

# **2015 North Carolina Regional Travel Summary**

**A publication of Visit North Carolina**  
**A Unit of the Economic Development Partnership of North Carolina**



## 2015 North Carolina Regional Travel Summary

Visit North Carolina, formerly the North Carolina Division of Tourism, Film and Sports Development, has contracted with the research company TNS for data on North Carolina visitors since 2006. TNS is the world's largest provider of custom research and analysis, serving all segments of the travel industry. The company has over 13,000 full-time employees worldwide and offices in more than 80 countries.

The research program, titled "TravelsAmerica" conducts over 10,000 Internet-based interviews among past 12-month travelers who have traveled more than 50 miles from their homes (excluding commuters). From this sample, past-month data from 4,500 – 5,500 past month travelers is also collected for even greater insights. Information collected includes: purpose of trip, mode of travel, travel party characteristics, places visited, number of nights, accommodations, activities, spending, and demographics. Data collected are weighted to match US Census variables, market size, age of household head, household income, and household size. The research staff of Visit North Carolina created the following report based on this data from TravelsAmerica.

The purpose of this regional report is to provide each region with research data specific to their geographic area. The report is divided into four sections: Coast, Piedmont, Mountain and a comparison section. At the end of the report, an appendix offers definitions of key travel terms.

## 2015 North Carolina Regional Travel Summary

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## 2015 Domestic Coastal Region Travel

### Summary

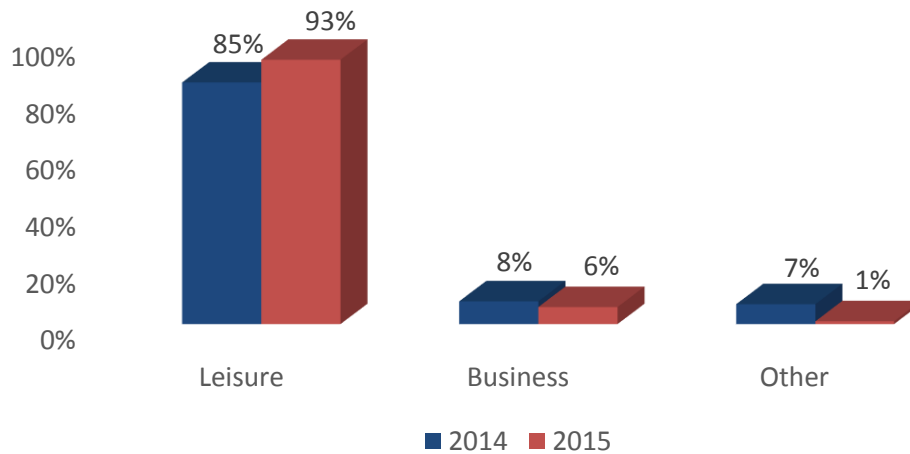
- ◆ In 2015, 23 percent of North Carolina visitors traveled to North Carolina’s Coastal Region, approximately 12.4 million person-trips (approximately 10.4 million overnight person-trips). For marketing purposes, the Coastal Region is made up of twenty-eight most eastern counties of North Carolina.
- ◆ Ninety-three percent of all domestic visitors (and 93 percent of overnights) came to the Coastal Region for pleasure purposes, while five percent of visitors (6 percent of overnights) came to conduct business (includes meeting/convention).
- ◆ Summer (June - August) was the most popular season for travel to North Carolina’s Coastal Region, with thirty-eight percent of all 2015 coastal visitors and forty percent of overnights. Spring (March-May) and fall (September - November) followed with twenty-five percent and twenty-three percent of coastal visitors (23 percent and 24 percent of overnights, respectively). The winter season (December-February) was the least visited with fourteen percent (13 percent of overnights).
- ◆ Overnight visitors to the Coastal Region spent an average of 4.0 nights in the region in 2015.
- ◆ Thirty-seven percent of Coastal Region overnight visitors lodged at a hotel/motel while thirty-two percent stayed in a private home. Eighteen percent stayed in a rental home and six percent stayed in a rental condo. Nine percent stayed in a personal second home or condo.
- ◆ The average travel party size for all Coastal Region visitors was 2.5 people. Thirty-seven percent of overnight travel parties to the region included children in the party, an increase from twenty-six percent in 2014.
- ◆ Ninety-four percent of overnight travelers to the Coastal Region drove (includes personal automobile, rental, motorcycle and RV), while five percent traveled by air.
- ◆ In 2015, the average household trip expenditure in the Coastal Region was \$814. The average household trip expenditure for overnight visitors to the Coastal Region was \$968. Daytrip parties to the Coastal Region spent approximately \$161 per visit.
- ◆ The top states of origin of *overnight* visitors to the Coastal Region were North Carolina (42.0%), Virginia (17.9%), Pennsylvania (4.6%), Ohio (4.3%), Maryland (3.8%), South Carolina (3.4%), West Virginia (3.4%), and New Jersey (3.3%).
- ◆ Fifty percent of all households (53 percent of overnight) that traveled to North Carolina’s Coastal Region in 2015 had a household income over \$75,000.
- ◆ In 2015, Raleigh/Durham (18.0%) was the top advertising market of origin for *overnight* travelers to the Coastal Region, followed by Charlotte (10.7%), Washington DC (7.1%), Greenville-New Bern-Washington (5.6%), Greensboro/High Point/Winston Salem (5.6%), Norfolk-Portsmouth-Newport News (5.2%), New York (3.6%) and Richmond-Petersburg, VA (3.5%).

## Coastal Region Overnight Visitor Profile

### Main Purpose of Visit

In 2015, ninety-three percent of domestic overnight visitors came to the Coastal Region for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. This was up from eighty-five percent in 2014. Approximately six percent of domestic overnight visitors came for general business, convention, seminar or other group meeting, while one percent traveled to the Coastal Region to conduct “other” business.

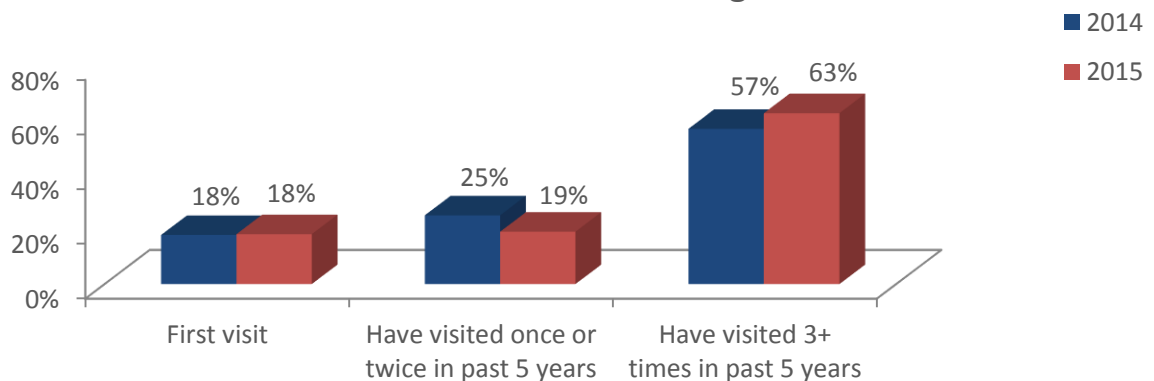
**2015 Primary Purpose of Overnight Trip to North Carolina's Coastal Region**



### First Time Out-of-State Visitors

Eighteen percent of overnight visitors to the Coastal Region were first time visitors in 2015. The majority of overnight out-of-state visitors are still repeat, and frequent, visitors.

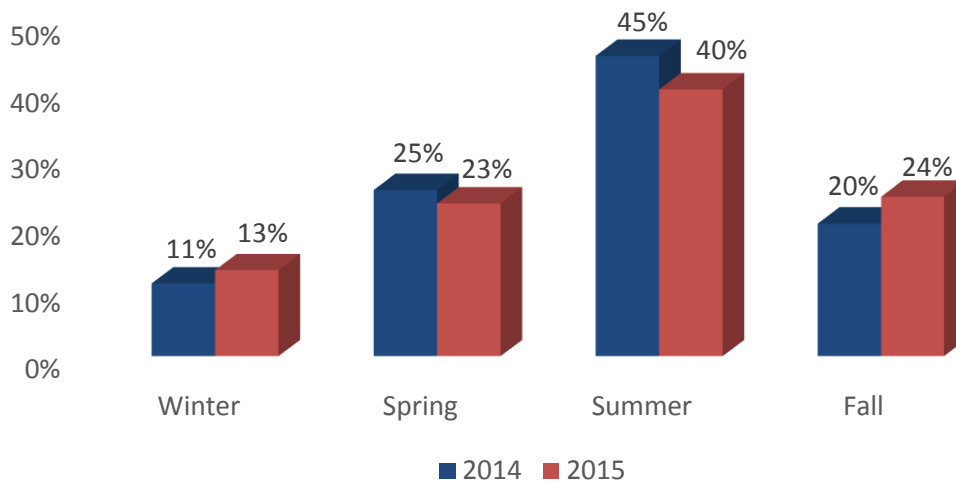
**2015 First Time vs. Repeat Out-of-State Visitors to North Carolina's Coastal Region**



## Travel Volume by Season

When examining visitation based on the typical seasonal schedule, the summer (June through August), with nearly half of the region’s annual visitors, remains the most popular season of the year for overnight travel to North Carolina’s Coastal Region. In 2015, the proportion of fall (September through November) visitors increased from 2014 in terms of proportion of total to twenty-four percent. Spring (March through May) drew twenty-three percent of overnight visitors and winter (December through February) welcomed thirteen percent of the region’s annual overnight visitors.

