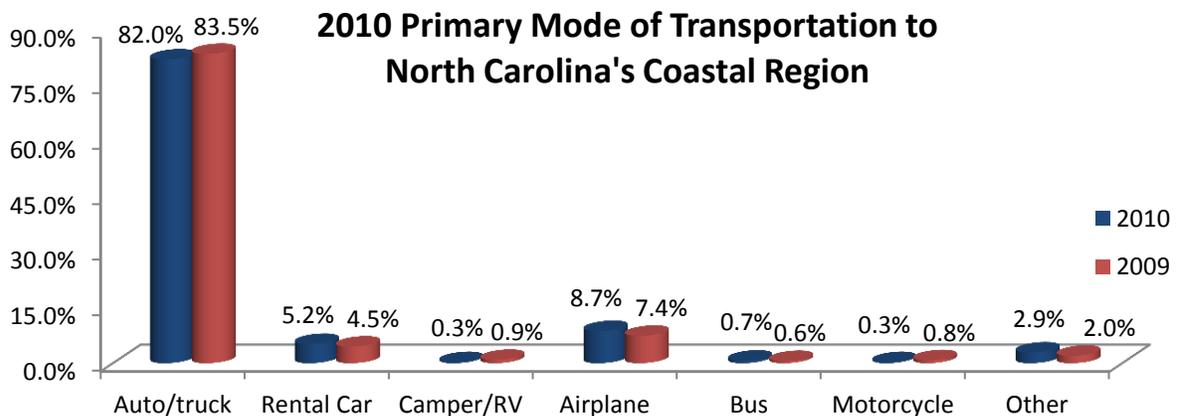
Lodging Used in Coastal Region

In 2010, over one-half of Coastal Region visitors stayed in a private home (53.5%), an increase from 2009. Thirty-three percent lodged at a hotel/motel and almost ten percent stayed in a condo.



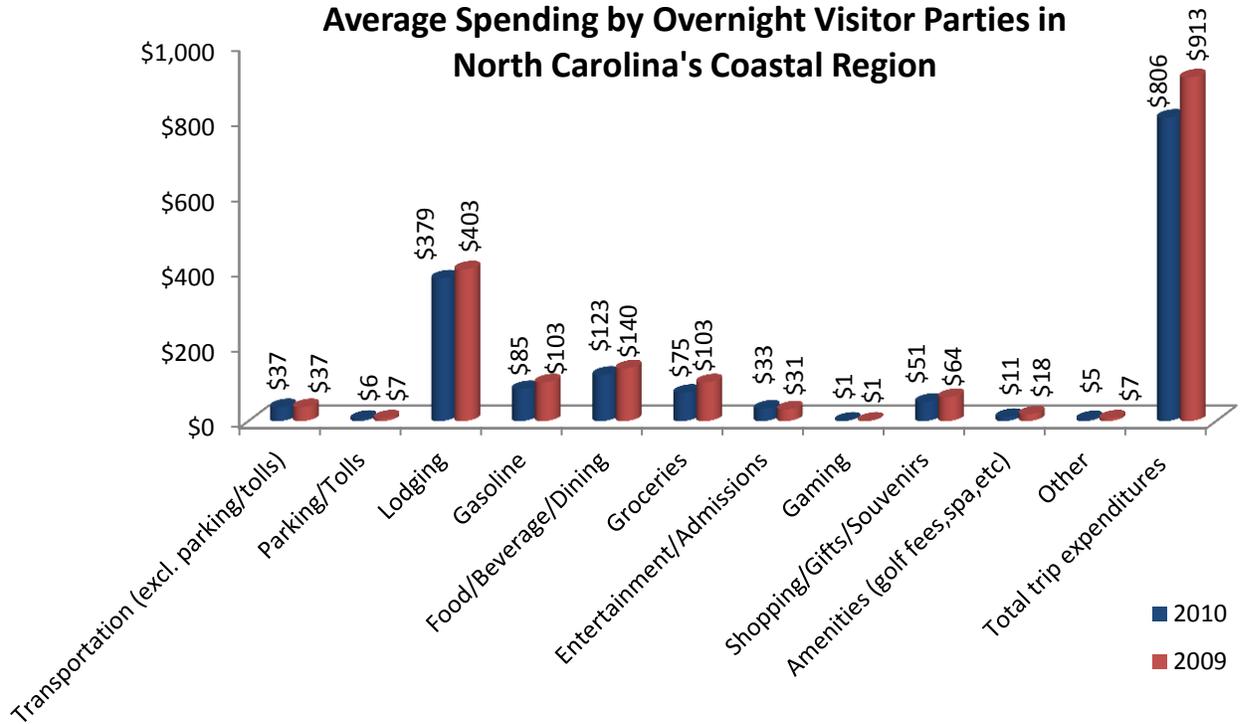
Mode of Transportation

In 2010, the personal auto was by far the dominant form of transportation (82.0%) to the Coastal Region, while nearly nine percent traveled by air, an increase from seven percent in 2009. Other research by the Division of Tourism shows that Coastal Region airport deplanements increased by approximately seven percent from 2009 to 2010. This statistic supports the increase in air travel by visitors to the region as shown above.



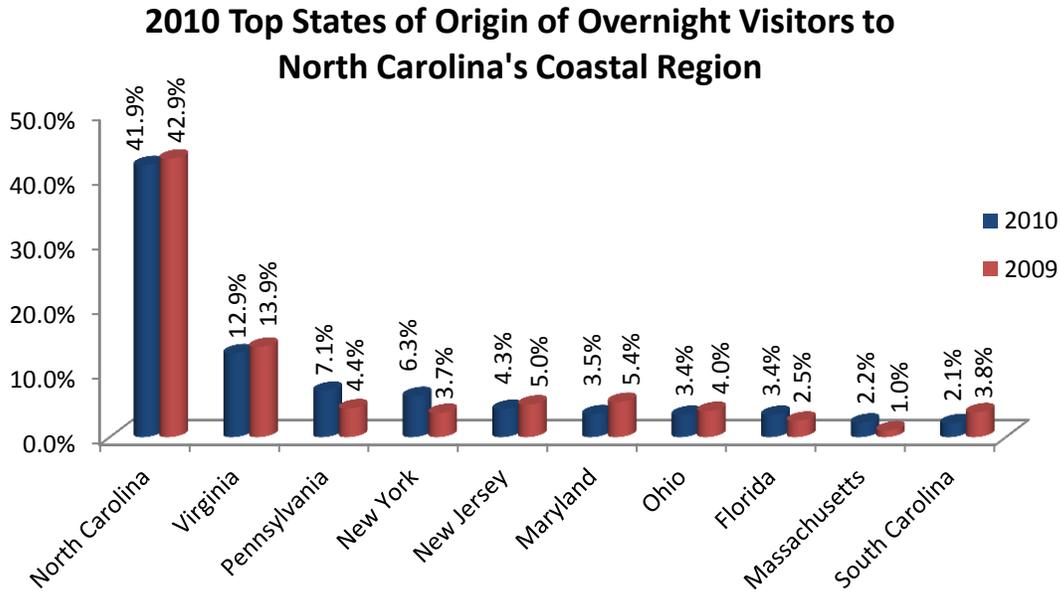
Amount Spent in Coastal Region

The average overnight visitor party spending in the Coastal Region was \$806, a decrease from \$913 in 2009. Spending decreased in most categories with the exception of entertainment/admissions. However, with an estimated increase in visitor volume of approximately eight percent for the Coastal Region, total visitor spending was actually greater in 2010 than in 2009.



Origin of Visitors

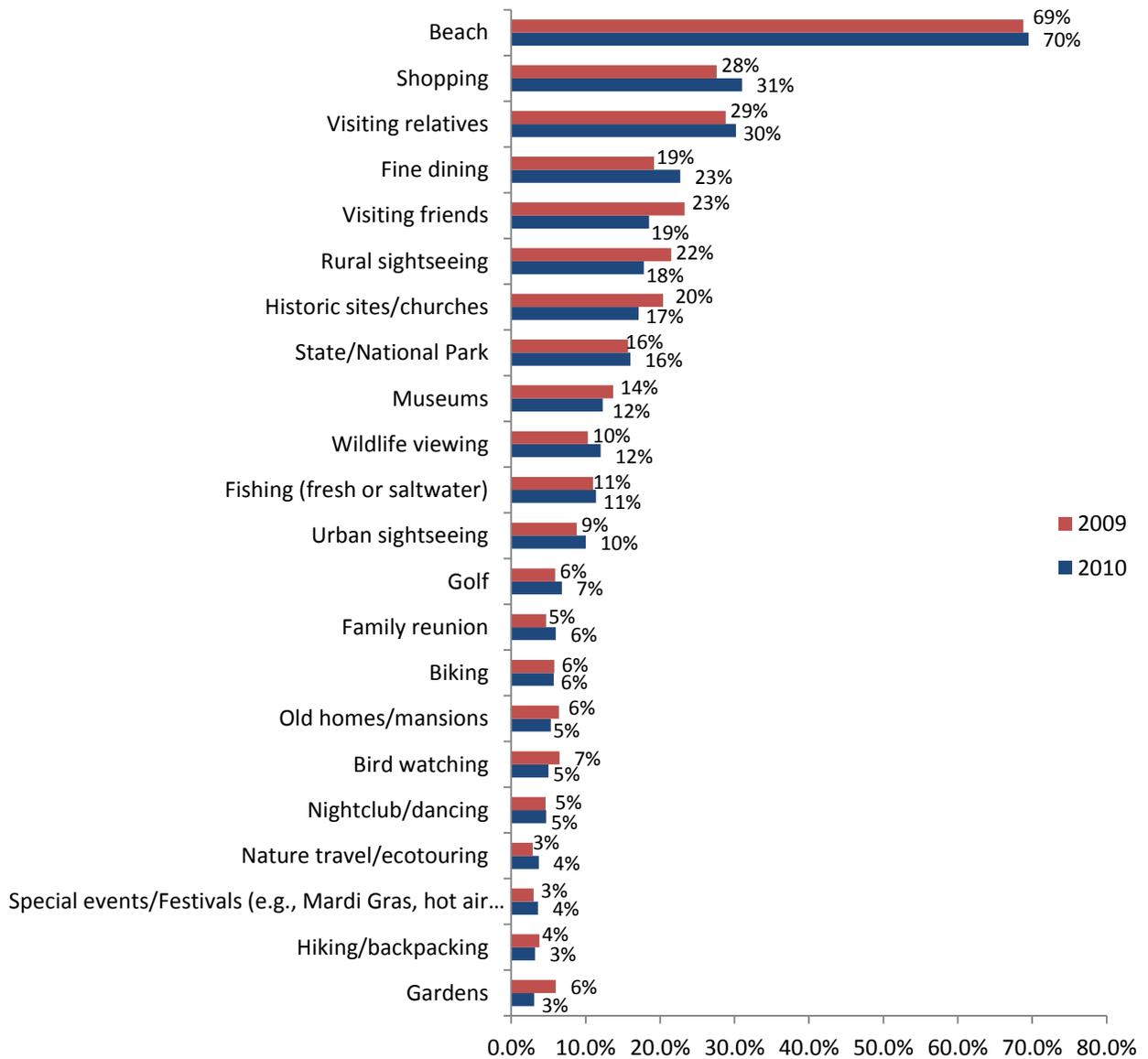
In 2010, the top states of origin for Coastal Region overnight visitors included North Carolina (41.9%), Virginia (12.9%), Pennsylvania (7.1%), New York (6.3%) and New Jersey (4.3%). The proportion of visitors from Pennsylvania to the coast increased from 4.4% in 2009 to 7.1% in 2010. The proportion of visitors to the Coastal Region from New York also nearly doubled in 2010 as well from 3.7% to 6.3%.



Activities

Seventy percent of the overnight visitors to North Carolina’s Coastal Region went to a beach while visiting the region, up slightly from 2009. Nearly one-third (31%) of overnight visitors shopped, up from twenty-eight percent in 2009. Other popular activities included visiting relatives (30%), fine dining (23%), visiting friends (19%), rural sightseeing (18%), visiting historic sites/churches (17%), and visiting state/national parks (16%).

2010 Activities Participated in by Overnight Visitors to North Carolina's Coastal Region



Demographic Profile of North Carolina Coastal Region Overnight Visitors

The North Carolina Coastal Region overnight visitor gender breakdown is sixty-four percent female and thirty-six percent male. More than half (63.7%) of the visitors are married and just under one-fifth of the region's visitors are divorced, widowed or separated.

The largest proportion of North Carolina coastal region overnight visitors classify themselves as white (91.8%), and over five percent classify themselves as black/African American.

Over half (65.2%) of Coastal Region overnight visitor parties have a household head with a college degree or higher. This is up from sixty-one percent in 2009. The average Coastal region visitor is 46 years old, with almost one-half (48.3%) being 45 years old or older.

Over forty percent (46.9%) of the visitor parties that traveled to North Carolina's Coastal Region in 2010 had a household income \$75,000 or over, up from forty-one percent in 2009. Thirteen percent had a household income of over \$125,000.

2010 Top Advertising Markets

In 2010, the top advertising markets sending overnight visitors to **North Carolina’s Coastal Region** were Raleigh-Durham-Fayetteville (20.9%), Charlotte (7.0%), Greensboro-Winston-Salem-High Point (6.7%), New York, NY (6.5%) and Norfolk-Portsmouth-Newport News (6.0%). Advertising markets correspond with Nielsen’s Designated Market Areas (DMAs).

Top Advertising Markets of Origin for *Overnight Coastal Region* Visitors

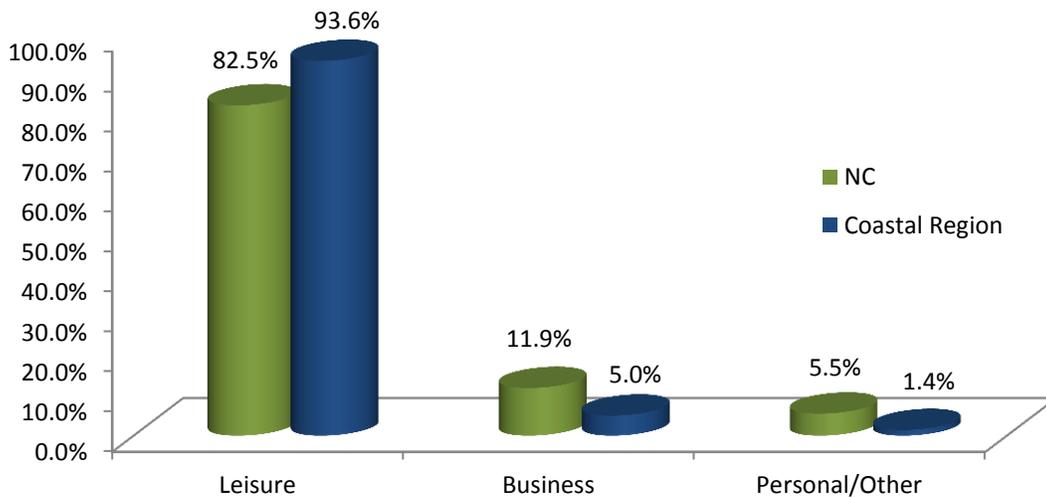
<i>DMA of Origin</i>	<i>2010 % of Total Visitors to Coastal Region</i>	<i>2009 % of Total Visitors to Coastal Region</i>	<i>2010 Coastal Market Share of NC Visitors from DMA</i>	<i>2009 Coastal Market Share of NC Visitors from DMA</i>
Raleigh-Durham (Fayetteville)	20.9%	15.0%	29.6%	21.8%
Charlotte	7.0%	8.1%	15.3%	17.6%
Greensboro-High Point-Winston Salem	6.7%	7.7%	20.9%	19.7%
New York, NY	6.5%	6.1%	26.3%	25.3%
Norfolk-Portsmouth-Newport News, VA	6.1%	7.3%	40.0%	39.2%
Philadelphia, PA	5.6%	3.5%	40.4%	31.1%
Washington DC (Hagerstown, MD)	5.4%	7.7%	25.3%	27.5%
Greenville-New Bern-Washington	3.9%	5.8%	19.5%	27.7%
Richmond-Petersburg, VA	2.9%	3.3%	28.6%	35.1%
Pittsburgh	2.5%	1.0%	43.5%	17.4%
Albany-Schenectady-Troy	2.0%	0.0%	66.7%	0.0%
Baltimore	1.8%	1.7%	28.0%	23.3%
Boston (Manchester)	1.6%	1.0%	27.3%	23.3%
Charleston-Huntington	1.5%	0.5%	37.5%	22.2%
Roanoke-Lynchburg	1.5%	2.3%	15.0%	20.0%
Wilmington	1.5%	2.6%	14.0%	27.0%
Orlando-Daytona Beach-Melbourne	1.4%	0.4%	14.0%	5.6%

Note: Advertising markets defined by Nielsen’s Designated Market Area (DMA)

2010 Coastal Region versus North Carolina

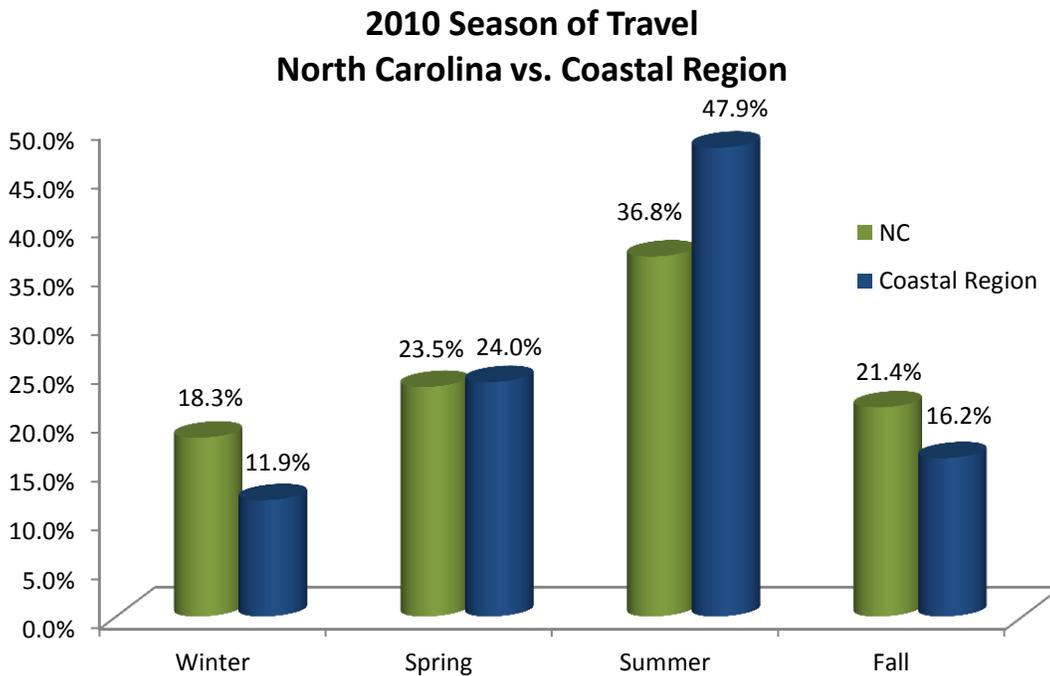
North Carolina’s Coastal Region had a larger share of overnight visitors travel to the region for leisure reasons than North Carolina as a state (83% North Carolina vs. 94% Coastal Region). At the same time, North Carolina’s share of business/convention travelers was twice as large as the proportion for the Coastal Region (12% North Carolina vs. 5% Coastal Region).

