

## **FAST FACTS** **2009 North Carolina Visitor & Trip Profile**

### **Top States of Origin for 2008 NC Overnight Visitors**

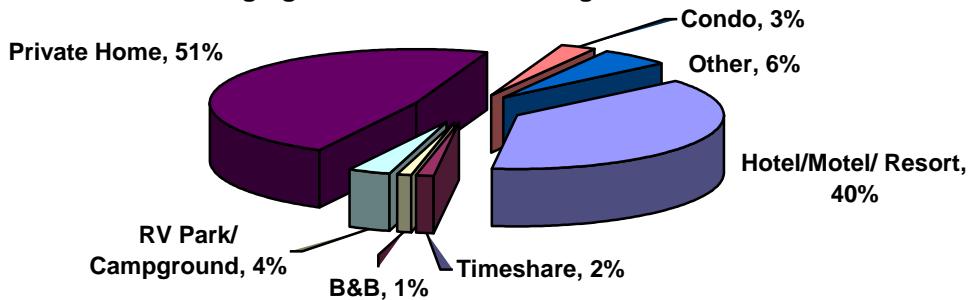
NC	36%	SC	8%	FL	6%	PA	3%	TN	3%	NJ	2%
VA	9%	GA	7%	NY	4%	MD	4%	OH	2%	TX	2%

### **Overnight Visitor Activities In North Carolina**

Visiting relatives/Family Reunion	38.2%	Wildlife viewing	5.4%	Art galleries	2.5%
Visiting friends	20.0%	Old homes/mansions	4.7%	Camping	2.4%
Shopping	19.3%	Fishing (fresh or saltwater)	4.4%	Casino/gaming	2.1%
Beach	18.7%	Gardens	4.4%	Theme Park	2.0%
Rural sightseeing	14.6%	Hiking/backpacking	4.1%	Wine tasting/winery tour	2.0%
Fine dining	11.8%	Nightclub/dancing	3.6%	Youth/amateur/collegiate sporting events	1.9%
Historic sites/churches	8.6%	Golf	3.4%	Biking	1.9%
State/National Park	8.6%	Bird watching	3.2%	Theater/drama	1.7%
Urban sightseeing	7.3%	Special events/Festivals	3.2%	Zoos	1.5%
Museums	6.2%	Nature travel/ecotouring	2.8%	Spa Health Club	1.3%

- Approximately 82.9% of *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 15.3% of overnight visitors in 2009. Business includes meetings and conventions. Approximately 1.8% reported “other purpose of trip” to North Carolina.

### **Lodging Choices of NC Overnight Visitors**



- Eighty five percent of *overnight* visitors came by auto/RV or other auto to North Carolina. Twelve percent came by plane.
- The average party size of a 2009 NC overnight visitor party was 2.0 persons. Approximately 28% of parties included children in their visits to North Carolina, while 72% did not.

### **2009 Overnight Trip Duration**

United States	3.9 nights
NC Portion	3.3 nights
Resident	2.5 nights
Out-of-State	3.7 nights

- The average age of the 2009 NC visitor is 46 years.
- Over 33% 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**