**2015 Overnight Travel by Season to North Carolina's Coastal Region**



## Average Length of Stay

In 2015, an average of 4.0 nights was spent by visitors to North Carolina’s Coastal Region, down slightly from 4.4 in 2014. Data indicates that out-of-state visitors stay an average of 4.5 nights (up from 3.0 in 2014), while in-state visitors stay an average of 3.3 nights (up from 2.8 in 2014).

## Travel Party Size

The average travel party size for all Coastal Region overnight visitors was 2.5 people, up from 2.0 in 2014.

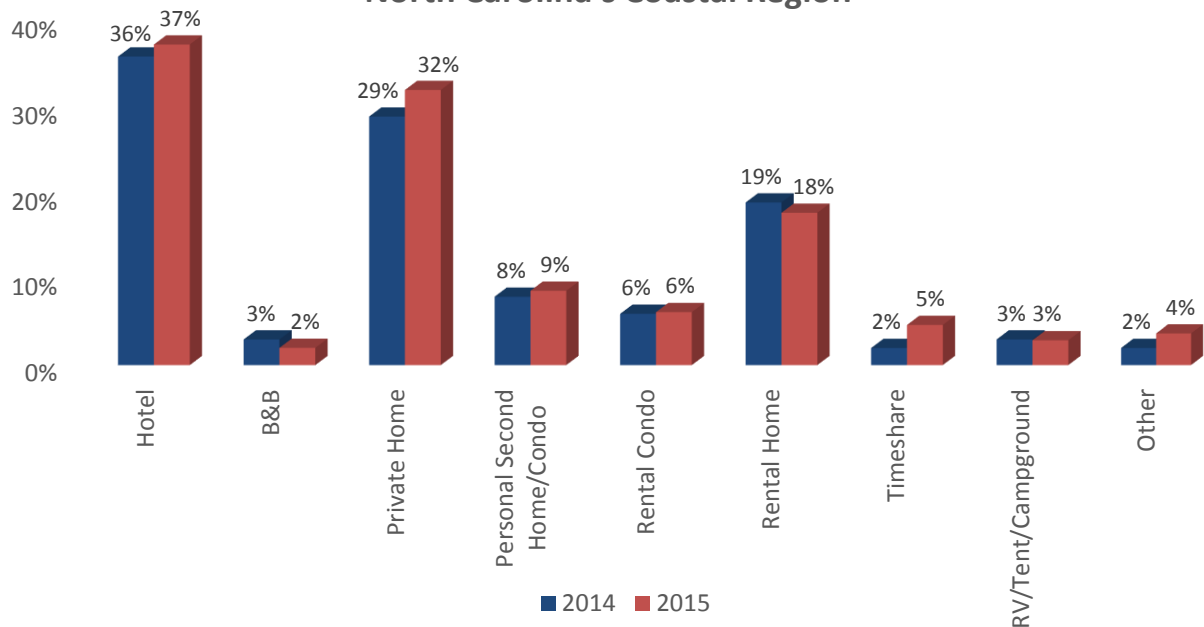
## Children on Trip

Thirty-seven percent of overnight visitor parties to the Coastal Region included children, up from twenty-eight percent in 2014. Among those who traveled with children, the average number of children on trips was 1.8.

### Lodging Used in Coastal Region

In 2015, over one-third of Coastal Region visitors lodged at a hotel/motel (37%) and thirty-two percent stayed in a private home, an increase from twenty-nine percent in 2014. It should be noted that some visitors use more than one type of accommodation during a visit, so totals equal more than 100%.

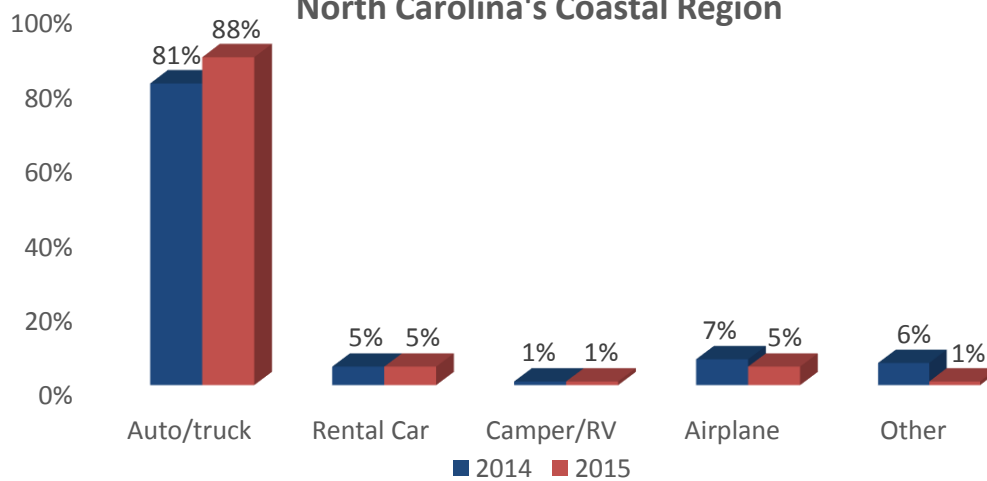
**2015 Lodging by Overnight Visitors to North Carolina's Coastal Region**



### Mode of Transportation

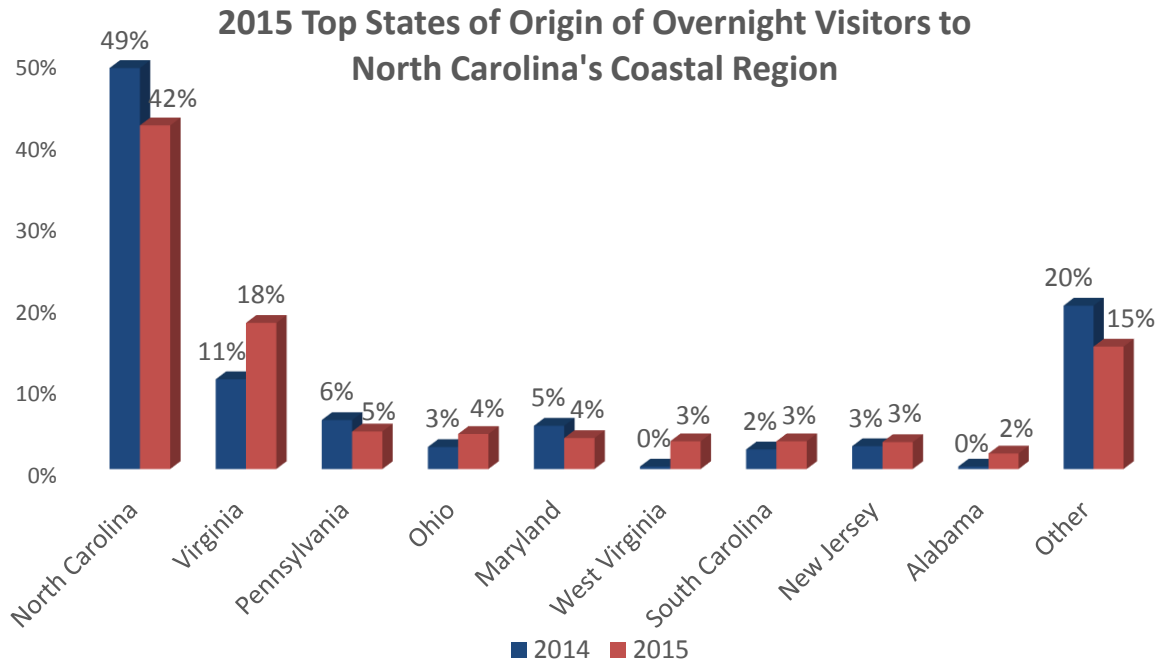
In 2015, the personal auto was by far the dominant form of transportation (88%) for overnight visitors to the Coastal Region, while five percent traveled by air.

**2015 Primary Mode of Transportation to North Carolina's Coastal Region**



## Origin of Visitors

In 2015, the top states of origin for Coastal Region overnight visitors included North Carolina (42%), Virginia (18%), Pennsylvania (5%), Ohio (4%), Maryland (4%), South Carolina (3%), West Virginia (3%) and New Jersey (3%). The proportion of in-state visitors decreased from 49% in 2014, while the proportion from Virginia to the coast increased from 11% in 2014 to 18% in 2015.