**2010 Primary Purpose of Trip
North Carolina vs. Coastal Region**



Travel Volume by Season

During the summer season (June through August) the Coastal Region had a significantly higher percentage of overnight visitors than North Carolina as a whole, while North Carolina had higher percentages of visitors in the fall and winter seasons.



Average Length of Stay

In 2010, an average of 4.4 nights were spent by visitors to North Carolina’s Coastal Region, while the North Carolina overnight visitor stayed an average of 3.3 nights.

Travel Party Size

The average travel party size for all Coastal Region overnight visitors was 2.3 people, while the average party size of the North Carolina visitor was 2.1 people.

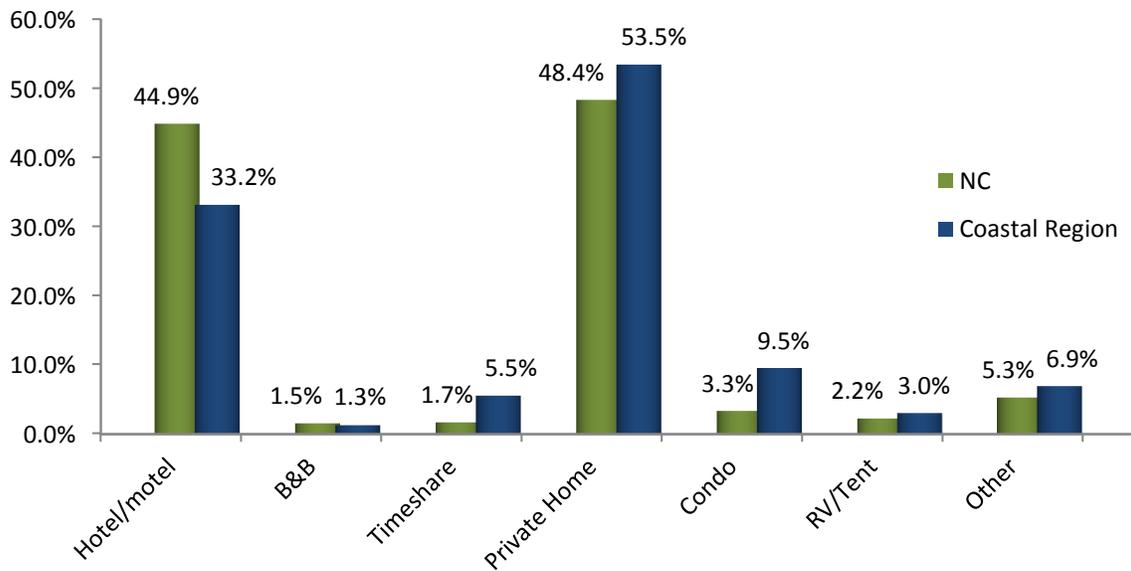
Children on Trip

Thirty-six percent of overnight visitor parties to the Coastal Region included children, up slightly from thirty-five percent in 2009. Twenty-eight percent of overnight North Carolina visitor parties included children.

Lodging Type

Both Coastal Region overnight visitors and North Carolina visitors in general are more likely to stay in a private home or hotel/motel than other types of lodging. However, North Carolina visitors have a higher proportion for hotel/motel (45% North Carolina vs. 33% Coastal Region).

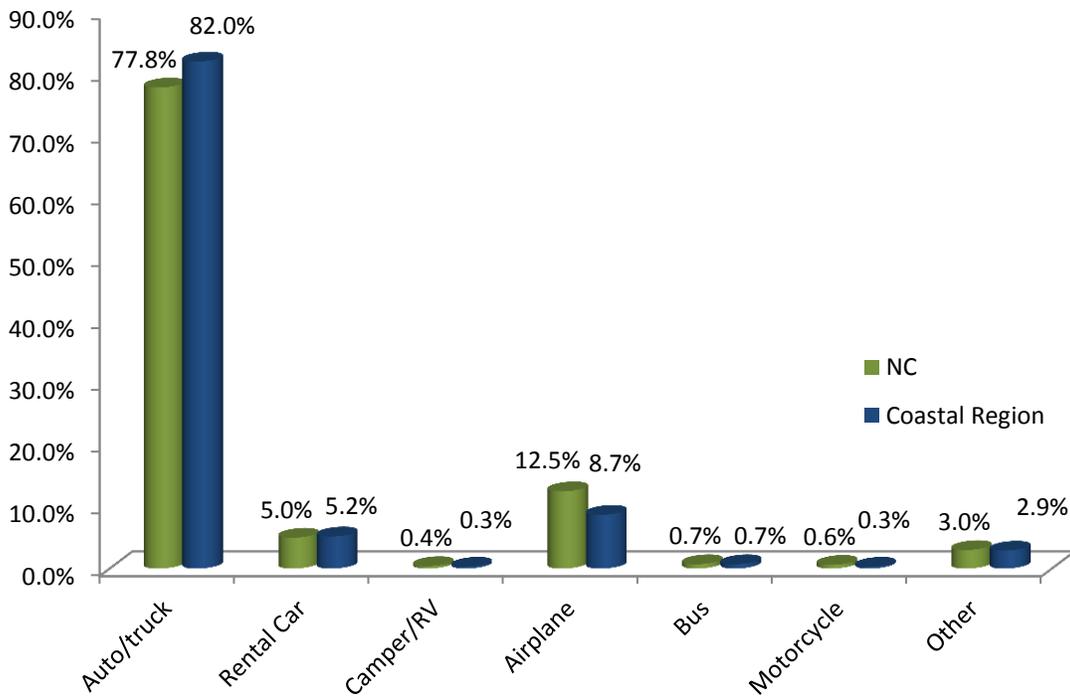
2010 Lodging by Overnight Visitors to North Carolina vs. Coastal Region



Mode of Transportation

A higher percentage of travelers to the Coastal Region drove to their destination than all North Carolina visitors (78% North Carolina vs. 82% Coastal Region), while a higher percentage of travelers to North Carolina flew to their destination than Coastal Region visitors (13% North Carolina vs. 9% Coastal Region).

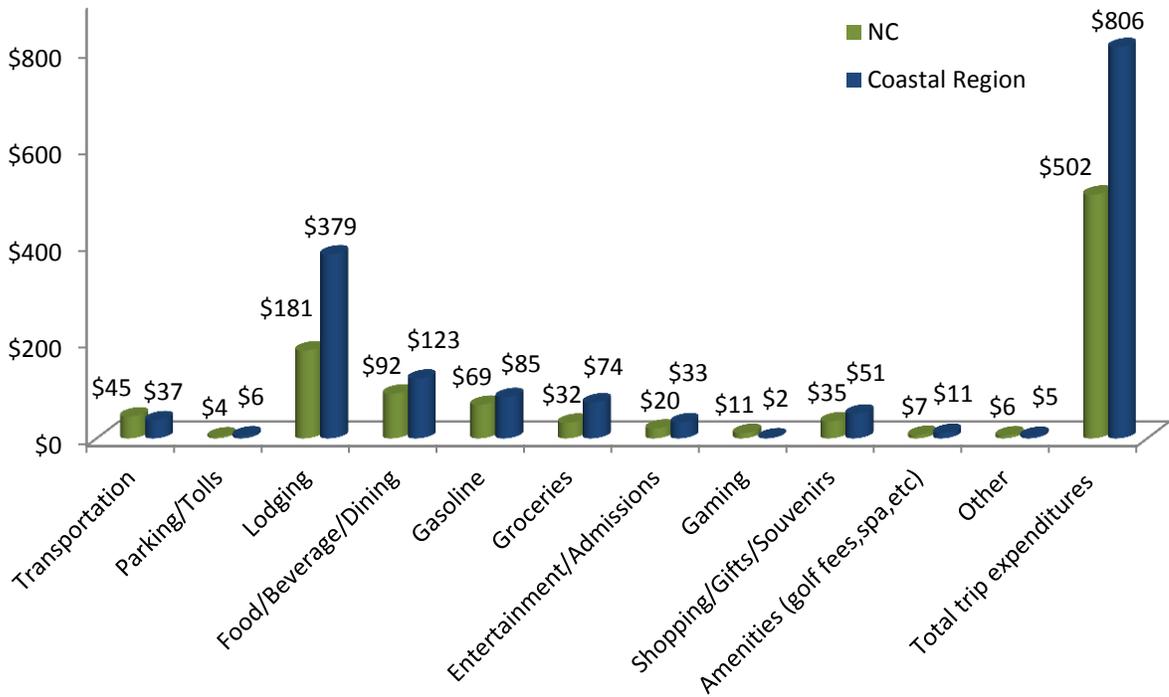
**2010 Primary Transportation by Overnight Visitors
North Carolina vs. Coastal Region**



Amount Spent in Coastal Region

The average overnight visitor party spending in the Coastal Region was \$806, much higher than the state average party spending of \$502. Much of the difference is in lodging; as explained in part by the longer average length of stay for Coastal Region visitors, affecting the cost of lodging per trip.

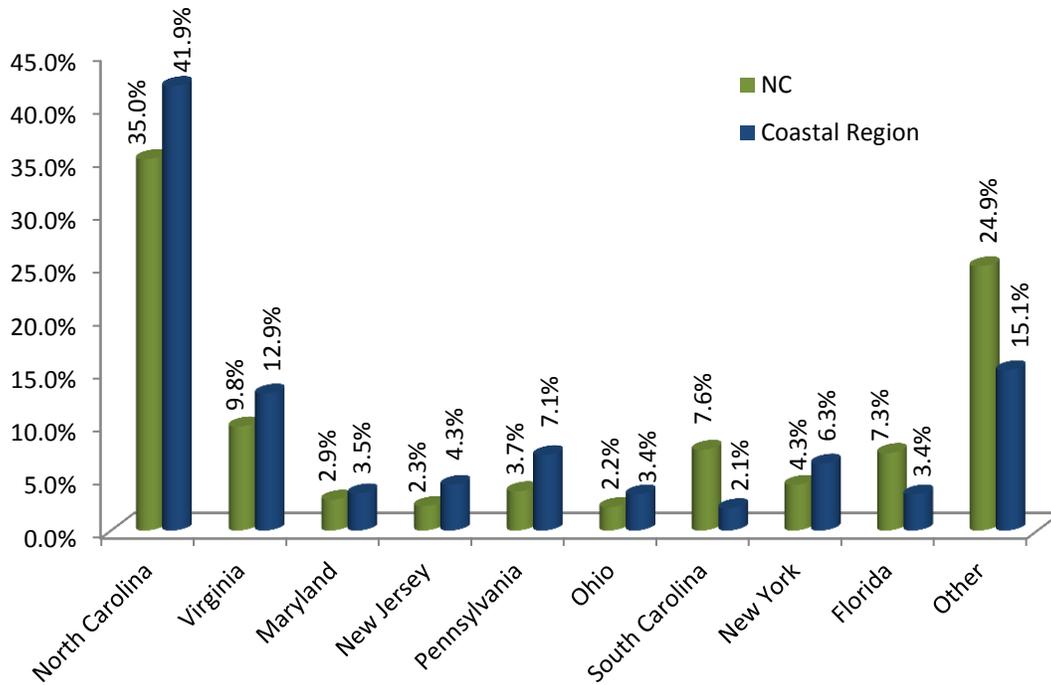
**Average Spending by Overnight Visitor Parties
North Carolina vs. Coastal Region**



Origin of Overnight Visitors

The top states of origin in 2010 were very similar to 2009, with slight variances between states. The Coastal Region saw a higher percentage of in-state visitors, Virginia residents, and Pennsylvania residents than the state as a whole; while the state saw a larger proportion of visitors from South Carolina and Florida than the Coastal Region.

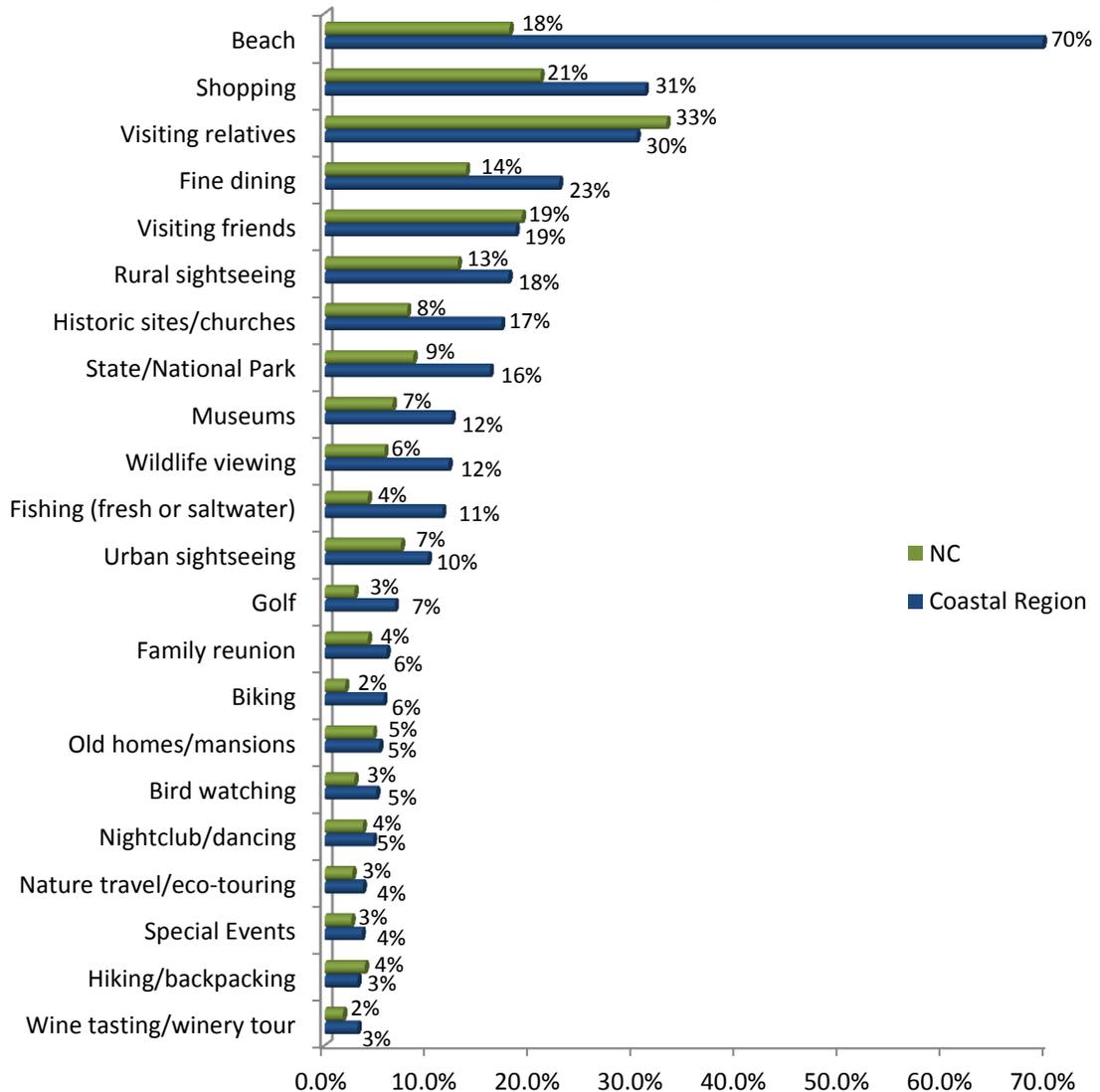
**2010 Top States of Origin of Overnight Visitors
North Carolina vs. Coastal Region**



Activities

Compared to all North Carolina overnight travelers, the Coastal Region naturally had a larger share of visitors go to the beach/waterfront (18% North Carolina vs. 70% Coastal Region). The region also had a larger proportion of visitors who shopped (21% North Carolina vs. 31% Coastal Region), participated in fine dining (14% North Carolina vs. 23% Coastal Region), participated in rural sightseeing (13% North Carolina vs. 18% Coastal Region), visited a national/state park (9% North Carolina vs. 16% Coastal Region) and visited historic sites/churches (8% North Carolina vs. 17% Coastal Region).

**2010 Activities Participated in by Overnight Visitors
North Carolina vs. Coastal Region**



Demographic Profile for Overnight Visitor Parties to the Coastal Region

	North Carolina	Coastal Region
Average age of household head	46.7 years of age	46.1 years of age
Education of Household Head		
High school or less	15.3%	13.9%
Some college - no degree	22.2%	20.9%
Completed college	42.3%	43.8%
Post Graduate College	20.2%	21.4%
Annual Household Income		
Less than \$25,000	11.5%	9.8%
\$25,000-\$49,999	24.9%	17.8%
\$50,000-\$74,999	19.7%	25.4%
\$75,000 & over	44.0%	46.9%
Marital Status		
Married	61.4%	63.7%
Never married	19.7%	19.9%
Divorced, widowed, separated	29.0%	16.5%
Ethnicity		
White	84.0%	91.8%
Black/African American	11.1%	5.2%
Asian or Pacific Islander	1.6%	1.2%
Other	3.3%	1.8%

2010 Top Advertising Markets

While the top ten advertising markets sending visitors to North Carolina’s Coastal Region are similar to the top ten advertising markets for the state of North Carolina, there are visitor shares from advertising markets that differ slightly; such as Raleigh-Durham (13% North Carolina vs. 21% Coastal Region).

