

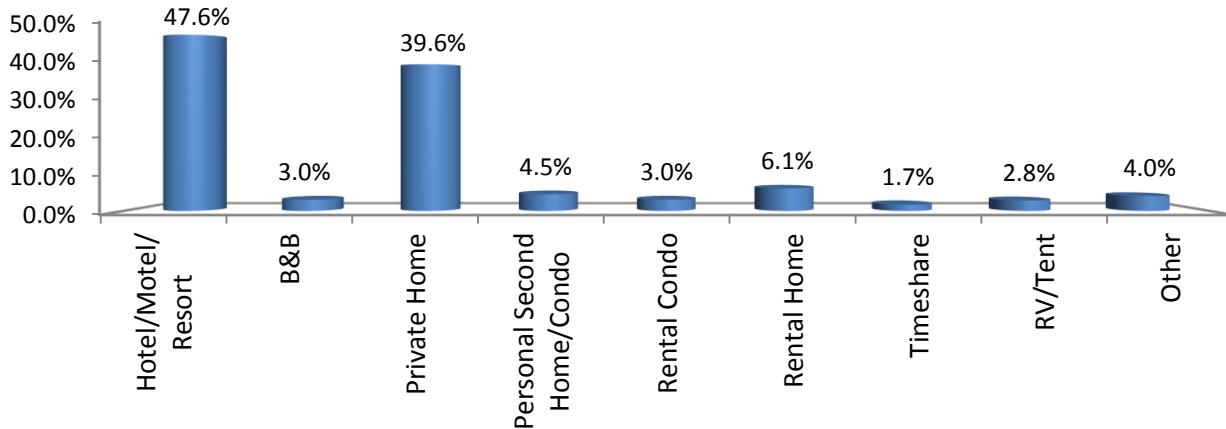
FAST FACTS **2014 North Carolina Visitor & Trip Profile**

Top States of Origin for 2014 NC Overnight Visitors									
NC	30%	FL	8%	GA	7%	TN	3%	OH	2%
SC	9%	VA	8%	NY	4%	PA	3%	MD	2%
TX 2%									

Overnight Visitor Activities In North Carolina						
Visiting Relatives/Family Reunion	35.3%	Nightclubs/Dancing	3.6%	Other nature (photography, rockhound, etc.)	2.2%	
Shopping	20.5%	Zoos/Aquariums/Aviaries	3.6%	Whitewater rafting/Kayaking/Canoeing	1.9%	
Beach	17.8%	Local/folk arts/crafts	3.4%	Biking/Road biking/Cycling	1.7%	
Visiting Friends	17.0%	Wine tasting/Winery tour	3.4%	Theater/Drama	1.5%	
Rural Sightseeing	12.8%	Fishing	3.3%	Farms/ranches/Agri-tours	1.4%	
Fine Dining	12.2%	Nature Travel/Eco Touring	3.2%	Spa/Health Club	1.4%	
State/National Park	11.2%	Special Events	3.2%	Motor boat/Jet ski	1.3%	
Historic Sites/Churches	9.3%	Theme Park/Amusement Park/Water Park	3.2%	Skiing/snowboarding	1.3%	
Wildlife Viewing	7.3%	Casino/gaming	3.0%	Motorsports – NASCAR, etc.	1.2%	
Museums	7.2%	Gardens	2.9%	Musical Theater	1.2%	
Urban Sightseeing	6.8%	Craft Breweries	2.9%	Musical performance/show	1.1%	
Old homes/Mansions	5.6%	Bird Watching	2.8%	Rock/mountain climbing	0.9%	
Hiking/Backpacking	4.4%	Sport events – Youth/Amateur/Collegiate	2.6%	Horseback riding	0.8%	
Art Galleries	3.9%	Golf	2.5%	Native American ruins/Rock Art	0.8%	

- Approximately 81% of 2014 *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 12% of overnight visitors in 2014. Business includes meetings and conventions. 7% reported “other purpose of trip” to North Carolina.

Overnight Visitor Lodging



*totals add to more than 100%, as more than one type of lodging can be chosen.

- Eighty percent of *overnight* visitors came by personal auto/RV to North Carolina. Ten percent came by plane and four percent arrived by rental car.
- The average party size of a 2014 NC overnight visitor party was 1.9 persons. Approximately 23% of parties included children in their visits to North Carolina, while 77% did not.

2014 Overnight Trip Duration	
United States	3.3 nights
NC Portion	2.8 nights
Resident	2.4 nights
Out-of-State	3.1 nights

- The average age of the 2014 NC overnight visitor was 47 years and 55% are married.
- 87% classified themselves as white and 7% as black/African American.
- Forty percent of 2014 NC overnight visitors reported an annual household income in excess of \$75,000; nearly 28% reported an annual household income of over \$100,000.
- Sixty-two percent of the head of household of 2014 visitor parties reported that they were employed full or part time, while more than twenty percent reported retired as employment status.