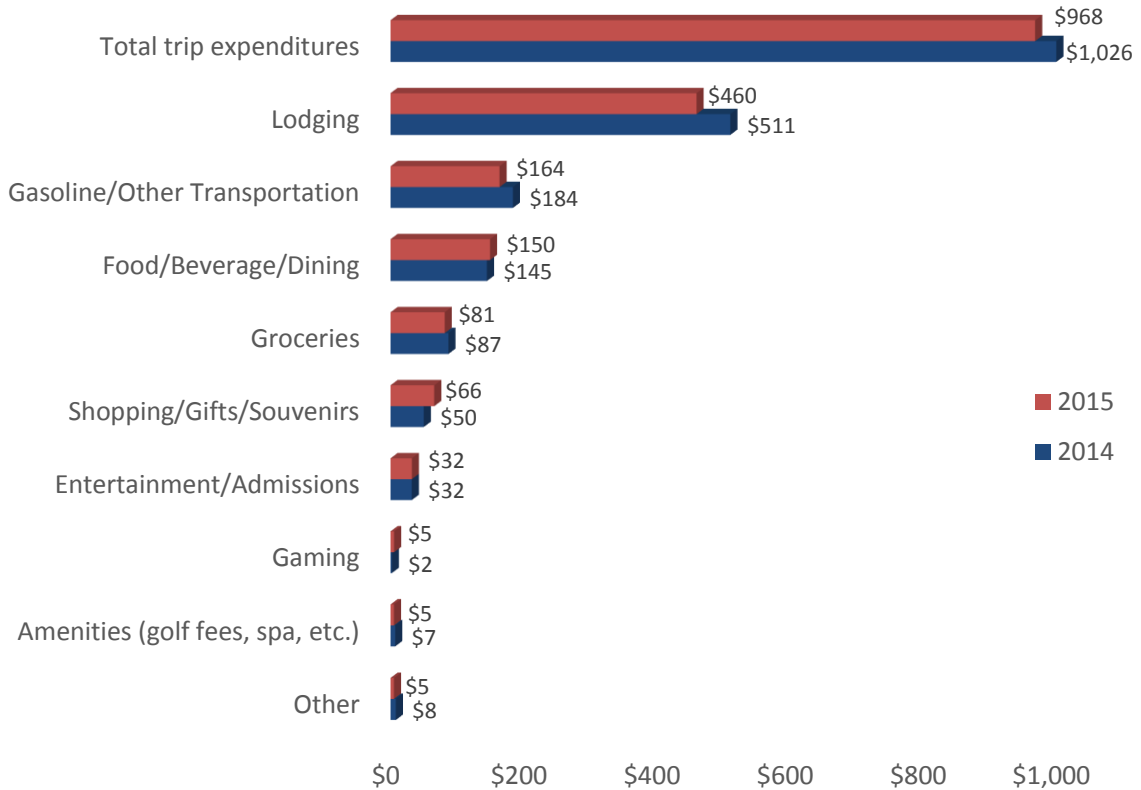




### Amount Spent in Coastal Region

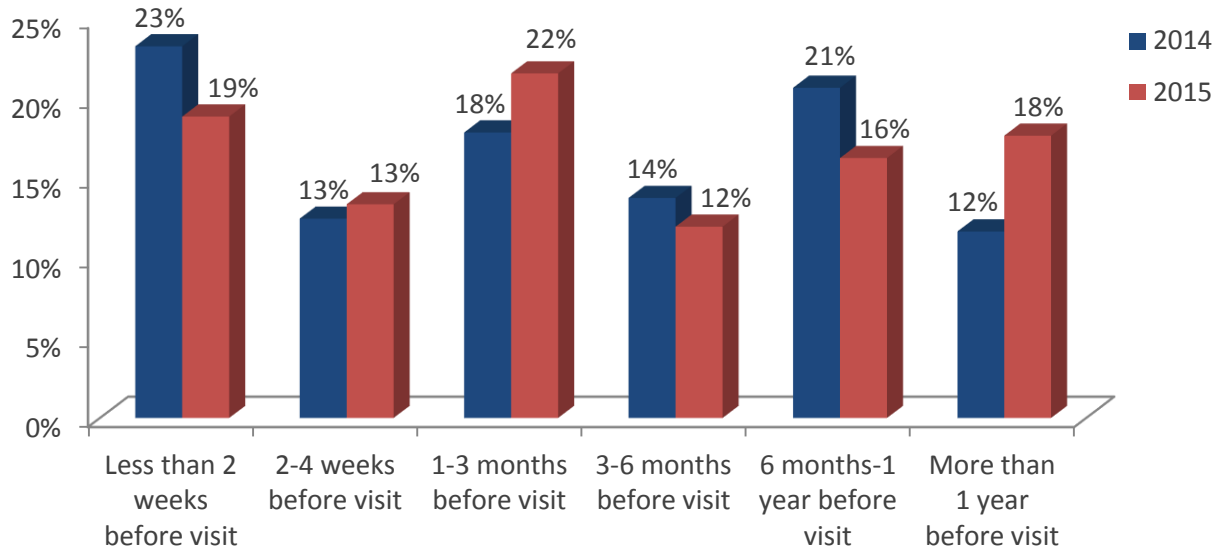
The average overnight visitor party spending per trip in the Coastal Region decreased six percent from 2014 to 2015. The bulk of the decrease was in lodging and transportation expenses. The lodging expense decrease can be partially explained by a shorter length of stay. When taking into account the shorter length of stay, the *daily* spending by visitor parties was actually higher in 2015 (\$242) than in 2014 (\$234).

#### Average Trip Spending by Overnight Visitor Parties to North Carolina's Coastal Region



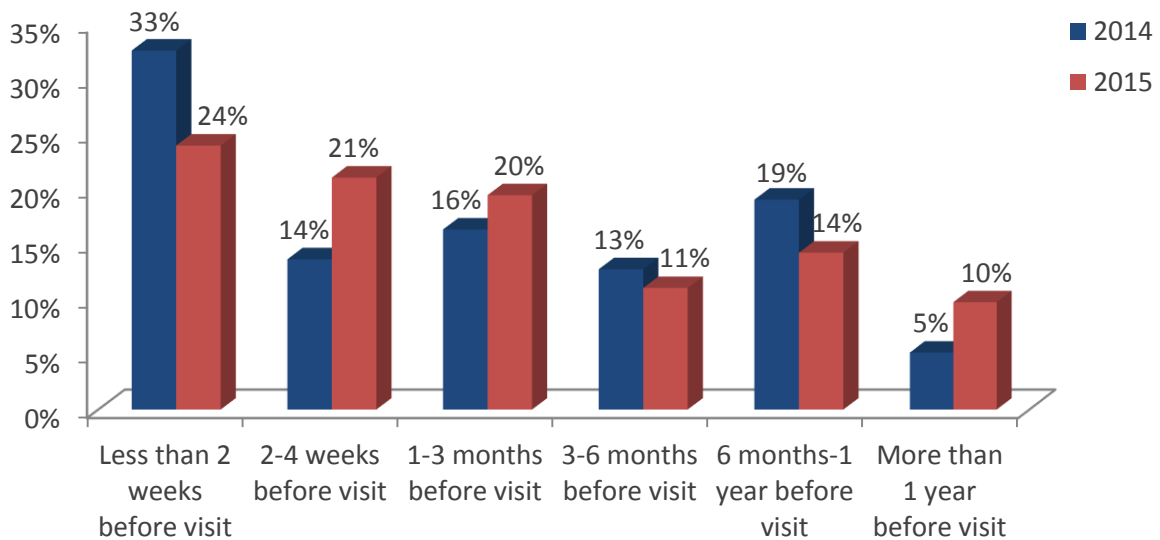
## Travel Planning to Coastal Region

### 2015 Length of Time to Consider NC as Travel Destination



Coastal Region visitors typically consider and decide their vacation plans farther in advance than North Carolina visitors in general. Just over one-third of Coastal Region visitors considered the state at least six months ahead of travel and nearly a quarter of them decided to visit at least six months ahead of travel. The proportion of the region’s overnight visitors who decided on the travel destination less than two weeks before visiting dropped from thirty-three percent in 2014 to twenty-four percent in 2015, but those that decided 2-4 weeks in advanced increased nearly the same percentage.

### 2015 Length of Time to Decide On NC as Travel Destination



## Activities

The following table provides information on activities participated in by coastal visitors. These are not indicative of purpose of trip, but what activities visitors participate in while in North Carolina. Nearly two-thirds of the overnight visitors to the region went to a beach and more than one-third shopped while visiting the coast. Other popular activities included visiting relatives (22%), fine dining (20%), visiting historic sites/churches (17%), visiting friends (14%), fishing (13%), visiting a museum (12%) and visiting a state park (12%). **\*Note that responses to this question are not mutually exclusive and percentages do not equal 100%. Therefore, proportions should not be aggregated to combine categories of activities. Also note that these activities do not imply purpose of trip.**

**Activities Participated in by Overnight Visitors to North Carolina’s Coastal Region**

Activity	2014	2015
Beach	62.3%	64.5%
Shopping	26.6%	33.7%
Visiting Relatives	26.1%	21.9%
Fine Dining	16.5%	19.7%
Historic Sites/Churches	12.7%	17.1%
Visiting Friends	14.6%	13.8%
Fishing (fresh or saltwater)	8.8%	13.2%
Museums	9.3%	12.4%
State Park/Monument/Recreation area*	n/a	12.2%
Rural Sightseeing	15.9%	10.7%
Wildlife Viewing	12.2%	10.3%
Zoos/Aquariums/Aviaries	8.2%	9.2%
Urban Sightseeing	8.1%	7.3%
National Park/Monument/Recreation area*	n/a	7.0%
Other nature (photography, rockhounding, etc.)	1.2%	6.2%
Nightclubs/Dancing	2.9%	5.1%
Old Homes/Mansions	5.2%	4.6%
Craft Breweries	1.4%	4.3%
Bird Watching	5.5%	4.3%
Wine Tasting/Winery Tour	2.6%	3.9%
Gardens	2.3%	3.8%
Biking/Road Biking/Cycling	3.8%	3.8%
Horseback riding	0.4%	3.7%
Special Events/Festivals	2.2%	3.6%
Art Galleries	3.0%	3.5%
Theme Park/Amusement Park/Water Park	2.6%	3.2%
Hiking/Backpacking	2.9%	2.8%
Area where TV show or movie was filmed	0.8%	2.7%
Sailing	0.6%	2.4%
Musical performance/show	2.5%	2.1%
Golf	2.9%	2.1%
Spa/Health Club	1.3%	2.0%
Water skiing	1.0%	1.8%
Local/folk arts/crafts	3.6%	1.8%
Whitewater Rafting/Kayaking/Canoeing	2.5%	1.7%
Youth/Amateur/Collegiate/Sporting Event <u>Spectator</u> *	n/a	1.6%
Nature Travel/Eco-touring	4.4%	1.5%

\* New category

## **Demographic Profile of North Carolina Coastal Region Overnight Visitors**

More than two-thirds (69%) of the North Carolina Coastal Region overnight visitor are married and twenty-one percent of the region's visitors have never been married. Nine percent are divorced, widowed or separated.