Top Advertising Markets of Origin for 2010 Overnight Coastal Region Visitors VS. North Carolina Visitors

<i>DMA of Origin</i>	<i>Percent of Total Visitors to Coastal Region</i>	<i>Percent of Total Visitors to North Carolina</i>
Raleigh-Durham (Fayetteville)	20.9%	13.1%
Charlotte	7.0%	8.5%
Greensboro-High Point-Winston Salem	6.7%	5.9%
New York, NY	6.5%	4.6%
Norfolk-Portsmouth-Newport News, VA	6.1%	2.8%
Philadelphia, PA	5.6%	2.6%
Washington DC (Hagerstown, MD)	5.4%	4.0%
Greenville-New Bern-Washington	3.9%	3.8%
Richmond-Petersburg, VA	2.9%	2.0%
Pittsburgh	2.5%	1.1%
Albany-Schenectady-Troy	2.0%	0.5%
Baltimore	1.8%	1.1%
Boston (Manchester)	1.6%	1.0%
Charleston-Huntington	1.5%	0.8%
Roanoke-Lynchburg	1.5%	1.8%
Wilmington	1.5%	2.0%

Note: Advertising markets defined by Nielsen’s Designated Market Area (DMA)

2010 Domestic Piedmont Region Travel

Summary

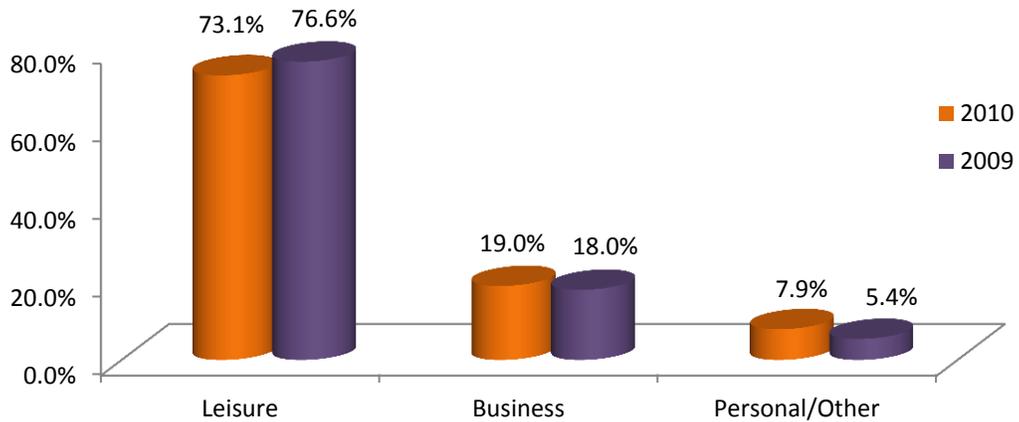
- ◆ In 2010, fifty-nine percent of North Carolina visitors traveled to North Carolina’s Piedmont Region, approximately 21.7 million person-trips. For marketing purposes, the Piedmont Region is made up of the 49 most central counties of North Carolina.
- ◆ Seventy-one percent of all domestic visitors came to the Piedmont Region for pleasure purposes, while nineteen percent of visitors came to conduct business (includes meeting/convention). The remainder visited for personal business or “other” reasons.
- ◆ Travel to the Piedmont Region of North Carolina was fairly consistent throughout the seasons. However, the summer (June - August) had a slightly higher proportion of visitors, with thirty-one percent of all 2010 piedmont visitors. Spring (March - May) followed with twenty-five percent of piedmont visitors, followed by winter (December - February) with twenty-three percent and fall (September - November) with twenty-two percent. June was the single largest month for piedmont travel with thirteen percent.
- ◆ Overnight visitors to the Piedmont Region spent an average of 3.3 nights in the region. This was up from 3.2 nights in 2009.
- ◆ Forty-seven percent of Piedmont Region visitors stayed in a private home while fifty-three percent of visitors lodged in a hotel/motel.
- ◆ The average travel party size for all Piedmont Region visitors was 1.9 people. Twenty-six percent of travel parties to the region included children in the party.
- ◆ Seventy-six percent of all overnight travelers to the Piedmont Region drove (includes personal automobile, rental, and motorcycle), while twenty-one percent traveled by air.
- ◆ In 2010, the average household trip expenditure in the Piedmont Region was \$412. The average household trip expenditure for overnight visitors to the Piedmont Region was \$468. Daytrip parties to the Piedmont region spent approximately \$277 per visit in 2010.
- ◆ The top states of origin of *overnight* visitors to the Piedmont Region in 2009 were North Carolina (28.8%), Virginia (8.5%), South Carolina (7.8%), Florida (7.6%), Georgia (7.0%), and New York (4.0%).
- ◆ Sixty-four percent of the households that traveled to North Carolina’s Piedmont Region in 2010 had a household income over \$50,000.
- ◆ In 2010, Raleigh/Durham/Fayetteville (8.4%) was the top advertising market of origin for *overnight* travelers to the Piedmont Region, followed by Charlotte, NC (7.9%), Greensboro/High Point/Winston-Salem (5.2%), Atlanta (4.9%), New York (4.6%), Washington DC (4.5%), and Greenville/Spartanburg/Anderson (4.5%).

Piedmont Region Overnight Visitor Profile

Main Purpose of Visit

In 2010, over seventy-three percent (73.1%) of domestic overnight visitors came to the Piedmont Region for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. This was down slightly from 2009. However, business travel increased slightly from 2009 to nineteen percent (up from eighteen percent in 2009). Nearly eight percent traveled to the Piedmont Region to conduct personal or “other” business.

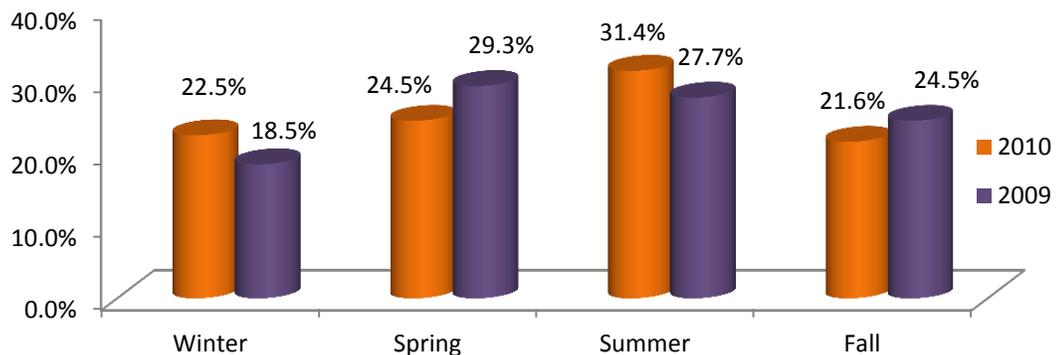
**2010 Primary Purpose of Overnight Trip to
North Carolina's Piedmont Region**



Travel Volume by Season

When examining visitation based on the typical seasonal schedule, the Piedmont Region saw fairly consistent visitation throughout the year, though slightly less so than in 2009. The summer (June through August) saw the most overnight visitation (31.4%). The spring season (March through May) was next with twenty-five percent, followed by winter (December through February) with twenty-three percent and fall (September through November) with twenty-two percent.

2010 Overnight Travel by Season to North Carolina's Piedmont Region



Average Length of Stay

In 2010, an average of 3.3 nights was spent by visitors to North Carolina's Piedmont Region. This was a slight increase from the 2009 average length of stay of 3.2 nights.

Travel Party Size

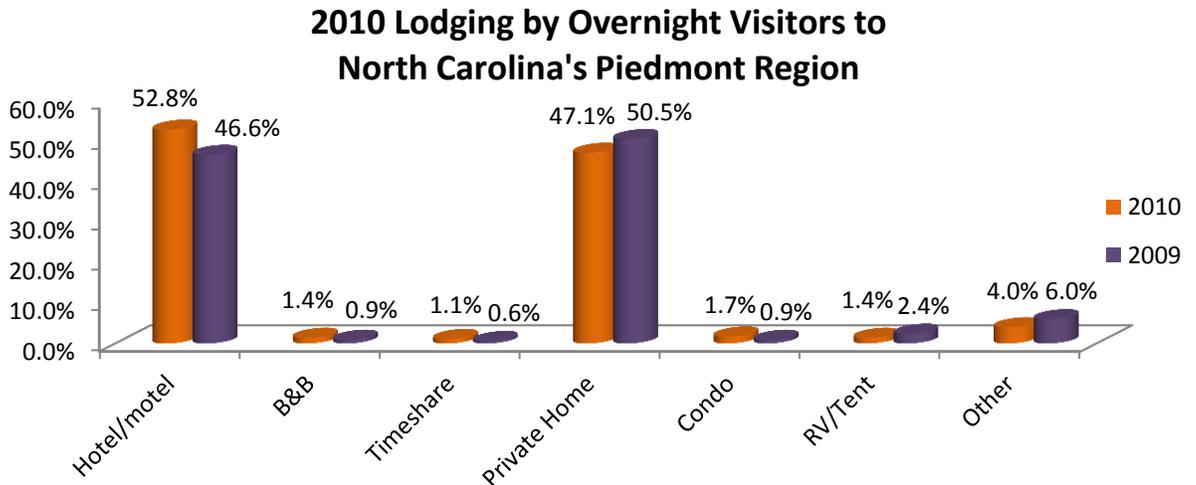
The average travel party size for all Piedmont Region overnight visitors was 1.9 people.

Children on Trip

Twenty-six percent of overnight visitor parties to the Piedmont Region included children. Among those who traveled with children, the average number of children on trips was 1.8.

Lodging Used in Piedmont Region

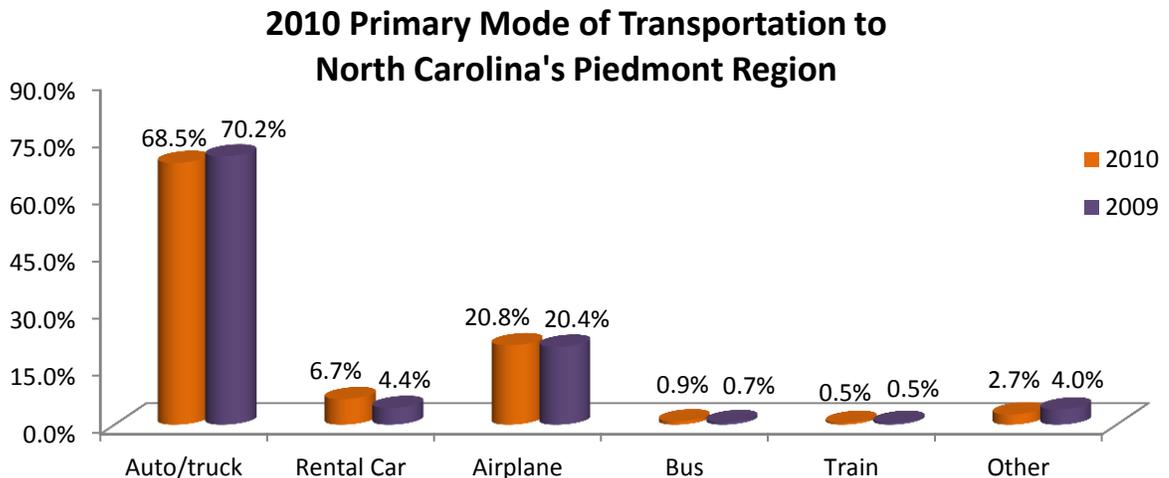
The majority of overnight visitors to the Piedmont Region in 2010 stayed either in a hotel/motel (52.8%) or a private home (47.1%). The remaining ten percent stayed in a B&B (1.4%), condo (1.7%), timeshare (1.1%), RV/tent (1.4%) or other (4.0%). It should be noted that some visitors use more than one type of accommodation during a visit, so totals equal more than 100%.



*percentages add to more than 100% due to multiple responses.

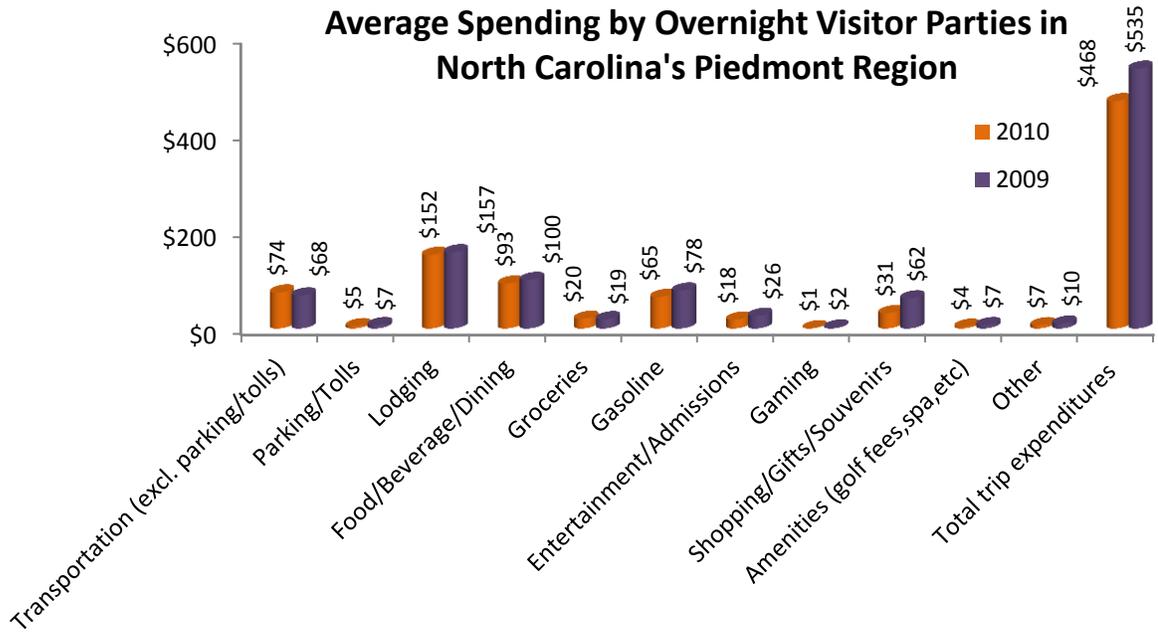
Mode of Transportation

In 2010, the personal auto was most used form of transportation (68.5%) to the Piedmont Region, however twenty-one percent traveled by air. Visitors to the region who used rental cars increased from four percent in 2009 to nearly seven percent in 2010.



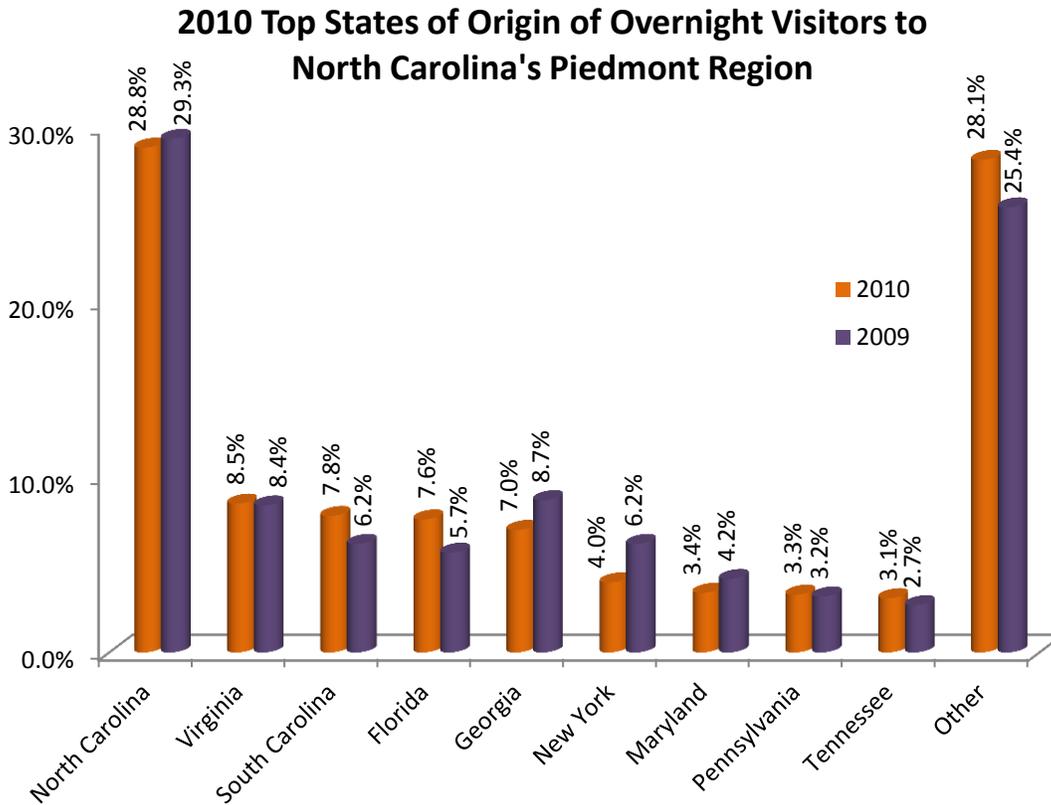
Amount Spent in Piedmont Region

The average overnight visitor party spending in the Piedmont Region was \$468, down from \$535 in 2009.



