

FAST FACTS **2012 North Carolina Visitor & Trip Profile**

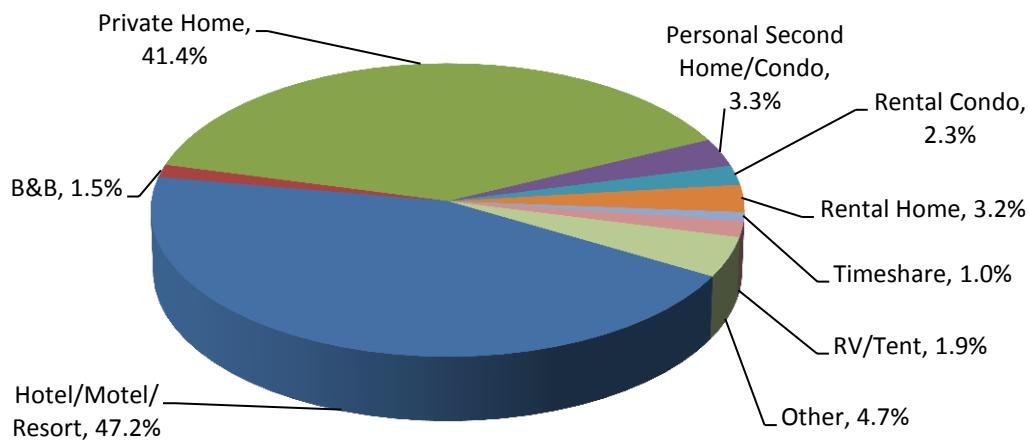
Top States of Origin for 2012 NC Overnight Visitors									
NC	36%	GA	7%	FL	7%	TN	3%	OH	3%
VA	8%	SC	7%	NY	4%	PA	3%	NJ	2%
								MD	2%
								TX	2%

Overnight Visitor Activities In North Carolina

Visiting Relatives/Family Reunion	31.6%	Nightclubs/Dancing	4.3%	Camping	2.2%
Shopping	20.5%	Old homes/Mansions	3.9%	Symphony/Opera/Concert/Musical Theater	1.8%
Beach	17.7%	Fishing (salt or freshwater)	3.9%	Bird Watching	1.7%
Visiting Friends	17.2%	Gardens	3.8%	Theme Park	1.7%
Rural Sightseeing	13.8%	Art Galleries	3.4%	Whitewater Rafting/Kayaking/Canoeing	1.7%
Fine Dining	13.2%	Casino/Gaming	3.3%	Youth/Amateur/Collegiate Sporting Events	1.5%
Historic Sites/Churches	8.7%	Special Events	3.3%	Theater/Drama	1.5%
State/National Park	8.3%	Nature Travel/Eco Touring	3.3%	Caverns	1.0%
Urban Sightseeing	7.5%	Wine Tasting/Winery Tour	2.8%	Spa/Health Clubs	0.9%
Wildlife Viewing	6.1%	Golf	2.7%	Motorsports	0.9%
Museums	6.0%	Zoos	2.6%	Horseback riding	0.9%
Hiking/Backpacking	4.4%	Biking	2.3%	Major sport event	0.8%

- Approximately 82.7% of *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 15.3% of overnight visitors in 2011. Business includes meetings and conventions. Approximately 2% reported "other purpose of trip" to North Carolina.

Overnight Visitor Lodging



- Eighty four 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 2012 NC overnight visitor party was 1.9 persons. Approximately 23% of parties included children in their visits to North Carolina, while 77% did not.

2011 Overnight Trip Duration	
United States	3.3 nights
NC Portion	3.0 nights
Resident	2.2 nights
Out-of-State	3.4 nights

- The average age of the 2012 NC visitor is 47 years and 57% are married.
- Nearly 86% classify themselves as white and just over 10% as black/African American.
- Over 34% of NC overnight visitors have annual household income in excess of \$85,000; 25% have a reported annual household income of over \$100,000.