The largest proportion of North Carolina Coastal Region overnight visitors classifies themselves as white (85%), and eight percent classify themselves as black/African American. More than five percent listed their ethnicity as Asian/Pacific Islander.

The average Coastal Region overnight visitor is 44 years old and two-thirds (67%) of regional overnight visitor parties have a household head with a college degree or higher.

The average household income of a visitor party to the Coastal Region in 2015 was \$89,550 with half (53%) of the visitor parties reporting a household income \$75,000 or more. Twenty-one percent had a household income of over \$125,000.

The average North Carolina Coastal Region overnight visitor has 15 vacation days each year. Seventy-three percent of overnight visitor parties reported that the head of household is employed, while fourteen percent are retired. The remainder reported "not employed" as work status.

The average household size of a North Carolina Coastal Region overnight visitor party in 2015 was 2.9.

## 2015 Top Advertising Markets

In 2015, the top advertising markets sending overnight visitors to **North Carolina’s Coastal Region** were Raleigh-Durham-Fayetteville (18.0%), Charlotte (10.7%), Washington, DC (7.1%), Greenville-New Bern-Washington (5.6%), Greensboro-Winston-Salem-High Point (5.6%), Norfolk-Portsmouth-Newport News, VA (5.2%), New York, NY (3.6%) and Richmond-Petersburg, VA (3.5%). While nearly eleven percent of the Coastal Region visitors are from the Charlotte market, the coastal share of all NC visitors from that market is twenty-two percent. Likewise, while five percent of the region’s visitors are from Norfolk-Portsmouth-Newport News, VA, but the coastal share of all NC visitors from that market is forty-two percent. Advertising markets correspond with Nielsen’s Designated Market Areas (DMAs).

### Top Advertising Markets of Origin for *Overnight* Coastal Region Visitors

<i>DMA of Origin</i>	<i>2015 % of Total NC Visitors to Region</i>	<i>2014 % of Total NC Visitors to Region</i>	<i>2015 Coastal Share of NC Visitors from DMA</i>	<i>2014 Coastal Share of NC Visitors from DMA</i>
Raleigh-Durham (Fayetteville)	18.0%	20.3%	29.6%	30.7%
Charlotte	10.7%	9.8%	22.3%	19.1%
Washington DC Metro	7.1%	3.3%	29.3%	21.3%
Greenville-New Bern-Washington	5.6%	5.4%	26.2%	43.8%
Greensboro-High Point-Winston Salem	5.6%	9.0%	28.8%	22.0%
Norfolk-Portsmouth-Newport News, VA	5.2%	4.9%	42.1%	36.5%
New York, NY	3.6%	4.0%	16.9%	22.9%
Richmond-Petersburg, VA	3.5%	3.1%	42.3%	29.3%
Philadelphia, PA	3.1%	2.0%	27.8%	25.8%
Cleveland-Akron, OH	2.9%	1.0%	56.3%	22.2%
Roanoke-Lynchburg	2.8%	1.6%	40.9%	12.2%
Harrisburg-Lancaster-Lebanon-York	2.7%	1.3%	80.0%	45.5%
Baltimore	2.1%	4.4%	26.1%	51.5%
Wilmington	2.0%	1.4%	14.0%	13.2%
Pittsburgh	2.0%	2.9%	50.0%	47.8%
Columbia, SC	1.9%	0.5%	35.3%	4.4%
Mobile-Pensacola (Ft. Walton Beach)	1.9%	0.2%	60.0%	16.7%
Boston	1.5%	1.2%	20.0%	31.3%

Note: Advertising markets defined by Nielsen’s Designated Market Area (DMA)

## 2015 Domestic Piedmont Region Travel

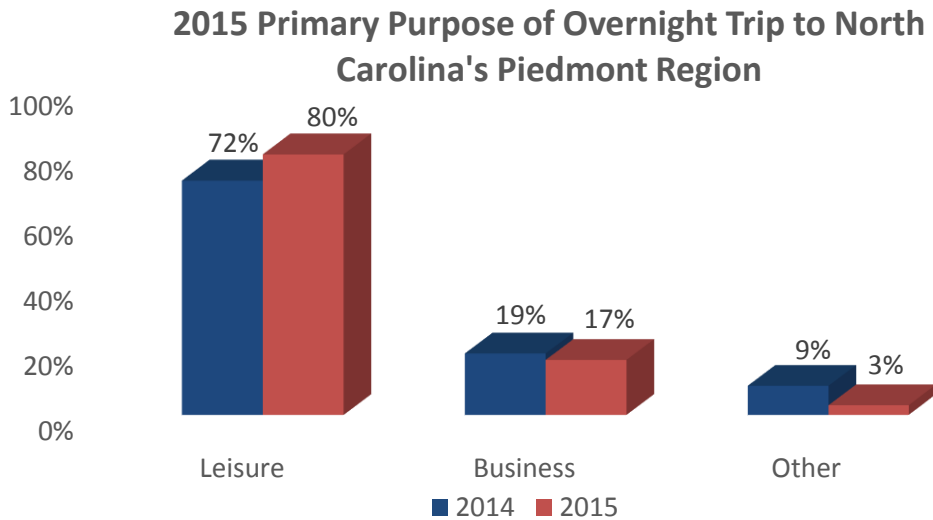
### Summary

- ◆ In 2015, fifty-six percent of North Carolina visitors traveled to North Carolina’s Piedmont Region, approximately 30.6 million person-trips (approximately 23 million overnight person-trips). For marketing purposes, the Piedmont Region is made up of the 49 most central counties of North Carolina.
- ◆ Eighty-one percent of all domestic visitors (80 percent of overnights) came to the Piedmont Region for pleasure purposes, while sixteen percent of all visitors (17 percent of overnights) came to conduct business (includes meeting/convention).
- ◆ Travel to the Piedmont Region was fairly consistent throughout the seasons. Spring (March - May) and summer (June - August) had slightly higher proportions of visitors, with twenty-six percent of total visitors (27 percent of overnights). Winter (December - February) followed with twenty-five percent (24 percent of overnights), and fall (September - November) represented twenty-three percent (23 percent of overnights) of the region’s annual visitors.
- ◆ Overnight visitors to the Piedmont Region spent an average of 2.8 nights in the region.
- ◆ Fifty-two percent of Piedmont Region visitors lodged in a hotel/motel, while forty-six percent of overnight visitors stayed in a private home.
- ◆ The average travel party size for all Piedmont Region visitors was 2.1 people. Twenty-four percent of travel parties to the region included children in the party.
- ◆ Eighty-three percent of all overnight travelers to the Piedmont Region drove (includes personal automobile, rental, and motorcycle), while fourteen percent traveled by air.
- ◆ In 2015, the average household trip expenditure in the Piedmont Region was \$448. The average household trip expenditure for overnight visitors to the Piedmont Region was \$522. Daytrip parties to the Piedmont region spent approximately \$155 per visit in 2015.
- ◆ The top states of origin of *overnight* visitors to the Piedmont Region in 2015 were North Carolina (38%), Georgia (7%), Virginia (7%), New York (5%), South Carolina (5%), and Pennsylvania (5%).
- ◆ Forty-five percent of the households (48 percent of overnight) that traveled to North Carolina’s Piedmont Region in 2015 had a household income over \$75,000.
- ◆ In 2015, Raleigh/Durham/Fayetteville (13.5%), was the top advertising market of origin for *overnight* travelers to the Piedmont Region, followed by Charlotte (8.7%), Greenville-Spartanburg-Asheville-Anderson (7.3%), New York (5.6%), Atlanta (5.3%), Washington, DC (5.2%) and Greensboro/High Point/Winston-Salem (3.5%).

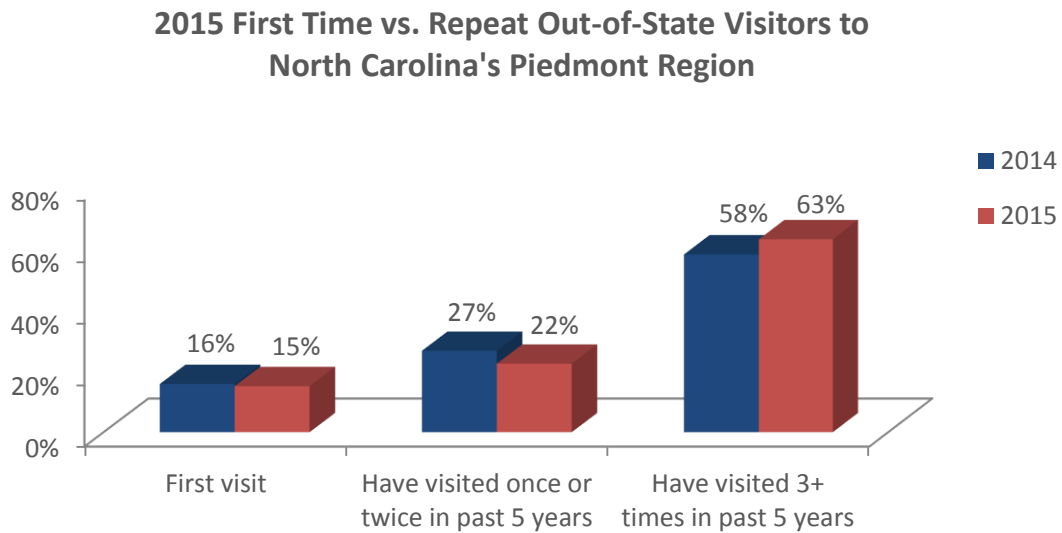
## Piedmont Region Overnight Visitor Profile

### Main Purpose of Visit

In 2015, eighty percent of domestic overnight visitors came to the Piedmont Region for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. This was up from seventy-two percent in 2014. Business travel visitors represented seventeen percent of the region’s visitors.