Origin of Visitors

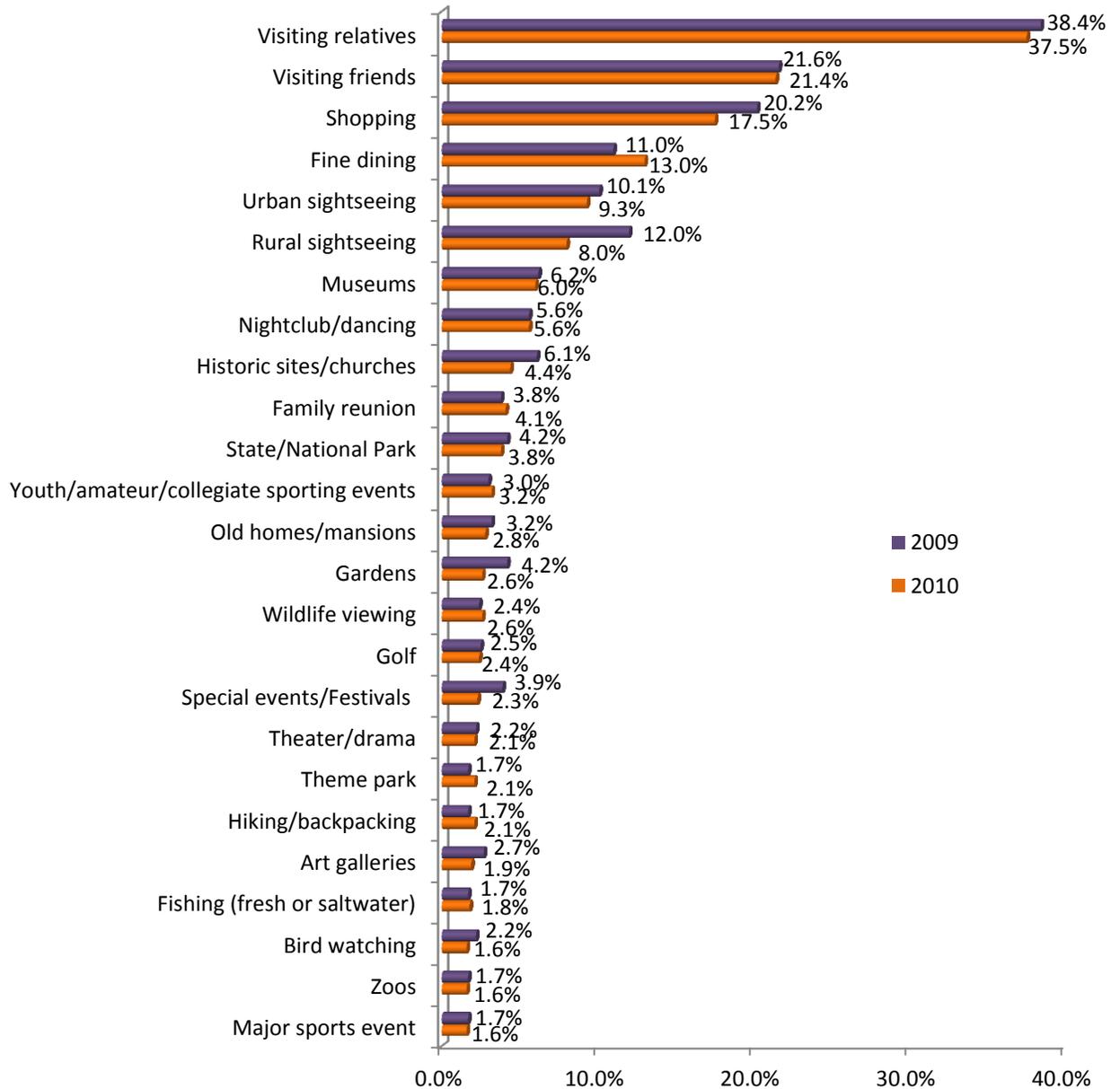
In 2010, the top states of origin for Piedmont Region overnight visitors included North Carolina (28.8%), Virginia (8.5%), South Carolina (7.8%), Florida (7.6%), Georgia (7.0%), New York (4.0%), and Maryland (3.4%). The proportion of visitors to the Piedmont Region from Florida grew from 5.7% in 2009 to 7.6% in 2010.



Activities

Over one-third (38.4%) of the overnight visitors to North Carolina’s Piedmont Region visited relatives while visiting the region. Just over twenty percent (21.6%) visited friends and shopped (20.2%). Other popular activities included rural sightseeing (12.0%), fine dining (11.0%), urban sightseeing (10.1%), and museums (6.2%).

2010 Activities Participated in by Overnight Visitors to North Carolina's Piedmont Region



Demographic Profile of North Carolina Overnight Visitors to the Piedmont Region

The North Carolina Piedmont Region overnight visitor gender breakdown is fifty-nine percent female and forty-one percent male. More than half (60.6%) of the visitors are married and just about seventeen percent of the region's visitors are divorced, widowed or separated.

The largest proportion of North Carolina Piedmont Region overnight visitors classify themselves as white (78.2%), and fifteen percent classify themselves as black/African American.

Over one-half (63.6%) of Piedmont Region overnight visitor parties have a household head with a college degree or higher. The average Piedmont Region visitor is 45 years old, with almost one-half (49.8%) being 45 years old or older.

Nearly one-half (45.0%) of the visitor parties that traveled to North Carolina's Piedmont Region in 2010 had a household income \$75,000 or over. Fifteen percent had a household income of over \$125,000.

2010 Top Advertising Markets

In 2010, the top advertising markets sending overnight visitors to **North Carolina's Piedmont Region** were Raleigh-Durham-Fayetteville (8.4%), Charlotte (7.9%), Greensboro-High Point-Winston Salem (5.2%), and Atlanta (4.9%). Advertising markets correspond with Nielsen's Designated Market Areas (DMAs).

Top Advertising Markets of Origin for *Overnight* Piedmont Region Visitors

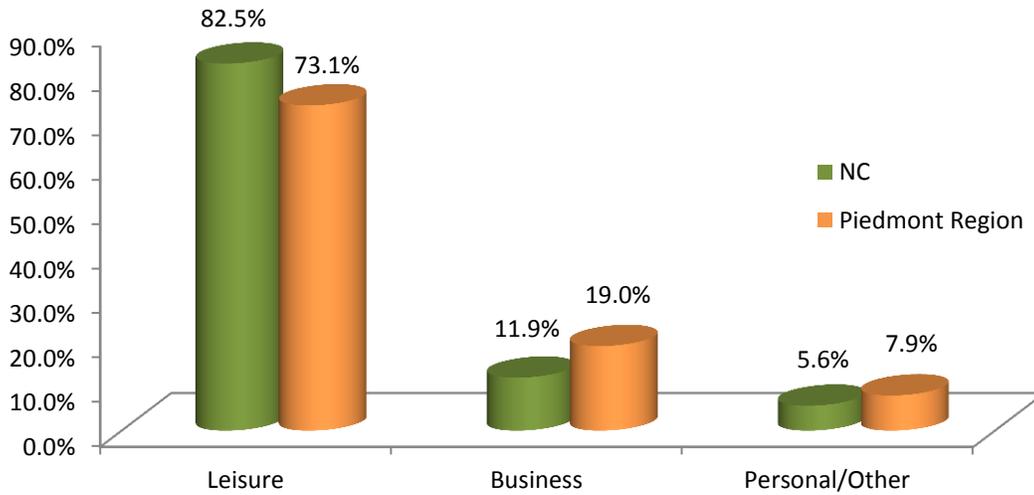
<i>DMA of Origin</i>	<i>2010 % of Total Visitors to Piedmont Region</i>	<i>2009 % of Total Visitors to Piedmont Region</i>	<i>2010 Piedmont Market Share of NC Visitors from DMA</i>	<i>2009 Piedmont Market Share of NC Visitors from DMA</i>
Raleigh-Durham (Fayetteville)	8.4%	9.2%	28.9%	32.6%
Charlotte	7.9%	7.2%	42.6%	37.9%
Greensboro-High Point-Winston Salem	5.2%	5.7%	39.5%	35.0%
Atlanta	4.9%	6.4%	53.3%	54.4%
New York, NY	4.6%	5.5%	51.7%	55.8%
Washington DC (Hagerstown, MD)	4.5%	5.8%	45.5%	51.4%
Greenville-Spartanburg-Asheville-Anderson	4.5%	2.7%	48.4%	24.3%
Greenville-New Bern-Washington	3.4%	3.7%	40.2%	43.4%
Philadelphia, PA	2.6%	2.3%	43.9%	48.9%
Wilmington	2.2%	2.2%	48.8%	59.5%
Orlando-Daytona Beach-Melbourne	2.2%	1.9%	48.8%	50.0%
Myrtle Beach-Florence	1.9%	1.6%	67.9%	45.5%
Richmond-Petersburg, VA	2.0%	1.2%	45.2%	32.4%
Roanoke-Lynchburg	1.9%	2.6%	45.0%	55.6%
Tampa-St. Petersburg (Sarasota)	1.7%	1.1%	38.6%	39.3%
West Palm Beach-Ft. Pierce	1.7%	0.4%	61.7%	57.1%
Norfolk-Portsmouth-Newport News	1.6%	1.8%	26.7%	24.3%

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

2010 Piedmont Region versus North Carolina

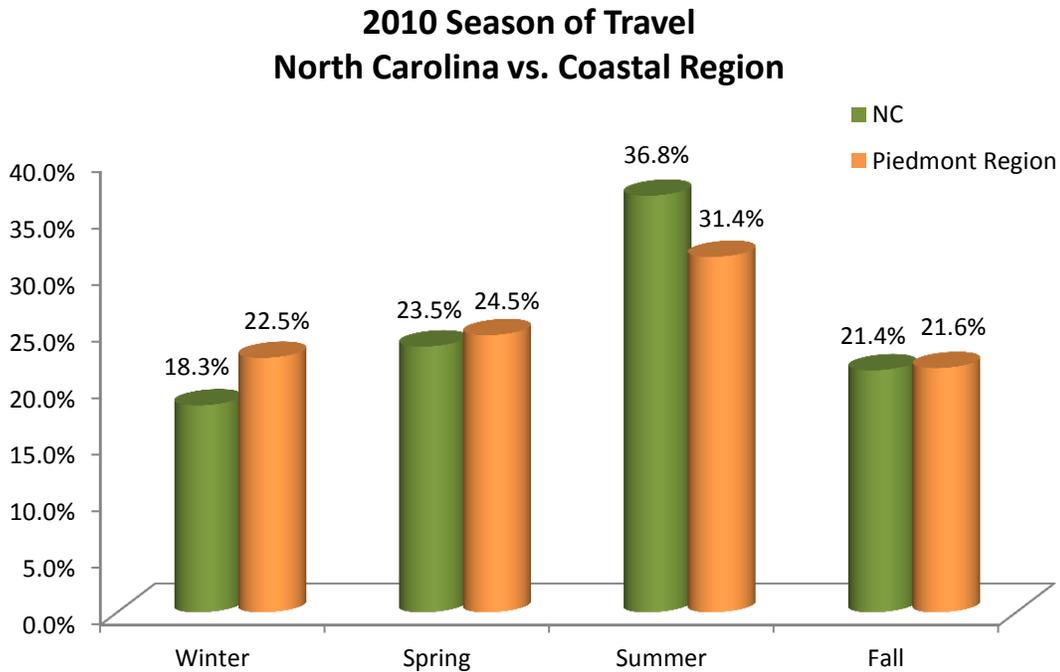
North Carolina’s Piedmont Region had a smaller share of visitors travel to the region for leisure reasons than North Carolina as a state (83% North Carolina vs. 73% Piedmont Region). At the same time, North Carolina’s share of business/convention travelers was smaller than the proportion for the Piedmont Region (12% North Carolina vs. 19% Piedmont Region).

**2010 Primary Purpose of Trip
North Carolina vs. Piedmont Region**



Travel Volume by Season

During the summer season (June through August) the state as a whole had a larger percentage of overnight visitors than the Piedmont Region, while the Piedmont Region had higher percentages of visitors in the winter and spring seasons. The fall season attributed approximately the same proportion of visitors to the state and piedmont.



Average Length of Stay

In 2010, an average of 3.3 nights were spent by visitors to North Carolina’s Piedmont Region and by North Carolina overnight travelers in general.

Travel Party Size

The average travel party size for all Piedmont Region overnight visitors was 1.9 people, slightly smaller than the average party size of the North Carolina visitor of 2.1 people.

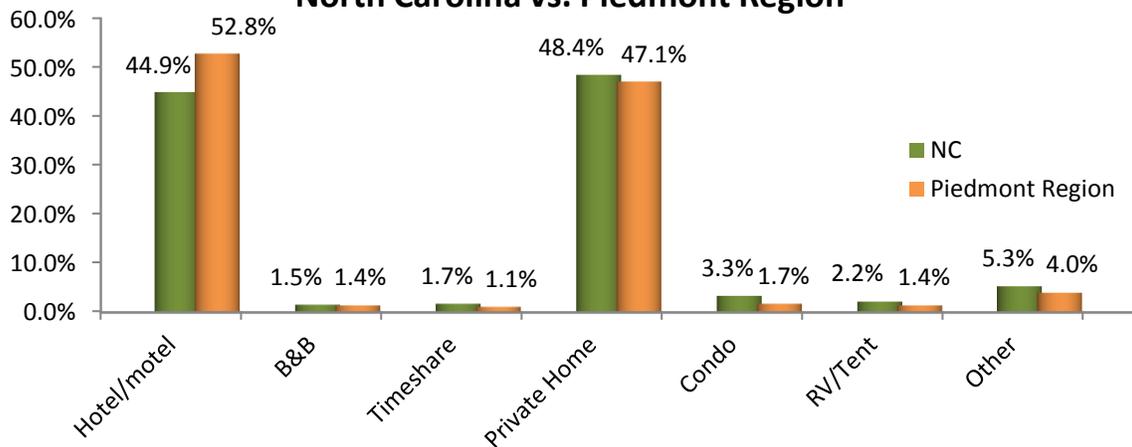
Children on Trip

Twenty-six percent of overnight visitor parties to the Piedmont Region included children. Twenty-eight percent of overnight North Carolina visitor parties included children.

Lodging Type

Both Piedmont Region overnight visitors and North Carolina visitors in general are more likely to stay in a private home or hotel/motel than other types of lodging. The differences between the proportions were slight, though the Piedmont Region has a larger proportion of visitors who stay in hotel/motels.

2010 Lodging by Overnight Visitors to North Carolina vs. Piedmont Region

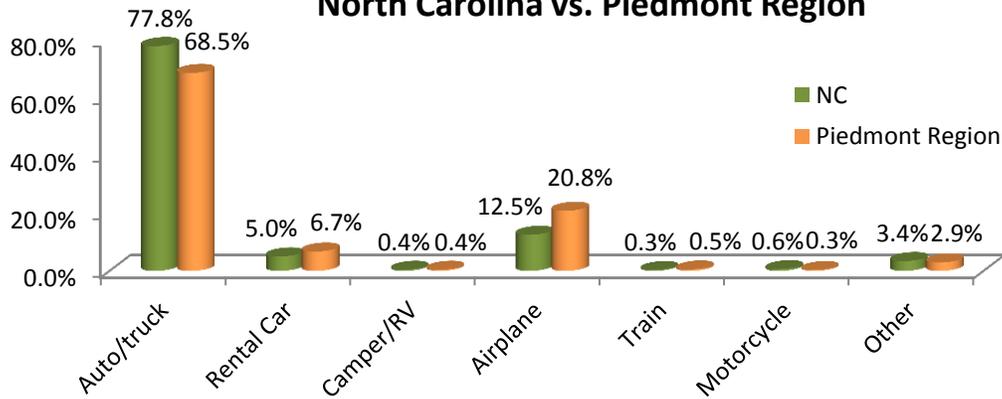


*percentages add to more than 100% due to multiple responses.

Mode of Transportation

A higher percentage of travelers to the Piedmont Region flew to their destination than all North Carolina visitors (13% North Carolina vs. 21% Piedmont Region), while a higher percentage of travelers to North Carolina drove to their destination than Piedmont Region visitors (78% North Carolina vs. 69% Piedmont Region).

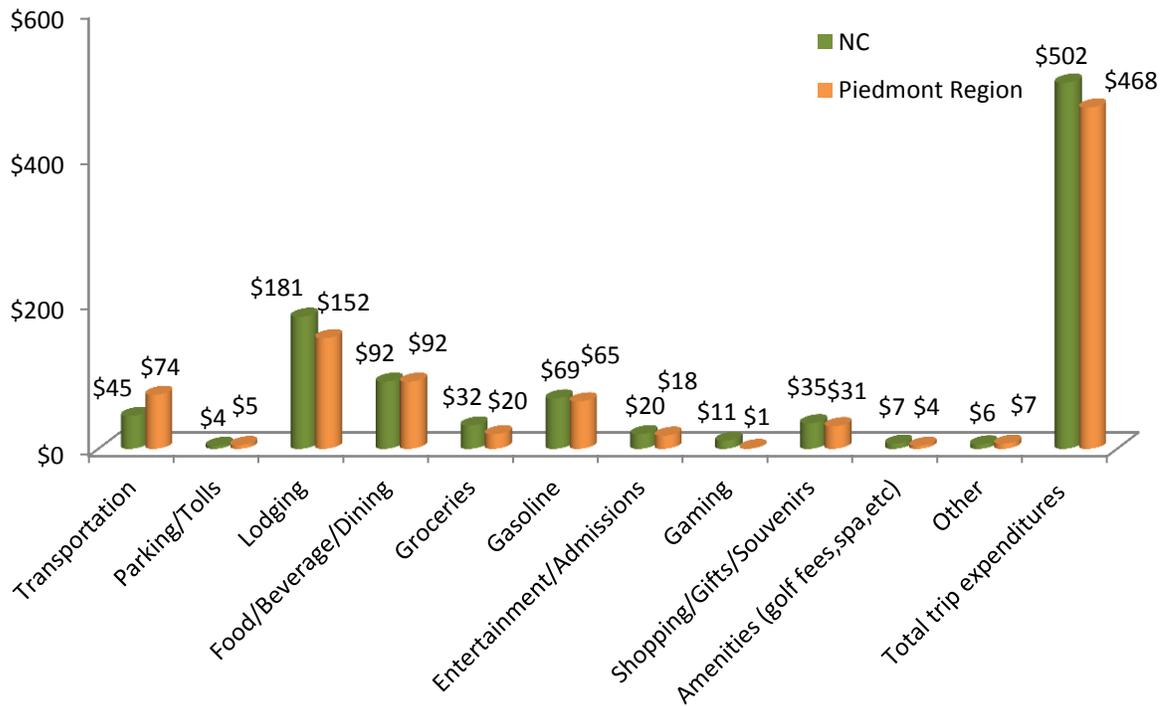
2010 Primary Transportation by Overnight Visitors North Carolina vs. Piedmont Region



Amount Spent in Piedmont Region

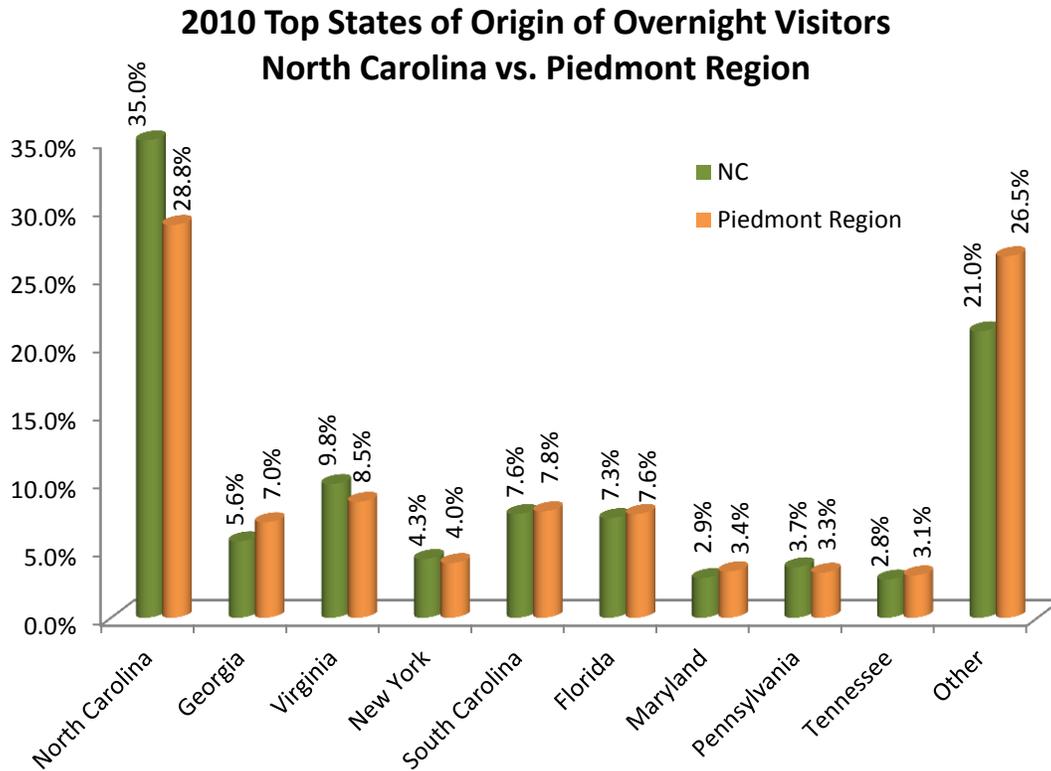
The average overnight visitor party spending in the Piedmont Region was \$468, slightly lower than the state average party spending of \$502. Piedmont Region visitors spent more on transportation than visitors statewide.

