

## **FAST FACTS** **2010 North Carolina Visitor & Trip Profile**

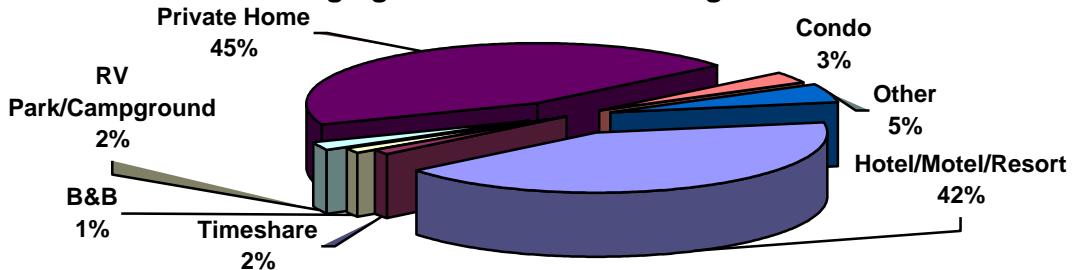
Top States of Origin for 2010 NC Overnight Visitors							
NC	35%	SC	8%	GA	6%	PA	4%
VA	10%	FL	7%	NY	4%	MD	3%

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

Visiting relatives/Family Reunion	37.3%	Wildlife viewing	5.8%	Special events/Festivals	2.6%
Shopping	20.9%	Old homes/mansions	4.7%	Youth/amateur/collegiate sporting events	2.4%
Visiting friends	19.1%	Fishing (fresh or saltwater)	4.2%	Casino/gaming	2.4%
Beach	17.9%	Hiking/backpacking	3.9%	Biking	2.0%
Fine dining	13.7%	Nightclub/dancing	3.7%	Wine tasting/winery tour	1.8%
Rural sightseeing	12.9%	Gardens	3.3%	Whitewater rafting/kayaking/canoeing	1.7%
State/National Park	8.6%	Golf	2.9%	Theater/drama	1.6%
Historic sites/churches	8.0%	Bird watching	2.9%	Zoos	1.6%
Urban sightseeing	7.4%	Nature travel/ecotouring	2.7%	Spa Health Club	1.6%
Museums	6.6%	Art galleries	2.6%	Camping	1.5%

- Approximately 82.5% of *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 16.2% of overnight visitors in 2010. Business includes meetings and conventions. Approximately 1.2% 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. Thirteen percent came by plane.
- The average party size of a 2009 NC overnight visitor party was 2.1 persons. Approximately 29% of parties included children in their visits to North Carolina, while 71% did not.

2010 Overnight Trip Duration	
United States	3.4 nights
NC Portion	3.3 nights
Resident	2.5 nights
Out-of-State	3.8 nights

- The average age of the 2010 NC visitor is 47 years.
- Over 37% of NC overnight visitors have annual household income in excess of \$85,000; 25% have a reported annual household income of over \$100,000.

### **Education Level of NC Overnight Visitors**