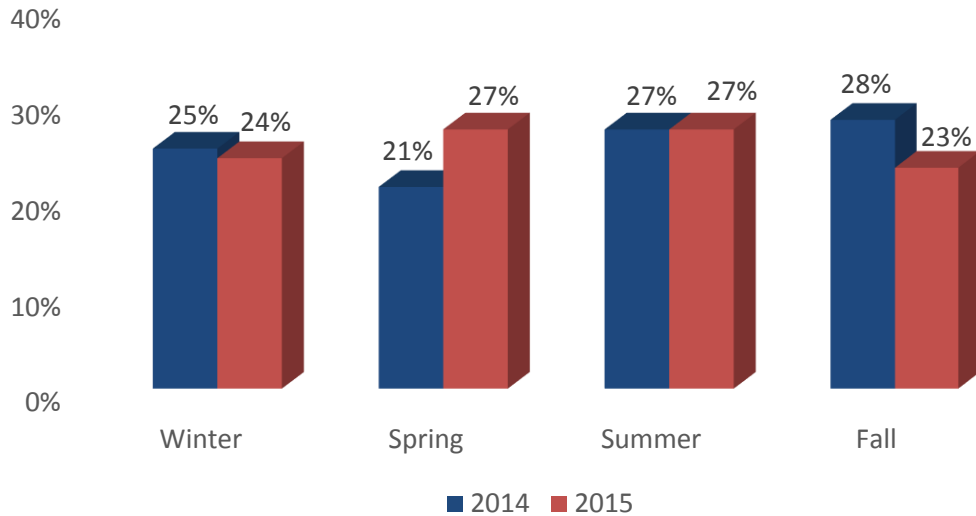
Repeat visitors to North Carolina comprised the largest proportion of out-of-state Piedmont Region visitors. Fifteen percent of the region’s out-of-state visitors were first time visitors.



### Travel Volume by Season

Though the Piedmont Region typically sees more consistent visitation throughout the year than the other two regions, 2015 saw the spring season increase in proportion of visitors from twenty-one percent to twenty-seven percent and fall decrease from twenty-eight percent to twenty-three percent.

#### 2015 Overnight Travel by Season to North Carolina's Piedmont Region



### Average Length of Stay

In 2015, an average of 2.8 nights was spent by visitors to North Carolina’s Piedmont Region. This was a decrease from the 2014 average length of stay of 3.2 nights. Data indicates that out-of-state visitors stay an average of 3.1 nights, while in-state visitors stay an average of 2.3 nights.

### Travel Party Size

The average travel party size for all Piedmont Region overnight visitors was 2.1 people.

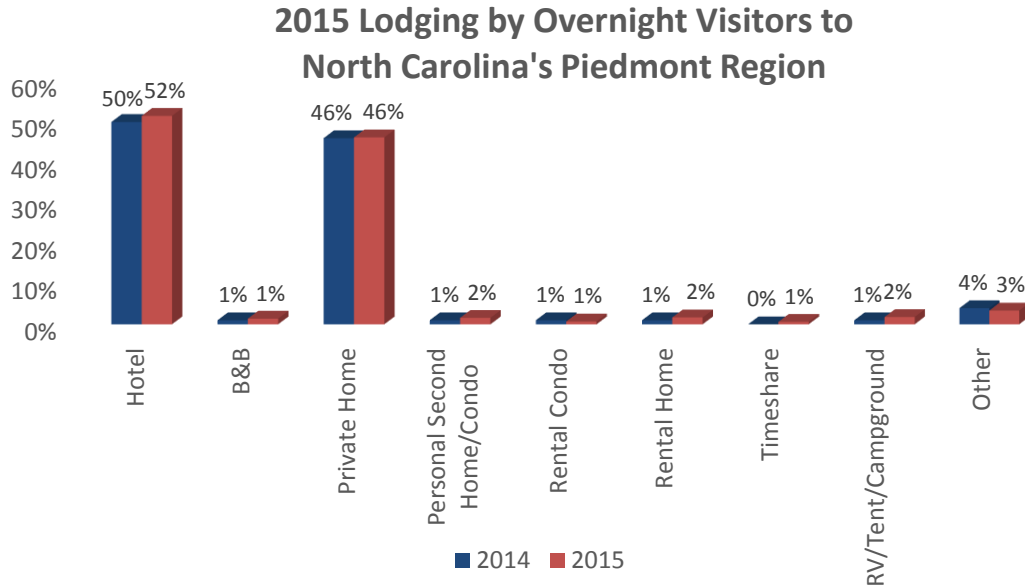
### Children on Trip

Twenty-five percent of overnight visitor parties to the Piedmont Region included children, up from seventeen percent in 2014. Among those who traveled with children, the average number of children on trips was 1.9.



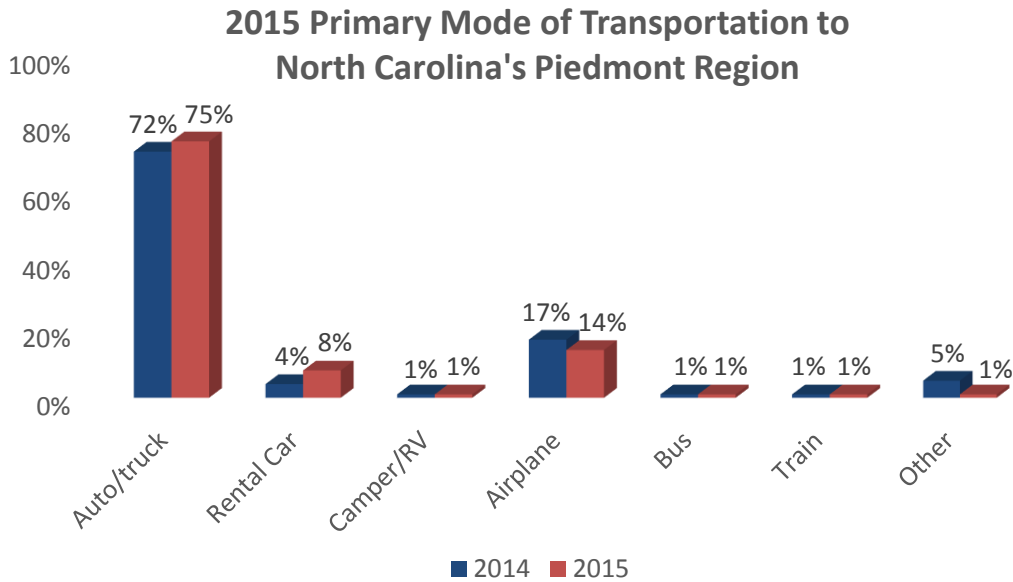
### Lodging Used in Piedmont Region

In 2015, more than half of Piedmont Region visitors stayed in a hotel/motel, while nearly half (46%) of visitors stayed in a private home. It should be noted that some visitors use more than one type of accommodation during a visit, so totals equal more than 100%.



### Mode of Transportation

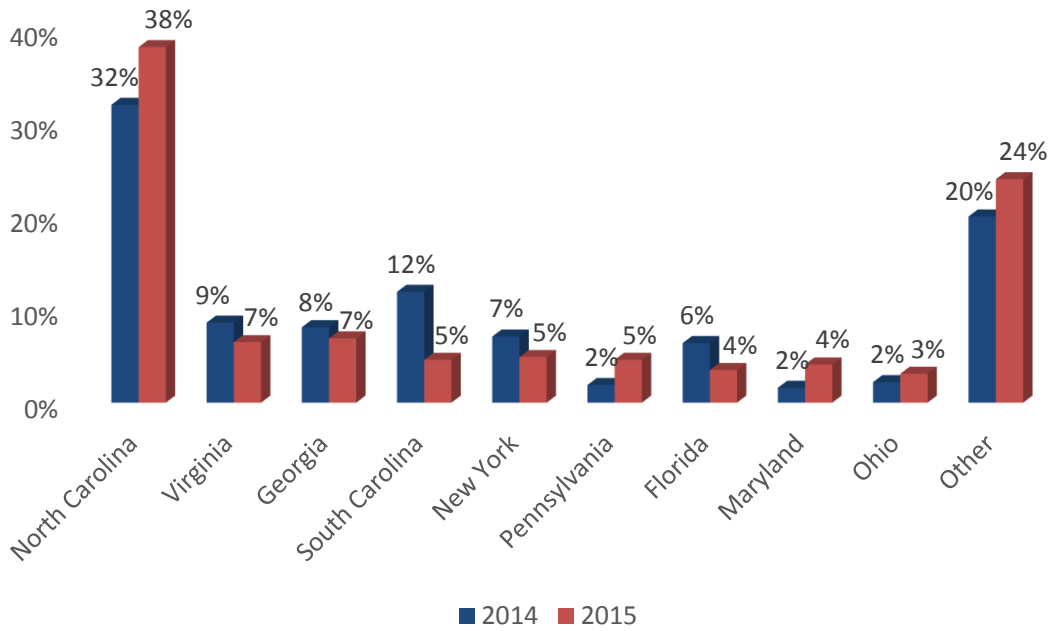
In 2015, personal auto was most used form of transportation (75%) to the Piedmont Region, however fourteen percent traveled by air.



### Origin of Visitors

In 2015, the top states of origin for Piedmont Region overnight visitors included North Carolina (38%), Virginia (7%), Georgia (7%), South Carolina (5%), New York (5%), Pennsylvania (5%), Florida (4%), and Maryland (4%). The proportion of visitors to the Piedmont from Pennsylvania, Maryland and Ohio increased from 2014 to 2015, as well as the proportion of in-state visitors.