**Average Spending by Overnight Visitor Parties
North Carolina vs. Piedmont Region**



Origin of Overnight Visitors

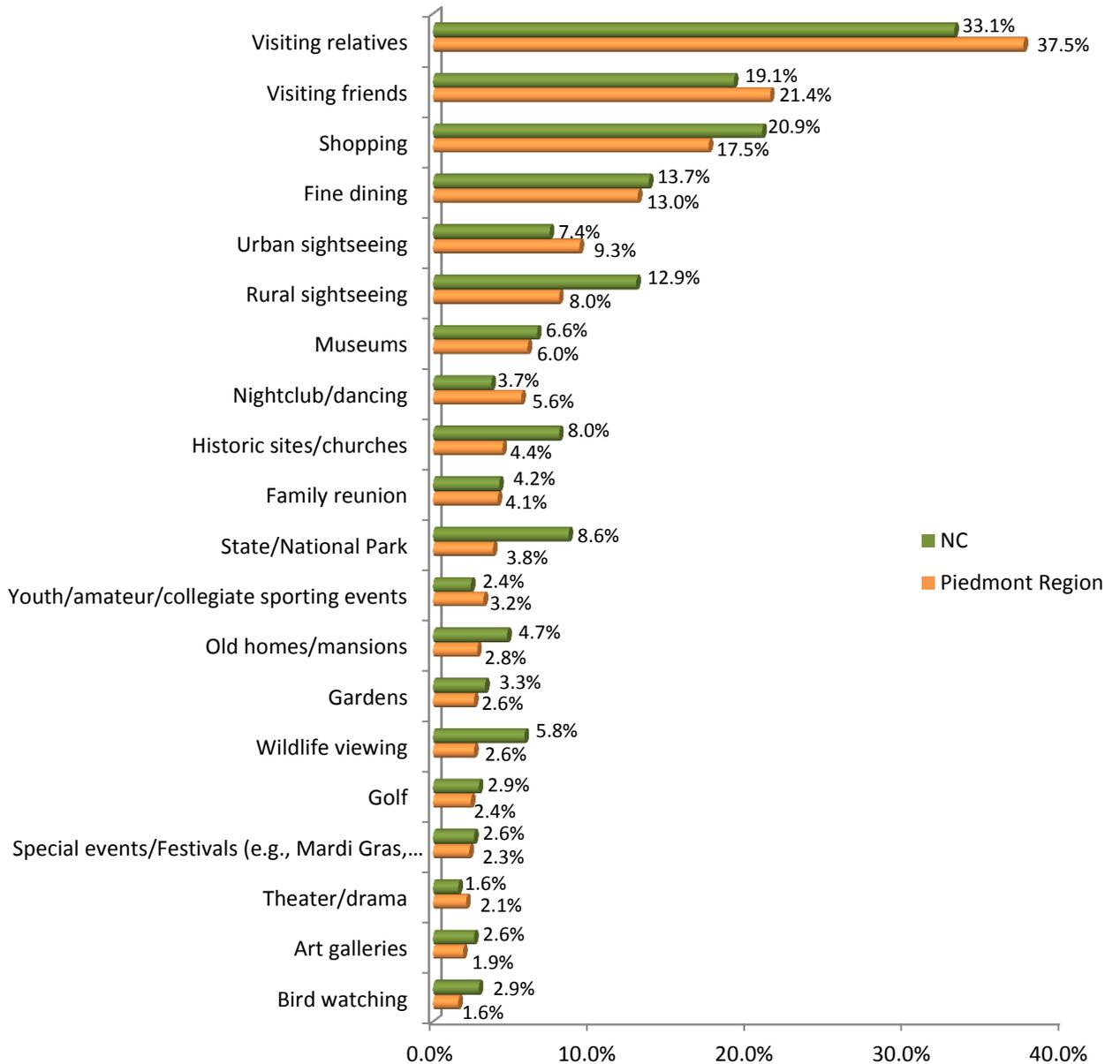
The top states of origin for the state and the Piedmont Region were similar in 2010, with only slight variances between states. The Piedmont Region saw a higher percentage of non-resident visitors than the state as a whole.



Activities

Compared to all North Carolina overnight travelers, the Piedmont Region had a larger share of visitors who visited relatives (33% North Carolina vs. 38% Piedmont Region) and friends (19% North Carolina vs. 21% Piedmont Region). The region also had a larger proportion of visitors participated in urban sightseeing (7% North Carolina vs. 9% Piedmont Region).

**2010 Activities Participated in by Overnight Visitors
North Carolina vs. Piedmont Region**



Demographic Profile for Overnight Visitor Parties to the Piedmont Region

	North Carolina	Piedmont Region
Average age of household head	46.7 years of age	45.3 years of age
Education of Household Head		
High school or less	15.3%	13.7%
Some college - no degree	22.2%	22.7%
Completed college	42.3%	43.4%
Post Graduate College	20.2%	20.2%
Annual Household Income		
Less than \$25,000	11.5%	12.0%
\$25,000-\$49,999	24.9%	24.7%
\$50,000-\$74,999	19.7%	18.5%
\$75,000 & over	44.0%	45.0%
Marital Status		
Married	61.4%	60.6%
Never married	19.7%	22.2%
Divorced, widowed, separated	19.0%	17.3%
Ethnicity		
White	84.0%	78.2%
Black/African American	11.1%	15.0%
Asian or Pacific Islander	1.6%	2.5%
Other	3.3%	4.3%

2010 Top Advertising Markets

While the top ten advertising markets sending visitors to North Carolina’s Piedmont Region are very similar to the top ten advertising markets for the state of North Carolina, there are visitor shares from advertising markets that differ; such as Raleigh-Durham (13% North Carolina vs. 8% Piedmont Region).

Top Advertising Markets of Origin for 2010 Overnight Piedmont Region Visitors VS. North Carolina Visitors

<i>DMA of Origin</i>	<i>Percent of Total Visitors to Piedmont Region</i>	<i>Percent of Total Visitors to North Carolina</i>
Raleigh-Durham (Fayetteville)	8.4%	13.1%
Charlotte	7.9%	8.5%
Greensboro-High Point-Winston Salem	5.2%	5.9%
Atlanta	4.9%	4.2%
Washington DC (Hagerstown, MD)	4.5%	4.0%
New York	4.6%	4.6%
Greenville-Spartanburg-Asheville	4.5%	4.2%
Greenville-New Bern-Washington	3.4%	3.8%
Philadelphia, PA	2.6%	2.6%
Wilmington	2.2%	2.0%
Orlando-Daytona Beach-Melbourne	2.2%	2.0%
Myrtle Beach-Florence	1.9%	1.3%
Richmond-Petersburg	2.0%	2.0%
Roanoke-Lynchburg	1.9%	1.8%
Tampa-St. Petersburg	1.7%	2.0%
West Palm Beach-Ft. Pierce	1.7%	1.3%

Note: Advertising markets defined by Nielsen’s Designated Market Area (DMA)

2010 Domestic Mountain Region Travel

Summary

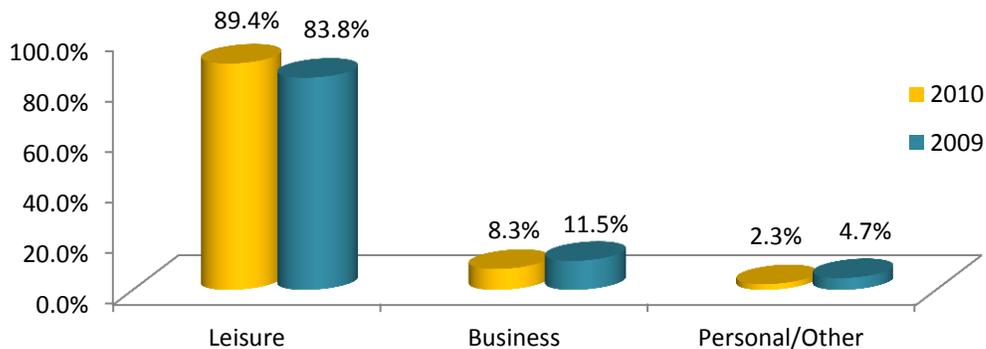
- ◆ In 2010, nineteen percent of North Carolina visitors traveled to North Carolina’s Mountain Region, approximately 7.1 million person-trips. For marketing purposes, the Mountain Region is made up of the 23 western-most counties of North Carolina.
- ◆ Eighty-nine percent of domestic visitors came to the Mountain Region for pleasure purposes, while eight percent of visitors came to conduct business (includes meeting/convention). The remaining three percent reported personal business or “other” purpose of visit.
- ◆ Travel to the Mountain Region of North Carolina was heaviest in the summer and fall. The summer (June - August) had the highest proportion of visitors, with thirty-seven percent of all 2010 Mountain Region visitors. Fall followed with twenty-seven percent of visitors (September - November), followed by spring (March - May) with twenty-three percent and winter (December - February) with thirteen percent. June was the single largest month for mountain travel with fifteen percent.
- ◆ Overnight visitors to the Mountain Region spent an average of 3.4 nights in the region.
- ◆ Sixty-two percent of Mountain Region visitors lodged in a hotel/motel while thirty-four percent stayed at a private home. Three percent stayed in an RV park/campground.
- ◆ The average travel party size for all Mountain Region visitors was 2.2 people. Thirty percent of travel parties to the region included children in the party.
- ◆ Ninety-one percent of all travelers to the Mountain Region drove (includes personal automobile, rental vehicle, RV/camper), while six percent traveled by air.
- ◆ In 2010, the average trip expenditure in the Mountain Region was \$477. The average trip expenditure for overnight visitors to the Mountain Region was \$597. Daytrip parties to the Mountain Region spent approximately \$155 per visit.
- ◆ The top states of origin of *overnight* visitors to the Mountain Region were North Carolina (30.2%), South Carolina (12.1%), Florida (9.1%), Georgia (7.3%), and Tennessee (6.5%).
- ◆ Sixty-three percent of the households that traveled to North Carolina’s Mountain Region in 2010 had a household income over \$50,000.
- ◆ In 2010, Raleigh/Durham/Fayetteville (10.8%), was the top DMA of origin for *overnight* travelers to the Mountain Region, followed by Charlotte, NC (10.6%), Greensboro/High Point/Winston-Salem (6.5%) Greenville/Spartanburg, SC/Asheville (6.5%), and Atlanta (5.7%).

Mountain Region Overnight Visitor Profile

Main Purpose of Visit

In 2010, almost nine out of ten (89.4%) of domestic overnight visitors came to the Mountain Region for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing; slightly more than in 2009. Just over eight percent (8.3%) of domestic overnight visitors came for general business, convention, seminar or other group meeting, while two percent traveled to the Mountain Region to conduct personal or “other” business.

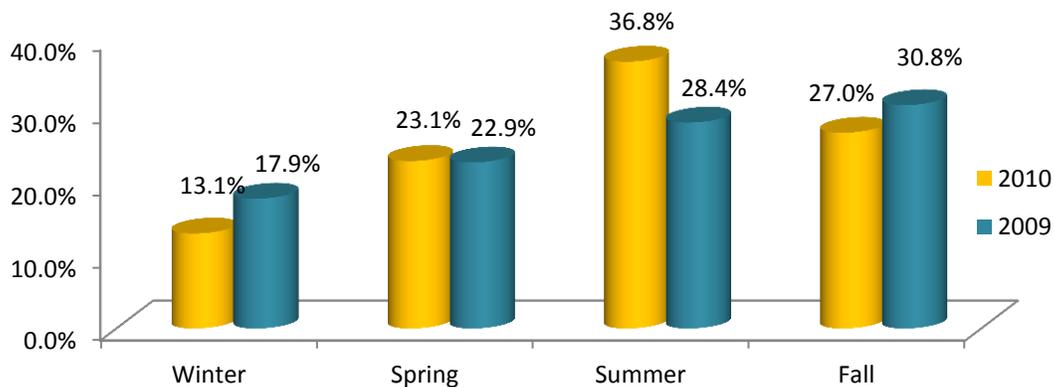
**2010 Primary Purpose of Overnight Trip to
North Carolina's Mountain Region**



Travel Volume by Season

When examining visitation based on the typical seasonal schedule, the summer, (June through August) with nearly thirty-seven percent, was the most popular season of the year for overnight travel to North Carolina’s Mountain Region. The fall (September through November) was next with twenty-seven percent, followed by spring (March through May) with twenty-three percent and winter (December through February) with thirteen percent.

2010 Overnight Travel by Season to North Carolina's Mountain Region



Average Length of Stay

In 2010, an average of 3.4 nights was spent by visitors to North Carolina’s Mountain Region, up from 3.2 nights in 2009.

Travel Party Size

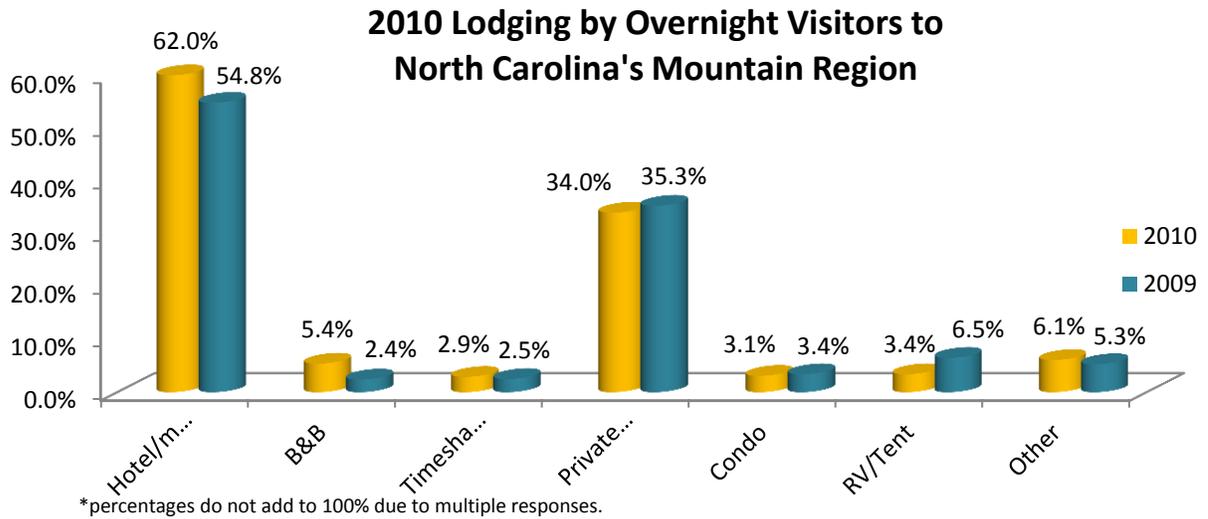
The average travel party size for Mountain Region overnight visitors was 2.2 people, down from an average party size of 2.6 in 2009.

Children on Trip

Thirty percent of overnight visitor parties to the Mountain Region included children. Among those who traveled with children, the average number of children on trips was 1.9.

