

FAST FACTS **2008 North Carolina Visitor & Trip Profile**

Top States of Origin for 2008 NC Overnight Visitors

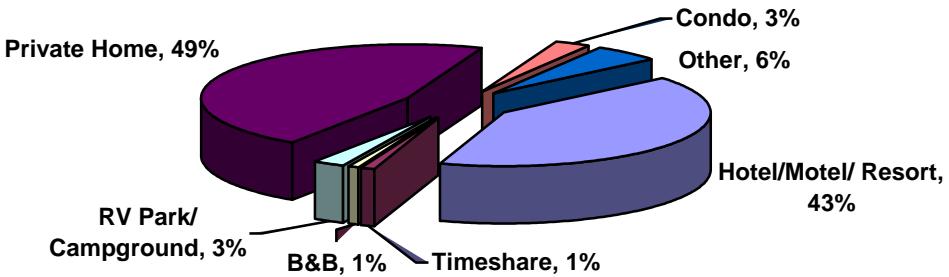
NC	34%	SC	8%	FL	5%	PA	4%	TN	3%	NJ	2%
VA	10%	GA	7%	NY	4%	MD	3%	OH	3%	CA	2%

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