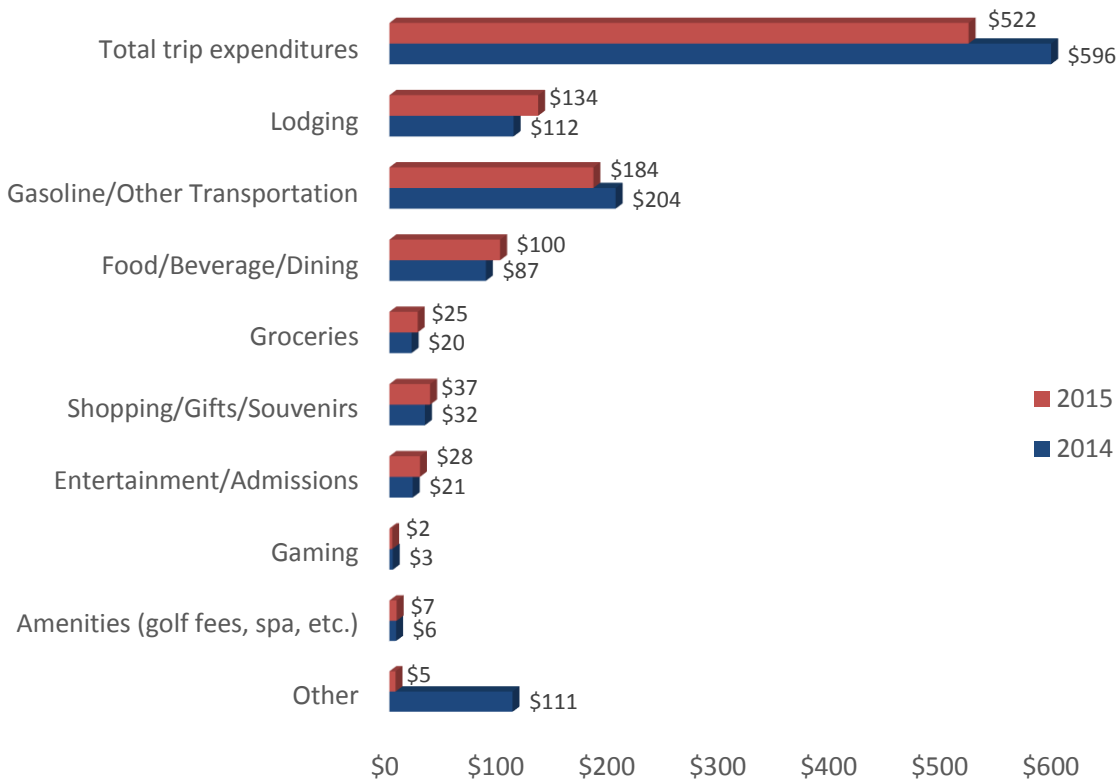
#### 2015 Top States of Origin of Overnight Visitors to North Carolina's Piedmont Region



### Amount Spent in Piedmont Region

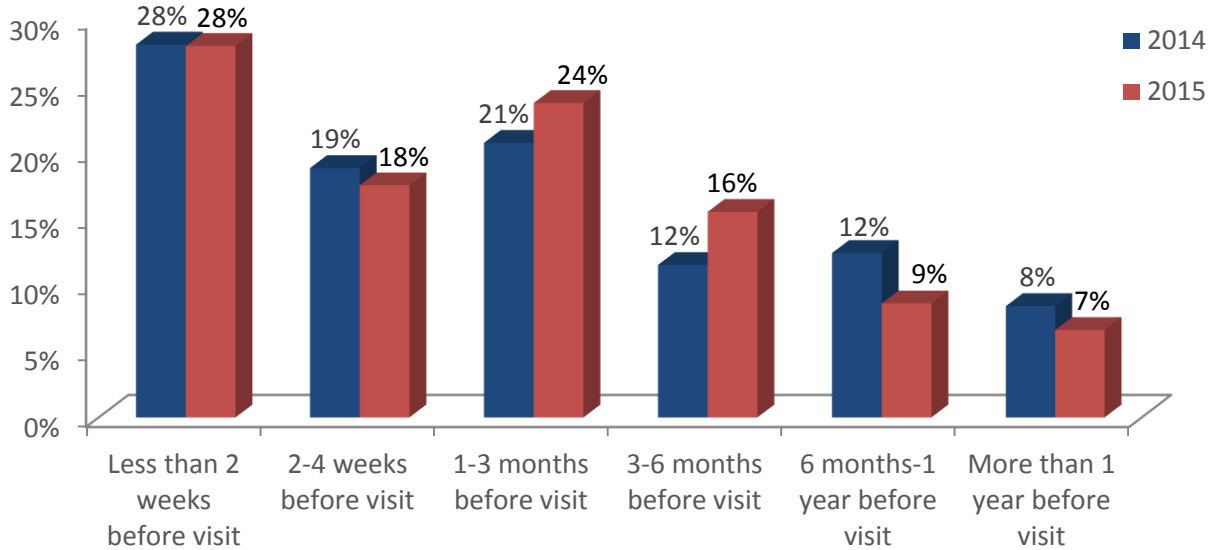
The average overnight visitor party spending in the Piedmont Region was \$522, down twelve percent from 2014. Most of the decrease resulted from decreased transportation expenses and “other” expenditures that are not captured by existing categories. Lodging, food/beverage/dining and shopping expenditures all increased from 2014 to 2015. When accounting for a slightly shorter length of stay in 2015, daily expenditures per party remained constant at \$186 per day.

#### Average Spending by Overnight Visitor Parties to North Carolina's Piedmont Region



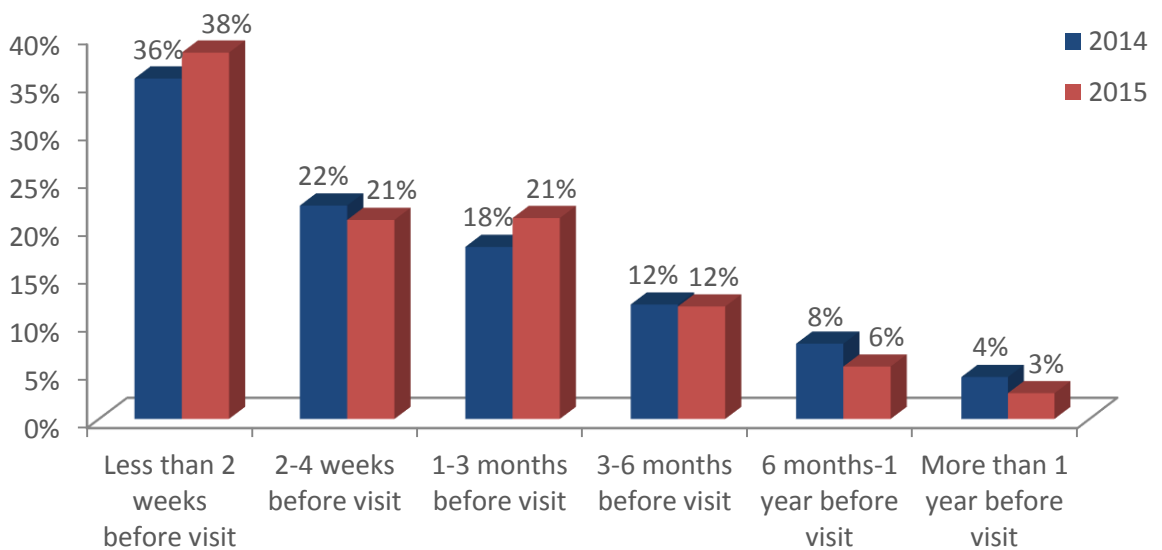
**Travel Planning to Piedmont Region**

**2015 Length of Time to Consider NC as Travel Destination**



Piedmont Region overnight visitors consider and decide to visit North Carolina within a shorter time frame than North Carolina visitors as a whole. Nearly half of Piedmont Region visitors considered the state one month or less ahead of travel, and fifty-nine percent decided to visit less than one month prior to travel.

**2015 Length of Time to Decide On NC as Travel Destination**



## Activities

The following chart provides activities participated in by Piedmont Region visitors. These are not indicative of purpose of trip, but activities participated in while in the North Carolina. Over one-third (35%) of the overnight visitors to the piedmont visited relatives while in the region. Twenty-four percent shopped and nearly twenty-one percent visited friends. Other popular activities included urban sightseeing (14%), fine dining (14%), rural sightseeing (12%), visiting museums (9%) and visiting historic sites/churches (9%). **\*Note that responses to this question are not mutually exclusive and percentages do not equal 100%. Therefore, proportions should not be aggregated to combine categories of activities. Also note that these activities do not imply purpose of trip.**

**Activities Participated in by Overnight Visitors to North Carolina’s Piedmont Region**

Activity	2014	2015
Visiting relatives	39.5%	34.6%
Shopping	19.8%	23.8%
Visiting friends	18.9%	20.6%
Urban sightseeing	7.3%	14.1%
Fine dining	10.6%	13.9%
Rural sightseeing	6.9%	12.0%
Museums	7.5%	9.4%
Historic sites/churches	8.3%	8.5%
State park/Monument/Recreation area*	n/a	6.7%
Youth/Amateur/Collegiate/Sporting Event <u>Spectator</u> *	n/a	6.4%
Old homes/mansions	5.1%	5.8%
Gardens	1.7%	4.3%
Art galleries	3.5%	4.0%
Zoos/Aquariums Aviaries	2.5%	4.0%
Nightclub/dancing	5.9%	3.9%
Local/folk arts/crafts	1.5%	3.6%
Wildlife viewing	3.2%	3.6%
Fishing	1.3%	3.4%
Craft Breweries	3.0%	3.3%
Other nature (photography, rockhounding, etc.)	0.6%	3.3%
Sports events – Major/Professional*	n/a	3.2%
Musical Theater	1.7%	3.2%
Musical performance/show	1.2%	2.9%
Golf	2.2%	2.8%
Theme park/Amusement park/Water park	3.9%	2.4%
National park/Monument/Recreation area*	n/a	2.3%
Special events/Festivals	3.8%	2.3%
Nature travel/ecotouring	1.1%	2.2%
Native American ruins	0.8%	2.1%
Hiking/Backpacking/Canyoneering	2.3%	2.0%
Bird Watching	1.4%	1.9%
Spa/health club	1.5%	1.8%
Rock climbing	0.5%	1.7%
Sailing	0.3%	1.7%
Youth/Amateur/Collegiate/Sporting Event <u>Participant</u> *	3.2%	1.6%

\* New category

### **Demographic Profile of North Carolina Overnight Visitors to the Piedmont Region**

Nearly two-thirds of the Piedmont Region’s overnight visitors (61.2%) of the visitors are married and twenty-eight percent have never married. Eleven percent of the region’s visitors are divorced, widowed or separated.