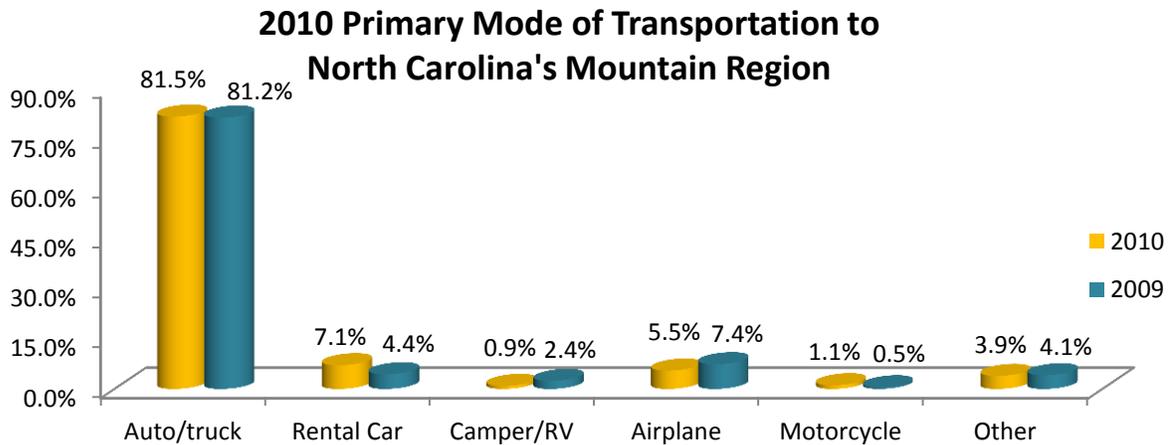
Lodging Used in Mountain Region

In 2010, nearly two-thirds of Mountain Region visitors stayed in a hotel/motel (62.0%), up from fifty-five percent in 2009. Thirty-four percent lodged in a private home and three percent stayed in a RV/Tent.



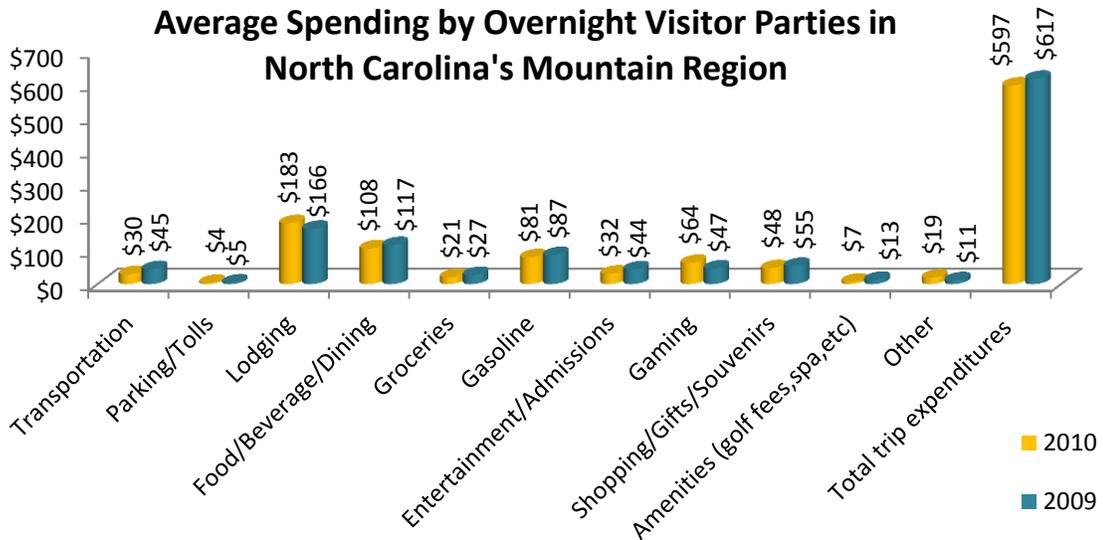
Mode of Transportation

In 2010, the auto was by far the dominant form of transportation (81.5%) to the Mountain Region, while over five percent traveled by air.



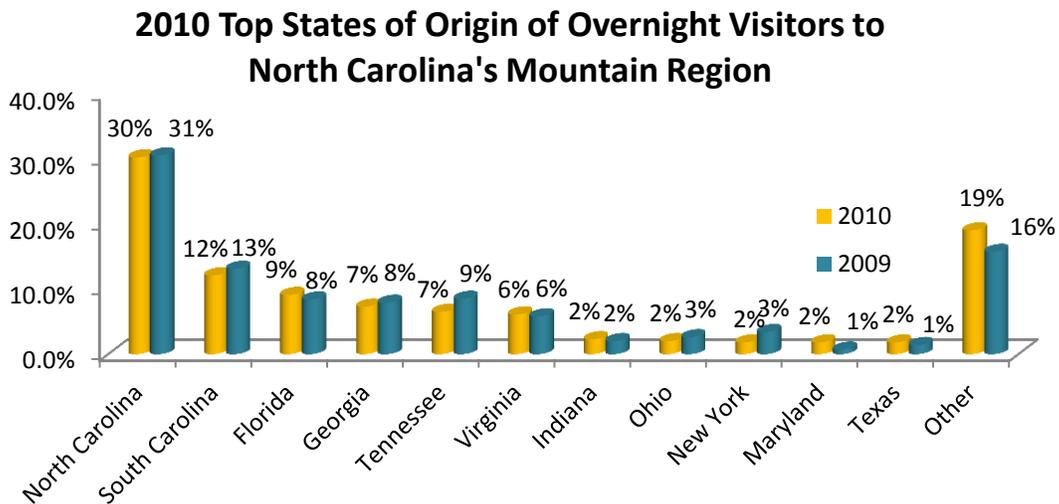
Amount Spent in Mountain Region

The average overnight visitor party spending in the Mountain Region was \$597, down slightly from 2009. Data shows that spending in most categories slipped slightly, with the exception of lodging and gaming that showed increases in average spending.



Origin of Visitors

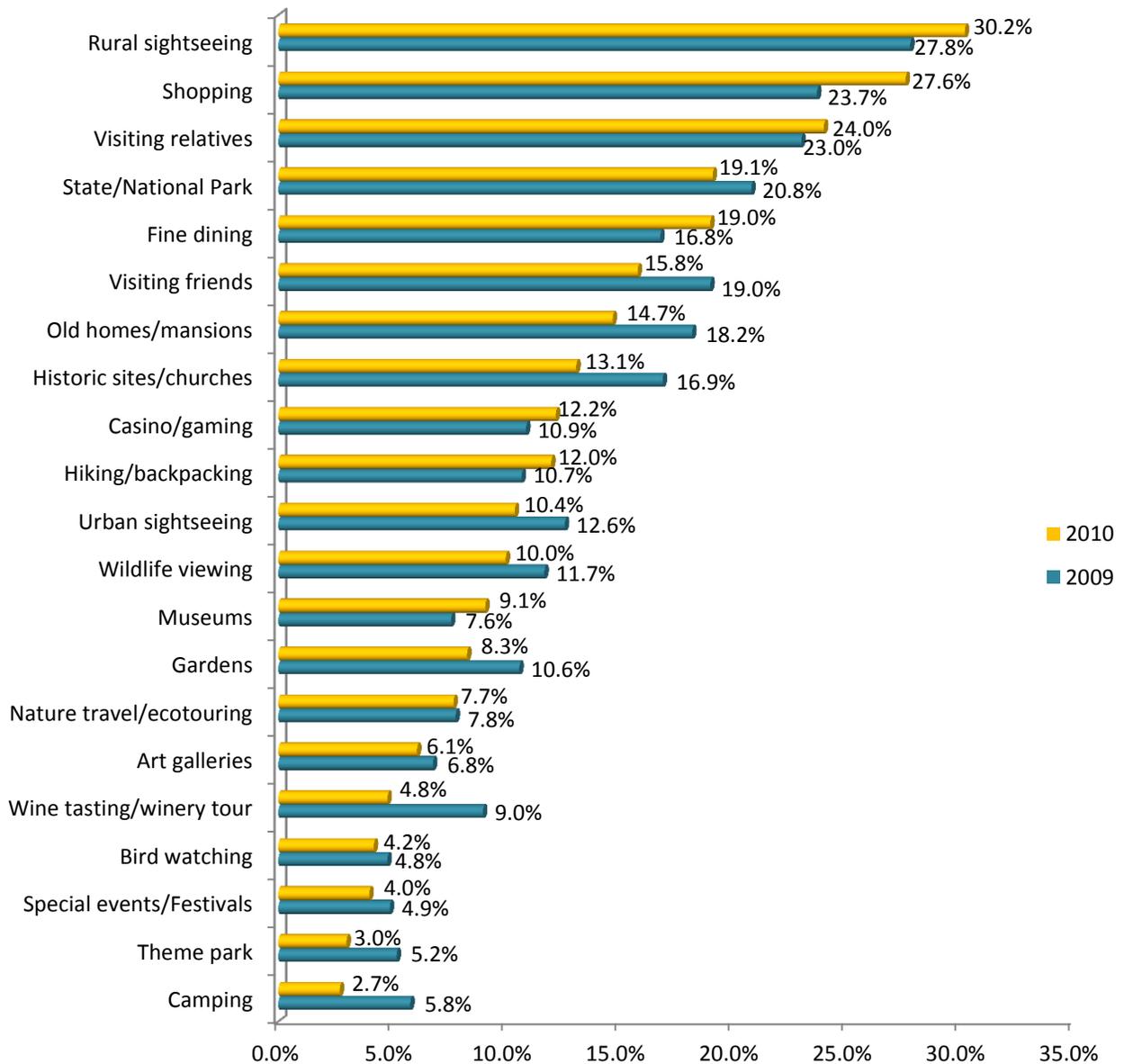
In 2010, the top states of origin for Mountain Region overnight visitors included North Carolina (30.2%), South Carolina (12.1%), Florida (9.1%), Georgia (7.3%), and Tennessee (6.5%).



Activities

The proportion of Mountain Region visitors who participated in rural sightseeing (28% in 2009 vs. 30% in 2010), fine dining (17% in 2009 vs. 19% in 2010) and shopping (24% in 2009 vs. 28% in 2010) increased from 2009-2010. Twenty-four percent of visitors spent time with relatives and nineteen percent (19.1%) visited a state or national park while visiting North Carolina’s mountains.

2010 Activities Participated in by Overnight Visitors to North Carolina's Mountain Region



Demographic Profile of North Carolina Overnight Visitors to the Mountain Region

The North Carolina Mountain Region overnight visitor gender breakdown is fifty-eight percent female and forty-two percent male. More than two-thirds (66.4%) of the visitors are married and just under one-fifth of the region's visitors are divorced, widowed or separated.

The largest proportion of North Carolina Mountain Region overnight visitors classify themselves as white (92.8%), and just over four percent classify themselves as black/African American.

Over one-half (62.5%) of Mountain Region overnight visitor parties have a household head with a college degree or higher. This is up from 58.8% in 2009. The average Mountain Region visitor is 49 years old, with over half (59.5%) being 45 years old or older.

Forty-four percent of the visitor parties that traveled to North Carolina's Mountain Region in 2010 had a household income \$75,000 or over. Eleven (11.3%) percent had a household income of over \$125,000.

2010 Top Advertising Markets

In 2010, the top advertising markets sending overnight visitors to **North Carolina's Mountain Region** were Raleigh-Durham (10.8%), Charlotte (10.6%), Greensboro-High Point-Winston Salem (6.5%), Greenville-Spartanburg-Asheville (6.5%), and Atlanta (5.7%). As compared to 2009, there was positive growth for the Mountain Region in the in-state markets of Raleigh-Durham and Charlotte, as well as markets in Florida and the DC area. Advertising markets correspond with Nielsen's Designated Market Areas (DMAs).

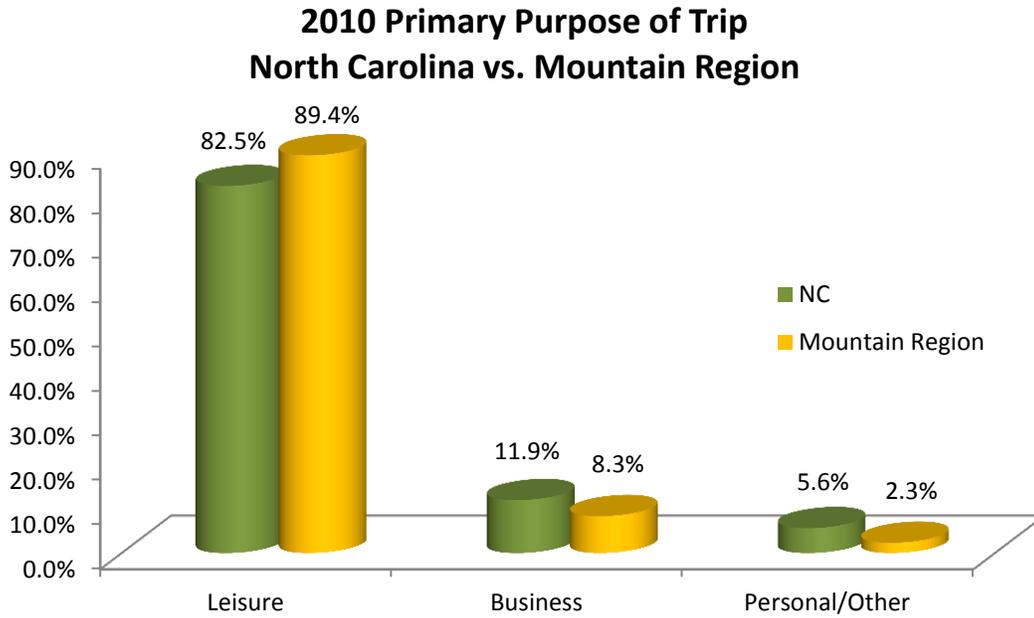
Top Advertising Markets of Origin for *Overnight* Mountain Region Visitors

<i>DMA of Origin</i>	<i>2010 % of Total Visitors to Mountain Region</i>	<i>2009 % of Total Visitors to Mountain Region</i>	<i>2010 Mountain Market Share of NC Visitors from DMA</i>	<i>2009 Mountain Market Share of NC Visitors from DMA</i>
Raleigh-Durham (Fayetteville)	10.8%	8.1%	13.4%	10.7%
Charlotte	10.6%	9.5%	20.2%	18.7%
Greensboro-High Point-Winston Salem	6.5%	6.7%	17.8%	15.3%
Greenville-Spartanburg-Asheville-Anderson	6.5%	11.4%	25.3%	38.3%
Atlanta	5.7%	6.6%	22.2%	21.1%
Tampa-St. Petersburg (Sarasota)	3.5%	2.1%	27.3%	28.6%
Columbia, SC	3.1%	3.3%	28.2%	35.3%
Knoxville	2.6%	4.8%	34.6%	58.6%
Tri-Cities, TN-VA	2.6%	2.5%	52.9%	56.3%
New York	2.5%	3.2%	9.1%	11.6%
Roanoke-Lynchburg	2.0%	2.2%	17.5%	17.8%
Washington, DC (Hagerstown, MD)	1.9%	0.2%	8.0%	0.9%
West Palm Beach-Ft. Pierce	1.8%	0.2%	21.4%	14.3%
Columbus, GA	1.6%	0.2%	75.0%	25.0%
St. Louis	1.6%	0.3%	60.0%	20.0%
Chattanooga	1.4%	0.7%	62.5%	60.0%
Mobile-Pensacola (Ft. Walton Beach)	1.4%	0.4%	45.5%	40.0%

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

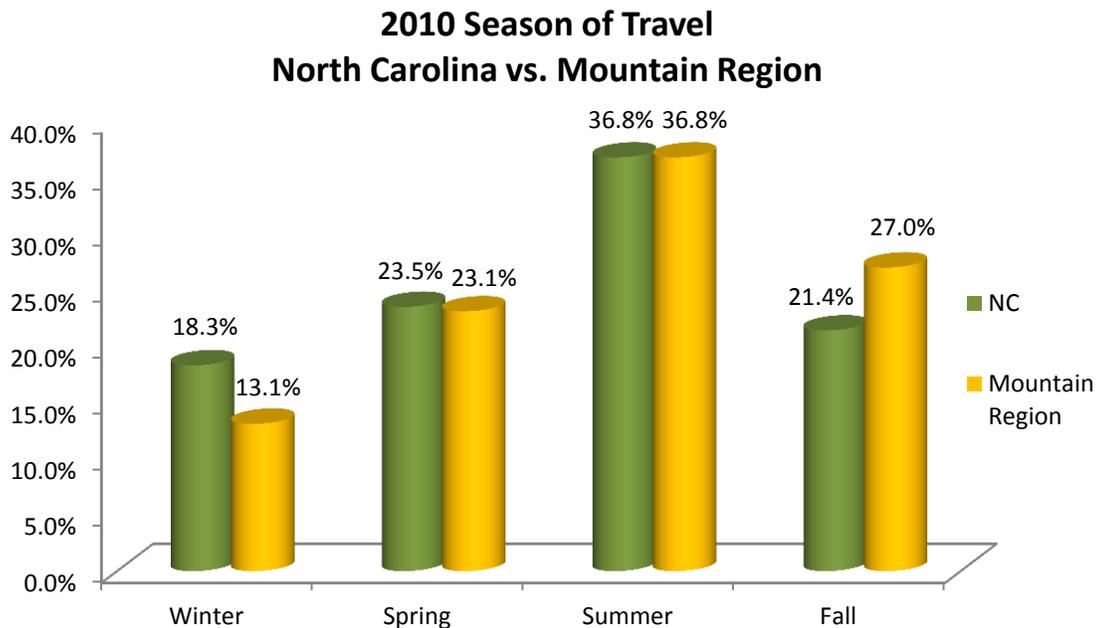
2010 Mountain Region versus North Carolina

North Carolina’s Mountain Region had a slightly larger share of visitors travel to the region for leisure reasons than North Carolina as a state (83% North Carolina vs. 89% Mountain Region). This was higher than in 2009 (84%) for the Mountain Region.



Travel Volume by Season

In 2010, the summer season (June through August) was the top season of travel to the Mountain Region, with the same proportion of visitors as NC in general. The fall season (September through November) for the Mountain Region had a significantly higher percentage of overnight visitors than North Carolina as a whole, while North Carolina had higher percentages of visitors in the spring and spring seasons.



Average Length of Stay

In 2010, an average of 3.4 nights was spent by visitors to North Carolina’s Mountain Region, while the North Carolina overnight visitor stayed an average of 3.3 nights.

