

FAST FACTS **2011 North Carolina Visitor & Trip Profile**

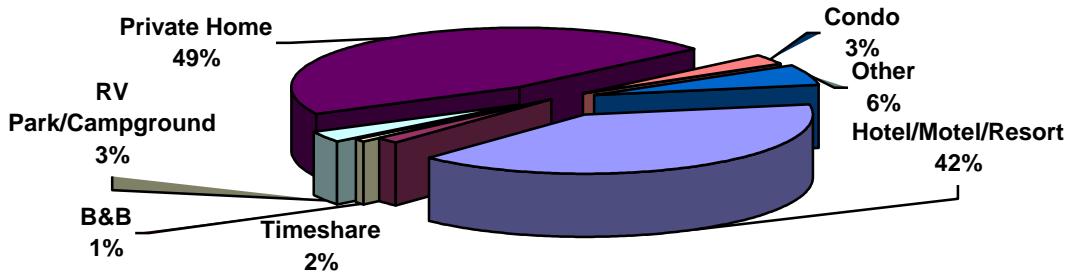
Top States of Origin for 2011 NC Overnight Visitors							
NC	37%	GA	7%	FL	6%	PA	4%
VA	9%	SC	6%	TN	4%	NY	4%

Overnight Visitor Activities In North Carolina

Visiting relatives/Family Reunion	36.3%	Wildlife viewing	6.3%	Special events/Festivals	2.7%
Shopping	21.4%	Old homes/mansions	5.3%	Bird watching	2.3%
Visiting friends	18.1%	Art galleries	3.9%	Camping	2.3%
Beach	15.7%	Hiking/backpacking	3.8%	Wine tasting/winery tour	2.2%
Rural sightseeing	15.2%	Nightclub/dancing	3.8%	Biking	2.0%
Fine dining	13.8%	Gardens	3.8%	Spa Health Club	2.0%
Historic sites/churches	10.0%	Nature travel/ecotouring	3.2%	Youth/amateur/collegiate sporting events	1.7%
Urban sightseeing	8.5%	Golf	3.1%	Theme Park	1.7%
State/National Park	8.5%	Fishing (fresh or saltwater)	2.9%	Theater/drama	1.5%
Museums	7.5%	Casino/gaming	2.9%	Zoos	1.5%

- Approximately 81.7% of *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 15.5% of overnight visitors in 2011. Business includes meetings and conventions. Approximately 2.8% 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. Eleven percent came by plane.
- The average party size of a 2011 NC overnight visitor party was 2 persons. Approximately 28% of parties included children in their visits to North Carolina, while 72% did not.

2011 Overnight Trip Duration	
United States	3.3 nights
NC Portion	3.5 nights
Resident	2.5 nights
Out-of-State	4.0 nights

- The average age of the 2011 NC visitor is 46 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