The largest proportion of North Carolina Piedmont Region overnight visitors classify themselves as white (83.3%), and eleven percent classify themselves as black/African American.

The average Piedmont Region visitor is 44 years old and two-thirds (67.2%) of regional overnight visitor parties have a household head with a college degree or higher.

The average household income of a visitor party to the Piedmont Region in 2015 was \$83,970. Nearly half (48.1%) of the visitor parties that traveled to North Carolina’s Piedmont Region in 2015 had a household income \$75,000 or over. Eighteen percent had a household income of over \$125,000.

The average North Carolina Piedmont Region overnight visitor has 15 vacation days each year. Nearly two-thirds (63.4%) of overnight visitor parties reported that the head of household is employed, while twenty-one percent are retired. The remainder reported “not employed” as work status.

The average household size of a North Carolina Piedmont Region overnight visitor party in 2015 was 2.7.

## 2015 Top Advertising Markets

In 2015, the top advertising markets sending overnight visitors to **North Carolina’s Piedmont Region** were Raleigh-Durham-Fayetteville (13.5%), Charlotte (8.7%), Greenville-Spartanburg-Asheville (7.3%), New York, NY (5.6%), Atlanta (5.3%) and Washington, DC (5.2%). Advertising markets correspond with Nielsen’s Designated Market Areas (DMAs).

### Top Advertising Markets of Origin for Overnight Piedmont Region Visitors

<i>DMA of Origin</i>	<i>2015 % of Total NC Visitors to Region</i>	<i>2014 % of Total NC Visitors to Region</i>	<i>2015 Piedmont Share of NC Visitors from DMA</i>	<i>2014 Piedmont Share of NC Visitors from DMA</i>
Raleigh-Durham (Fayetteville)	13.5%	10.2%	58.6%	35.4%
Charlotte	8.7%	8.9%	47.3%	40.2%
Greenville-Spartanburg-Asheville	7.3%	3.9%	57.8%	43.8%
New York, NY	5.6%	4.5%	69.2%	57.1%
Atlanta	5.3%	6.2%	44.8%	42.3%
Washington DC Metro	5.2%	2.0%	56.0%	29.5%
Greensboro-High Point-Winston Salem	3.5%	8.3%	47.5%	46.5%
Greenville-New Bern-Washington	3.3%	1.7%	41.5%	31.3%
Wilmington	2.3%	2.6%	41.9%	60.5%
Philadelphia	2.1%	2.1%	47.2%	58.1%
Baltimore	1.8%	0.7%	60.9%	18.2%
Boston	1.7%	0.5%	56.0%	31.3%
Norfolk-Portsmouth-Newport News	1.5%	2.3%	31.6%	38.5%
Myrtle Beach-Florence	1.4%	1.1%	42.3%	33.3%
Nashville	1.4%	0.2%	63.2%	13.3%
Columbus, OH	1.4%	0.4%	73.3%	33.3%
Bluefield-Beckley-Oak Hill	1.3%	0.7%	73.3%	77.8%
Binghamton	1.3%	0.5%	100.0%	83.3%

Note: Advertising markets defined by Nielsen’s Designated Market Area (DMA)

## 2015 Domestic Mountain Region Travel

### Summary

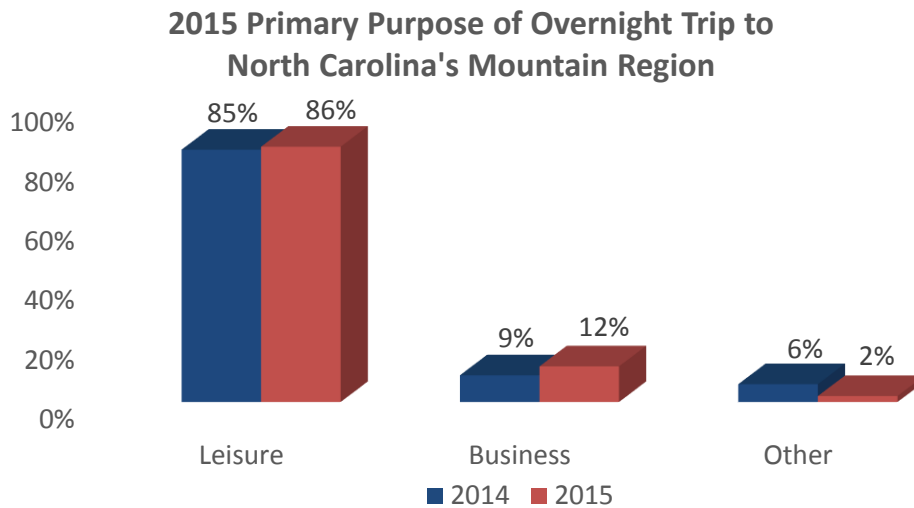
- ◆ In 2015, twenty-one percent of North Carolina visitors traveled to North Carolina’s Mountain Region, approximately 11.6 million person-trips (approximately 9.5 million overnight person-trips). For marketing purposes, the Mountain Region is made up of the 23 western-most counties of North Carolina.
- ◆ Eighty-seven percent of all domestic visitors (86 percent of overnight visitors), came to the Mountain Region for pleasure purposes, while nearly eleven percent of all visitors (12 percent of overnight visitors) came to conduct business (includes meeting/convention).
- ◆ Travel to the mountains of North Carolina was heaviest in the summer and fall. The summer (June – August) had the highest proportion of visitors, with thirty percent of all 2015 mountain visitors (32 percent of overnights). The fall (September - November) followed with twenty-nine percent of visitors (26 percent of overnights), followed by spring (March - May) with twenty-five percent (24 percent of overnights).
- ◆ Overnight visitors to the Mountain Region spent an average of 3.0 nights in the region.
- ◆ Sixty-six percent of Mountain Region visitors lodged in a hotel/motel, while seventeen percent stayed at a private home. Nine percent stayed in a rental home, while five percent stayed at a bed & breakfast and four percent in an RV/tent/campground.
- ◆ The average travel party size for all Mountain Region visitors was 2.1 people. Twenty-two percent of all travel parties to the region included children in the party.
- ◆ Ninety-three percent of *overnight* travelers to the Mountain Region drove (includes personal automobile, rental vehicle, RV/camper), while six percent traveled by air.
- ◆ In 2015, the average trip expenditure in the Mountain Region was \$697. The average trip expenditure for overnight visitors to the Mountain Region was \$820. Daytrip parties to the Mountain Region spent approximately \$145 per visit.
- ◆ The top states of origin of *overnight* visitors to the Mountain Region were North Carolina (37%), Georgia (18%), Florida (7%), South Carolina (6%), Tennessee (5%) and Virginia (4%).
- ◆ Forty-three percent of the households (48 percent of overnight) that traveled to North Carolina’s Mountain Region in 2015 had a household income over \$75,000.
- ◆ In 2015, Charlotte (13.3%) was the top DMA of origin for *overnight* travelers to the Mountain Region, followed by Atlanta (12.5%), Greenville/Spartanburg/Anderson, SC/Asheville (10.1%), Raleigh/Durham/Fayetteville (6.5%) and Wilmington (5.5%).



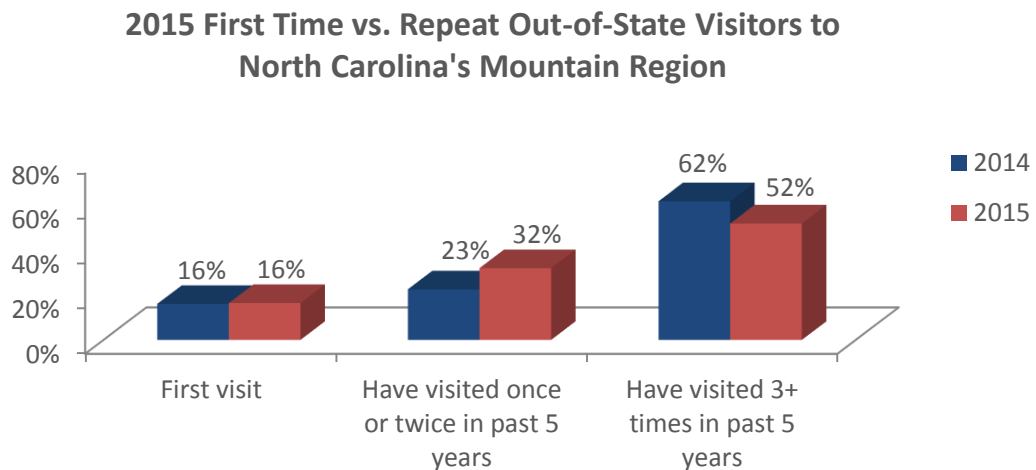
## Mountain Region Overnight Visitor Profile

### Main Purpose of Visit

In 2015, eighty-six percent of domestic overnight visitors came to the Mountain Region for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. Twelve percent of domestic overnight visitors came for general business, convention, seminar or other group meeting, up from nine percent in 2014. Two percent traveled to the Mountain Region to conduct “other” business.