Travel Party Size

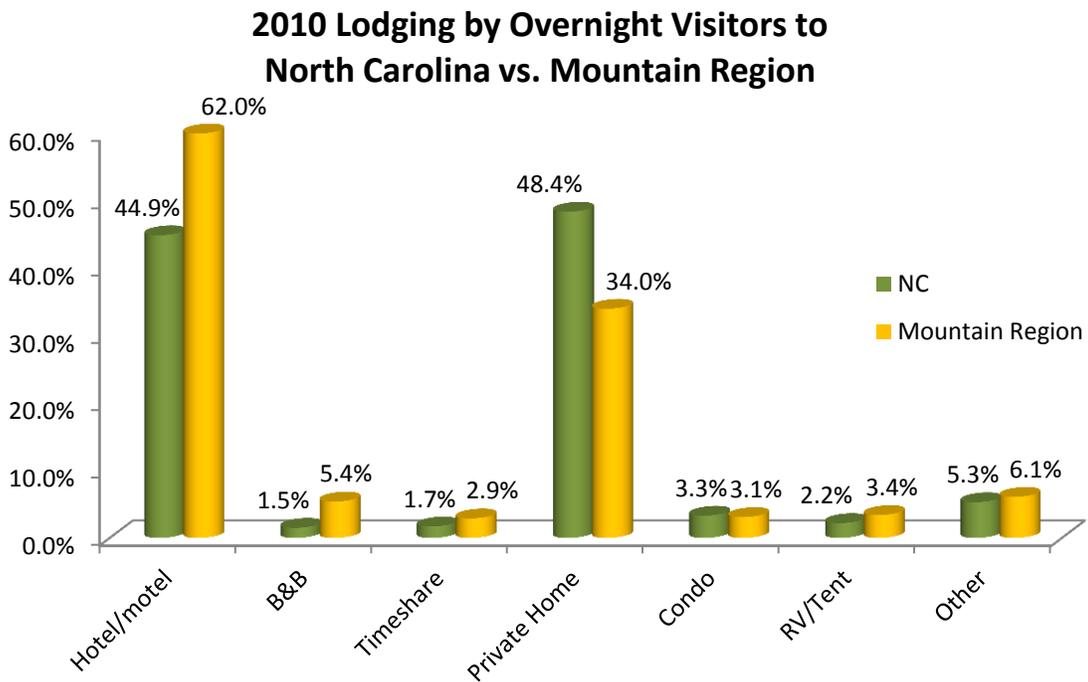
The average travel party size for all Mountain Region overnight visitors was 2.2 people, just over the average party size of the North Carolina visitor party (2.1).

Children on Trip

Thirty percent of overnight visitor parties to the Mountain Region included children in the party, while twenty-eight percent of visitors to the state included children.

Lodging Type

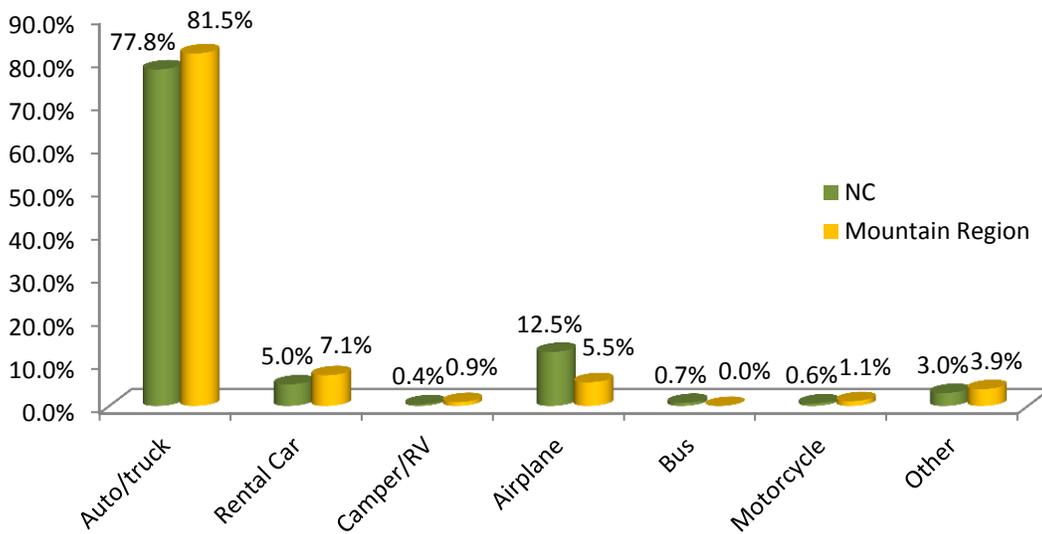
Both Mountain Region overnight visitors and North Carolina visitors in general are more likely to stay in hotel/motel or a private home than other types of lodging. However, Mountain Region visitors have a much higher proportion for hotel/motel (45% North Carolina vs. 62% Mountain Region). The Mountain Region also saw a larger proportion of visitors who stay in a B&B than the state in general (2% North Carolina vs. 5% Mountain Region).



Mode of Transportation

A higher percentage of travelers to the Mountain Region drove to their destination than all North Carolina visitors (78% North Carolina vs. 82% Mountain Region), while a higher percentage of travelers to North Carolina flew to their destination than Mountain Region visitors (13% North Carolina vs. 6% Mountain Region).

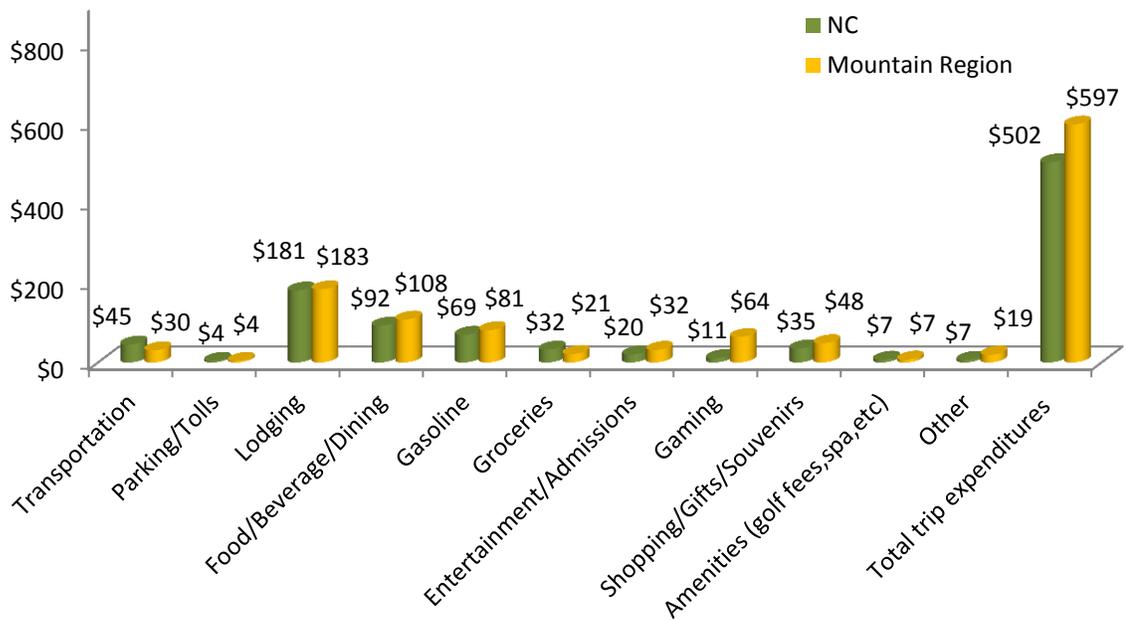
**2010 Primary Transportation by Overnight Visitors
North Carolina vs. Mountain Region**



Amount Spent in Mountain Region

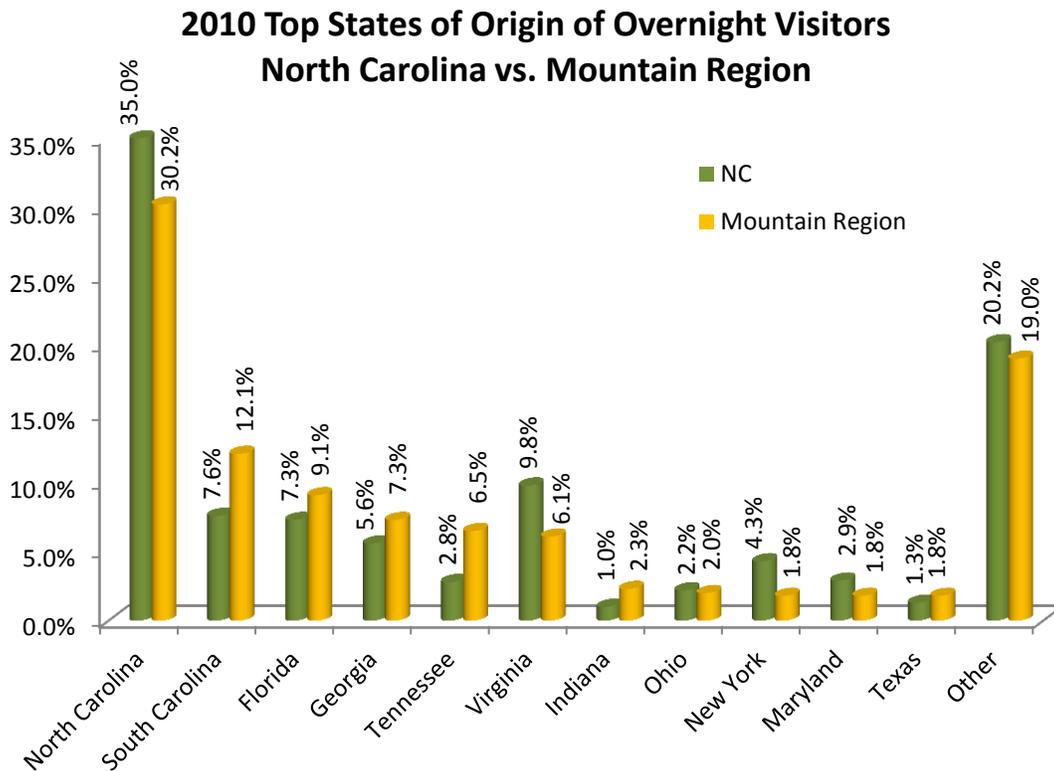
The average overnight visitor party spending in the Mountain Region was \$597, nearly \$100 higher than the state average party spending of \$502. Length of stay and party size were both larger for Mountain Region visitors than to the state as a whole, which would add to party spending.

**Average Spending by Overnight Visitor Parties
North Carolina vs. Mountain Region**



Origin of Overnight Visitors

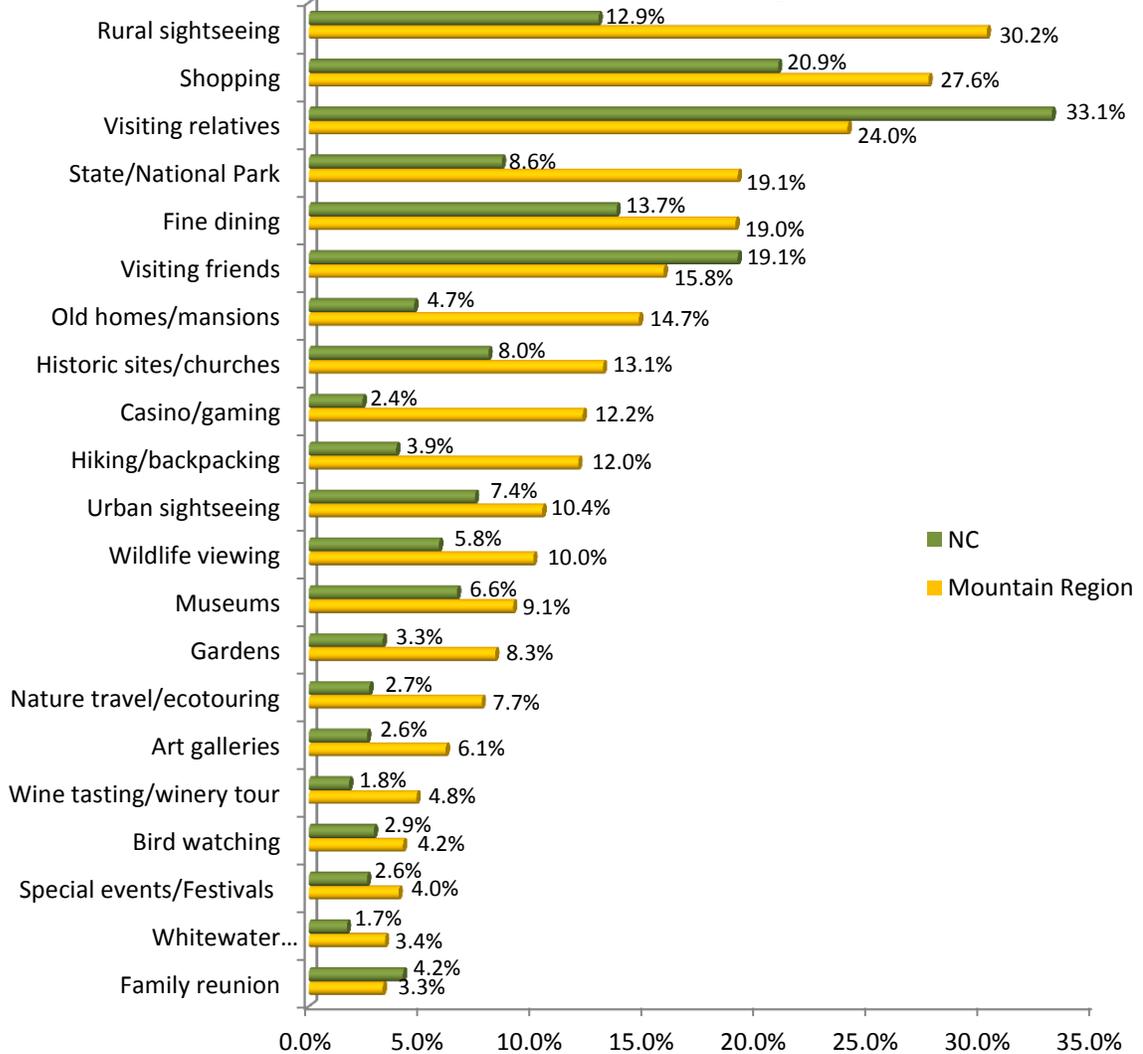
The top states of origin for the Mountain Region and the state were very similar in 2010, with slight variances between states. The state saw a higher percentage of in-state visitors and Virginia residents than the Mountain Region; while the Mountain Region saw a larger proportion of visitors from South Carolina, Georgia, Tennessee, and Florida.



Activities

Compared to all North Carolina overnight travelers, visitors to the Mountain Region participated in a greater number of activities while visiting the state. The region had a much larger share of visitors participate in rural sightseeing (13% North Carolina vs. 30% Mountain Region), visit a state/national park (9% North Carolina vs. 19% Mountain Region) and shopping (21% North Carolina vs. 28% Mountain Region). Other activities that were more popular for Mountain Region visitors were gaming, fine dining, visiting old homes and historic churches, and wildlife viewing, among many others.

**2010 Activities Participated in by Overnight Visitors
North Carolina vs. Mountain Region**



Demographic Profile for Overnight Visitor Parties to the Mountain Region

	North Carolina	Mountain Region
Average age of household head	46.7 years of age	48.7 years of age
Education of Household Head		
High school or less	15.3%	16.3%
Some college - no degree	22.2%	21.2%
Completed college	42.3%	45.7%
Post Graduate College	20.2%	16.8%
Annual Household Income		
Less than \$25,000	11.5%	8.7%
\$25,000-\$49,999	24.9%	28.1%
\$50,000-\$74,999	19.7%	18.5%
\$75,000 & over	44.0%	44.6%
Marital Status		
Married	61.4%	66.4%
Never married	19.7%	14.3%
Divorced, widowed, separated	19.0%	19.3%
Ethnicity		
White	84.0%	92.8%
Black/African American	11.1%	4.2%
Asian or Pacific Islander	1.6%	1.1%
Other	3.3%	1.9%

2010 Top Advertising Markets

While the top ten advertising markets sending visitors to North Carolina’s Mountain Region are similar to the top ten advertising markets for the state of North Carolina, the Mountain Region saw a larger proportion of visitors from Greenville/Spartanburg, Knoxville, Charlotte, and Atlanta.

Top Advertising Markets of Origin for 2010 Overnight Mountain Region Visitors VS. North Carolina Visitors

<i>DMA of Origin</i>	<i>Percent of Total Visitors to Mountain Region</i>	<i>Percent of Total Visitors to North Carolina</i>
Raleigh-Durham (Fayetteville)	10.8%	13.1%
Charlotte	10.6%	8.5%
Greensboro-High Point-Winston Salem	6.5%	5.9%
Greenville-Spartanburg-Asheville	6.5%	4.2%
Atlanta, GA	5.7%	4.2%
Tampa-St. Petersburg, FL	3.5%	2.0%
Columbia, SC	3.1%	1.8%
Knoxville, TN	2.6%	1.2%
Tri-Cities, TN-VA	2.6%	0.8%
New York	2.5%	4.6%
Roanoke-Lynchburg	2.0%	1.8%
Washington DC (Hagerstown, MD)	1.9%	4.0%
West Palm Beach-Ft. Pierce	1.8%	1.3%
Columbus, GA	1.6%	0.4%
St. Louis	1.6%	0.5%

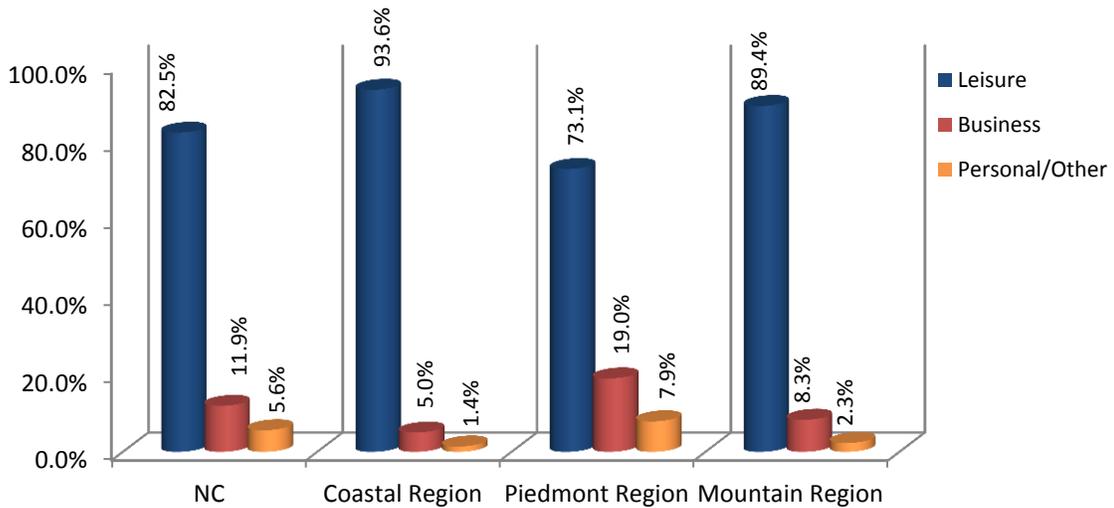
Note: Advertising markets defined by Nielsen’s Designated Market Area (DMA)

2010 Regional Comparison

The following section provides graphical representations of the three geographic regions together in order to offer comparisons and contrasts of the regions' visitors.

