

FAST FACTS

2004 North Carolina Visitor & Trip Profile

North Carolina's Top States of Visitor Origin in 2004

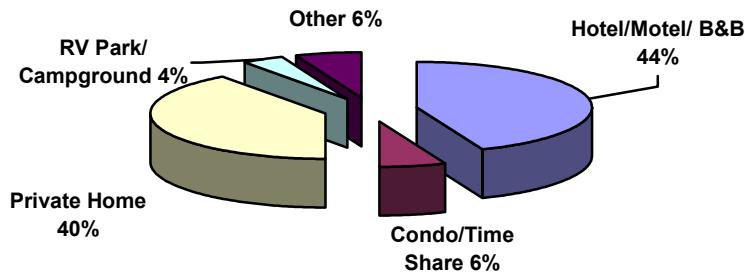
NC	36%	FL	4%	OH	3%
SC	11%	NY	4%	MD	3%
VA	11%	PA	4%	NJ	3%
GA	7%	TN	3%	TX	2%

Visitor Activities In North Carolina

Shopping	24%	City/Urban Sightseeing	6%
Social/Family event	20%	Nightlife/Dancing	3%
Beach Activities	12%	Zoo/Aquarium/Science Museum	3%
Rural Sightseeing	9%	Attending Sporting Event	3%
Outdoor Activities	9%	Water Sports/Boating	3%
Historical Places/Museums	7%	Golf	3%
National/State Parks	6%	Theme/Amusement Park	2%

- The average number of activities a visitor participated in while visiting North Carolina was 2.3.
- Approximately 83.7% of overnight visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 16.3% of overnight visitors in 2004.
- The pursuit of the following activities increased over 5% from 2003 to 2004: gambling, golf, social events, outdoor activities, and performing arts.

Lodging Choices of NC Overnight Visitors

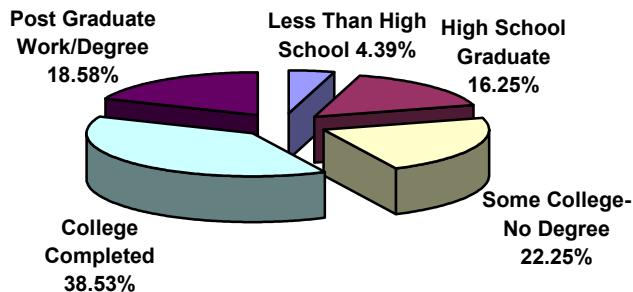


- Eight-five percent of all travelers came by auto to North Carolina. Ten percent came by plane.
- The average party size of a 2004 NC visitor was 2.2 persons. Approximately 27% of parties included children in their visits to North Carolina, while 73% did not. For those parties with children, the average number of children per party was 1.8.

2004 Trip Duration

United States	3.2 nights
NC Portion	2.2 nights

Education Level of NC Visitors



- Seventy-four percent of 2004 NC visitors are married, 14% have never been married and 12% are divorced, widowed or separated.
- The average age of the 2004 NC visitor is 46 years.
- The average household income of a 2004 NC visitor is over \$70,000.
- Fifteen percent of NC visitors in 2004 are retired.