Not surprisingly, North Carolina's Coastal and Mountain regions had larger shares of visitors travel to the regions for leisure reasons than the Piedmont Region. At the same time, the Piedmont Region's share of business/convention travelers was larger than the proportion for the other regions.

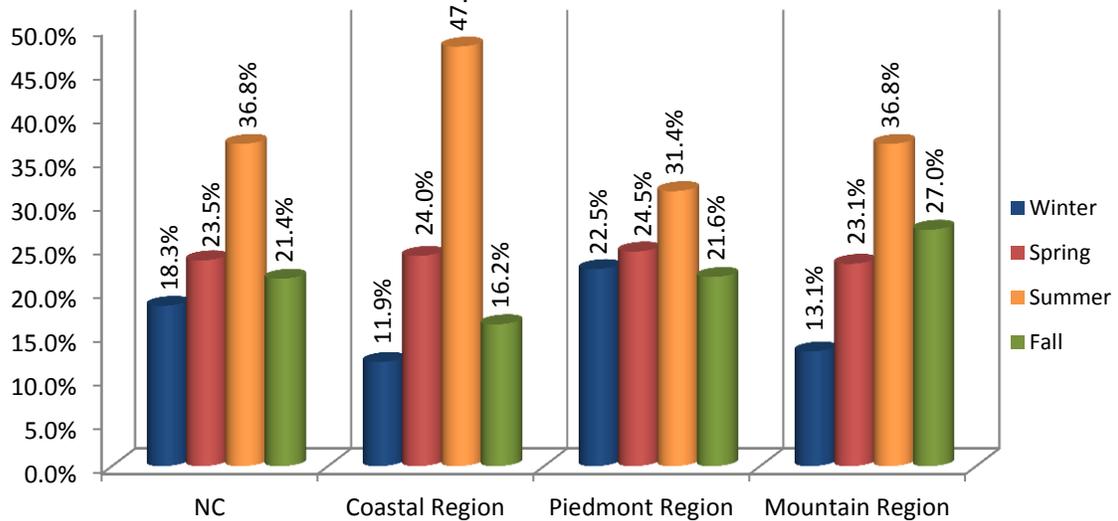
2010 Primary Purpose of Trip by Region



Travel Volume by Season

The seasonal distribution of regional visitors helps understand the flow of travelers through the state. The coastal region sees a larger proportion of total visitors during the summer; while the mountain region has a larger proportion of visitors during the summer and fall.

2010 Season of Travel by Region



Average Length of Stay

North Carolina	Coastal Region	Piedmont Region	Mountain Region
3.3 nights	4.4 nights	3.3 nights	3.4 nights

Travel Party Size

North Carolina	Coastal Region	Piedmont Region	Mountain Region
2.1 people	2.3 people	1.9 people	2.2 people

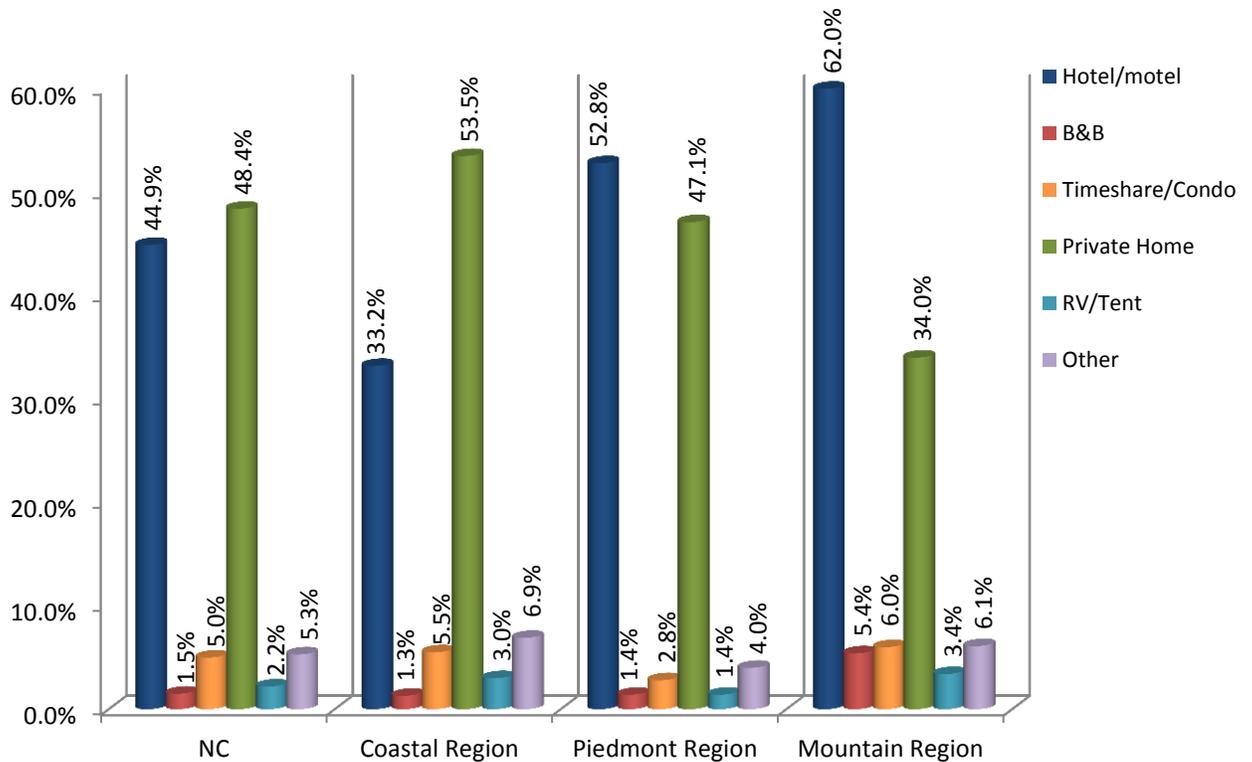
Children on Trip

North Carolina	Coastal Region	Piedmont Region	Mountain Region
28.3%	29.8%	25.6%	30.2%

Lodging Type

Hotels/motels and private homes are the most popular forms of lodging throughout the state, though the proportions vary by region. Mountain Region visitors make use of hotels/motels and B&Bs more often, while Coastal Region visitors tend to stay in private homes.

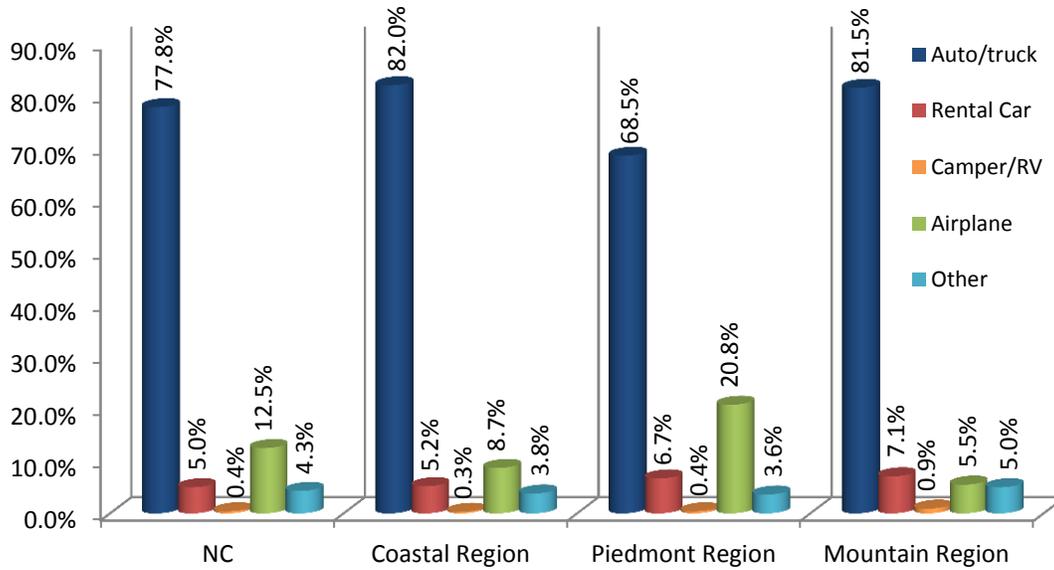
2010 Lodging by Overnight Visitors by Region



Mode of Transportation

Not surprisingly, auto transportation was the primary use of travel by all of North Carolina visitors. The Piedmont Region, with the most and largest airports, saw the most travelers using air transportation (20.8%).

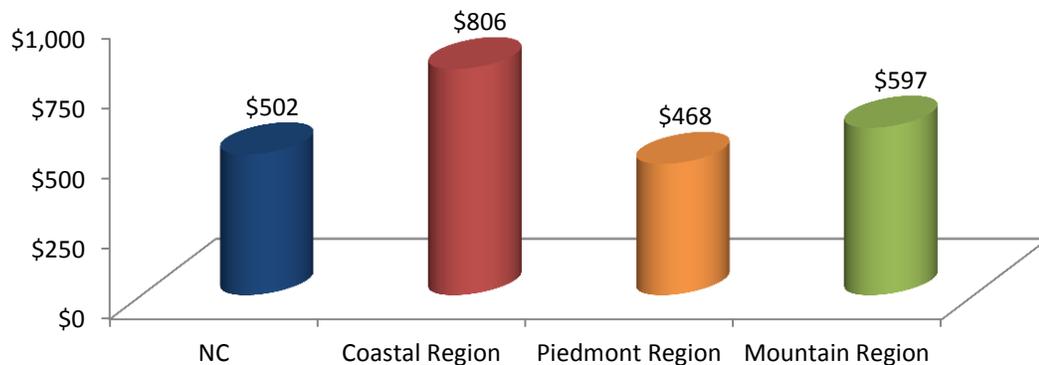
**2010 Primary Transportation by Overnight Visitors
by Region**



Trip Expenditures

Coastal Region visitor parties, on average, spent more than other regional visitors or NC in general. Visitor parties to this region stayed longer and have a slightly larger travel party size, explaining some of the increased spending.

Average Total Trip Spending by Overnight Visitor Parties by Region



Origin of Overnight Visitors

North Carolina is the top state of origin for all three regions of the state. In-state residents comprise around one-third of each region’s visitors. The other top states vary, though there is some overlap.

NC	Coastal Region	Piedmont Region	Mountain Region
North Carolina (35.0%)	North Carolina (41.9%)	North Carolina (28.8%)	North Carolina (30.2%)
Virginia (9.8%)	Virginia (12.9%)	Virginia (8.5%)	South Carolina (12.1%)
South Carolina (7.6%)	Pennsylvania (7.1%)	South Carolina (7.8%)	Florida (9.1%)
Florida (7.3%)	New York (6.3%)	Florida (7.6%)	Georgia (7.3%)
Georgia (5.6%)	New Jersey (4.3%)	Georgia (7.0%)	Tennessee (6.5%)

Activities

Activities participated in by North Carolina overnight travelers vary by region, but common activities between regions include visiting friends and relatives, shopping and sightseeing. Mountain region visitors participate in more activities per trip than other regions.

NC	Coastal Region	Piedmont Region	Mountain Region
Visiting relatives (33.1%)	Beach (69.5%)	Visiting relatives (37.5%)	Rural sightseeing (30.2%)
Shopping (20.9%)	Shopping (31.0%)	Visiting friends (21.4%)	Shopping (27.6%)
Visiting friends (19.1%)	Visiting relatives (30.2%)	Shopping (17.5%)	Visiting relatives (24.0%)
Beach (17.9%)	Fine dining (22.7%)	Fine dining (13.0%)	State/ National park (19.1%)
Fine dining (13.7%)	Visiting friends (18.5%)	Urban sightseeing (9.3%)	Fine dining (19.0%)
Rural sightseeing (12.9%)	Rural sightseeing (17.8%)	Rural sightseeing (8.0%)	Visiting friends (15.8%)
State/ National park (8.6%)	Historic sites/ Churches (17.1%)	Museums (6.0%)	Old homes/ Mansions (14.7%)
Historic sites/ Churches (8.0%)	State/ National park (16.0%)	Nightclubs/ Dancing (5.6%)	Historic sites/ Churches (13.1%)
Urban sightseeing (7.4%)	Museums (12.3%)	Historic sites/ Churches (4.4%)	Casino/ Gaming (12.2%)
Museums (6.6%)	Wildlife viewing (12.0%)	Family reunion (4.1%)	Hiking/ Backpacking (12.0%)
Wildlife viewing (5.8%)	Fishing (fresh or saltwater) (11.4%)	State/ National park (3.8%)	Urban sightseeing (10.4%)
Old homes/ Mansions (4.7%)	Urban sightseeing (10.0%)	Youth/ amateur/collegiate sporting events (3.2%)	Wildlife viewing (10.0%)
Family reunion (4.2%)	Golf (6.8%)	Old homes/ Mansions (2.8%)	Museums (9.1%)
Fishing (fresh or saltwater) (4.2%)	Family reunion (6.0%)	Wildlife viewing (2.6%)	Gardens (8.3%)
Hiking/ Backpacking (3.9%)	Biking (5.7%)	Gardens (2.6%)	Nature travel/ Eco-touring (7.7%)
Nightclub/Dancing (3.7%)	Old homes/ Mansions (5.3%)	Golf (2.4%)	Art Galleries (6.1%)
Gardens (3.3%)	Bird Watching (5.0%)	Special events/Festival (2.3%)	Wine tasting/tour (4.8%)

**2010 North Carolina Regional Travel Summary –
Coastal Region vs. Piedmont Region vs. Mountain Region**

Demographic Profile for Overnight Visitor Parties

	North Carolina	Coastal Region	Piedmont Region	Mountain Region
Average age of household head	46.7 years of age	46.1 years of age	45.3 years of age	48.7 years of age
Education of Household Head				
High school or less	15.3%	13.9%	13.7%	16.3%
Some college - no degree	22.2%	20.9%	22.7%	21.2%
Completed college	42.3%	43.8%	43.4%	45.7%
Post Graduate College	20.2%	21.4%	20.2%	16.8%
Annual Household Income				
Less than \$25,000	11.5%	9.8%	12.0%	8.7%
\$25,000-\$49,999	24.9%	17.8%	24.7%	28.1%
\$50,000-\$74,999	19.7%	25.4%	18.5%	18.5%
\$75,000 & over	44.0%	46.9%	45.0%	44.6%
Marital Status				
Married	60.4%	63.7%	60.6%	66.4%
Never married	19.7%	19.9%	22.2%	14.3%
Divorced, widowed, separated	20.0%	16.5%	17.3%	19.3%
Ethnicity				
White	83.1%	91.8%	78.2%	92.8%
Black/African American	11.8%	5.2%	15.0%	4.2%
Asian or Pacific Islander	1.6%	1.2%	2.5%	1.1%
Other	3.5%	1.8%	4.3%	1.9%

2010 Top Advertising Markets

The top ten advertising markets for the three regions are very similar, but differences can be noted in the ranks. While Raleigh-Durham is the primary market for the each region and the state as a whole, the Florida and Tennessee markets are more important to the Mountain Region. The Virginia markets are crucial to the Coastal Region, while Atlanta and DC are more important to the Piedmont Region.

NC	Coastal Region
Raleigh-Durham-Fayetteville (13.1%)	Raleigh-Durham-Fayetteville (20.9%)
Charlotte (8.5%)	Charlotte (7.0%)
Greensboro-High Point-Winston Salem (5.9%)	Greensboro-High Point-Winston Salem (6.7%)
New York (4.6%)	New York (6.5%)
Atlanta (4.2%)	Norfolk-Portsmouth-Newport News (6.1%)
Greenville-Spartanburg-Asheville (4.2%)	Philadelphia (5.6%)
Washington, DC (Hagerstown, MD) (4.0%)	Washington, DC (Hagerstown, MD) (5.4%)
Greenville-New Bern-Washington (3.8%)	Greenville-New Bern-Washington (3.9%)
Norfolk-Portsmouth-Newport News (2.8%)	Richmond-Petersburg (2.9%)
Philadelphia (2.6%)	Pittsburgh (2.5%)
Piedmont Region	Mountain Region
Raleigh-Durham-Fayetteville (8.4%)	Raleigh-Durham-Fayetteville (10.8%)
Charlotte (7.9%)	Charlotte (10.6%)
Greensboro-High Point-Winston Salem (5.2%)	Greensboro-High Point-Winston Salem (6.5%)
Atlanta (4.9%)	Greenville-Spartanburg-Asheville (6.5%)
Washington DC (Hagerstown, MD) (4.5%)	Atlanta, GA (5.7%)
New York (4.6%)	Tampa-St. Petersburg (3.5%)
Greenville-Spartanburg-Asheville (4.5%)	Columbia (3.1%)
Greenville-New Bern-Washington (3.4%)	Knoxville (2.6%)
Philadelphia (2.6%)	Tri-Cities, TN-VA (2.6%)
Wilmington (2.2%)	New York (2.5%)

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

2009 North Carolina Regional Travel Summary

Glossary of Terms

Travel	A trip over 50 miles one-way from home <i>or</i> any night away from home
Overnight Visitor	A visitor who spent at least one night away from home during travel
Daytripper	A visitor who did not spend any nights away from home, but traveled at least 50 miles one-way from home
Designated Market Area	Also referred to as a DMA and is a term used by Nielsen Media Research to identify an exclusive geographic area of counties in which the home market television stations hold a dominance of total hours viewed. There are 210 DMA's in the U.S.