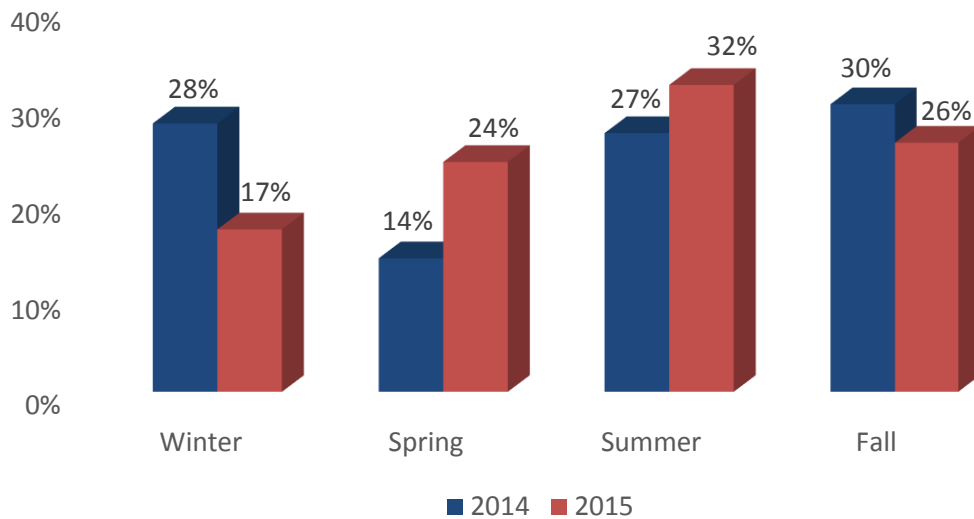
The proportion of out-of-state visitors to North Carolina’s Mountain Region who were first time visitors was sixteen percent in 2015, while the majority of out-of-state overnight visitors (52%) have visited more than three times in the past five years.



### Travel Volume by Season

When examining visitation based on the typical seasonal schedule, the summer season (June through August) was the most popular in terms of proportion of overnight visitors to the Mountain Region in 2015 with more than thirty-two percent. Fall (September through November) followed with twenty-six percent. The spring (March through May) was next with twenty-four percent, followed by winter (December through February) with seventeen percent.

**2015 Overnight Travel by Season to North Carolina's Mountain Region**



### Average Length of Stay

In 2015, an average of 3.0 nights was spent by visitors to North Carolina’s Mountain Region. Data indicates that out-of-state visitors stay an average of 3.4 nights, while in-state visitors stay an average of 2.3 nights.

### Travel Party Size

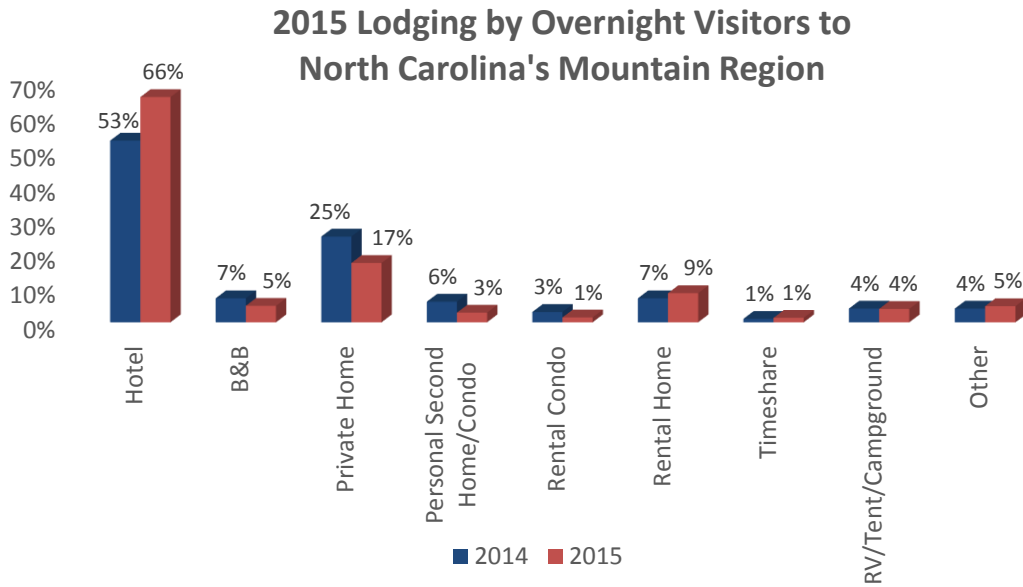
The average travel party size for Mountain Region overnight visitors was 2.2 people, up slightly from 2.0 in recent years.

### Children on Trip

Twenty-five percent of overnight visitor parties to the Mountain Region included children. Among those who traveled with children, the average number of children on trips was 1.8.

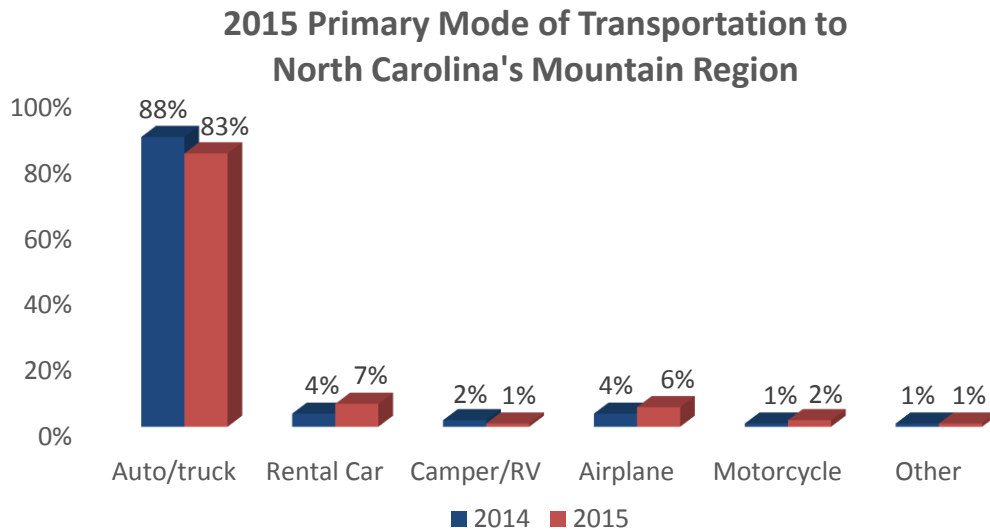
### Lodging Used in Mountain Region

In 2015, two-thirds of Mountain Region visitors stayed in a hotel/motel, up from fifty-three percent in 2014. Seventeen percent lodged in a private home, five percent stayed in a bed and breakfast and nine percent stayed in a rental home. It should be noted that some visitors use more than one type of accommodation during a visit, so totals equal more than 100%.



### Mode of Transportation

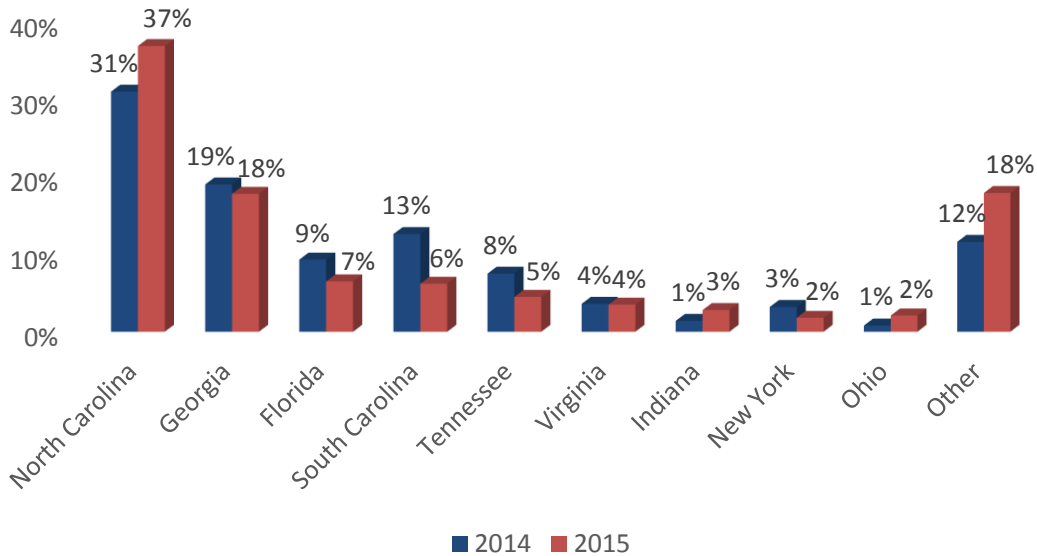
In 2015, the personal auto was by far the dominant form of transportation (83%) for overnight visitors to the Mountain Region, while six percent traveled by air.



### Origin of Visitors

In 2015, the top states of origin for Mountain Region overnight visitors included North Carolina (37%), Georgia (18%), Florida (7%), South Carolina (6%), and Tennessee (5%). The proportion of in-state overnight visitors increased from 2014 to 2015, while the proportion of overnight visitors from Florida, South Carolina and Tennessee decreased. It should be noted however that this chart represents proportion of total volume to the region. Because overnight volume to the Mountain Region increased five percent in 2015, even with shifts downward in proportion, some of the states likely saw increased volume (i.e. Georgia, New York).

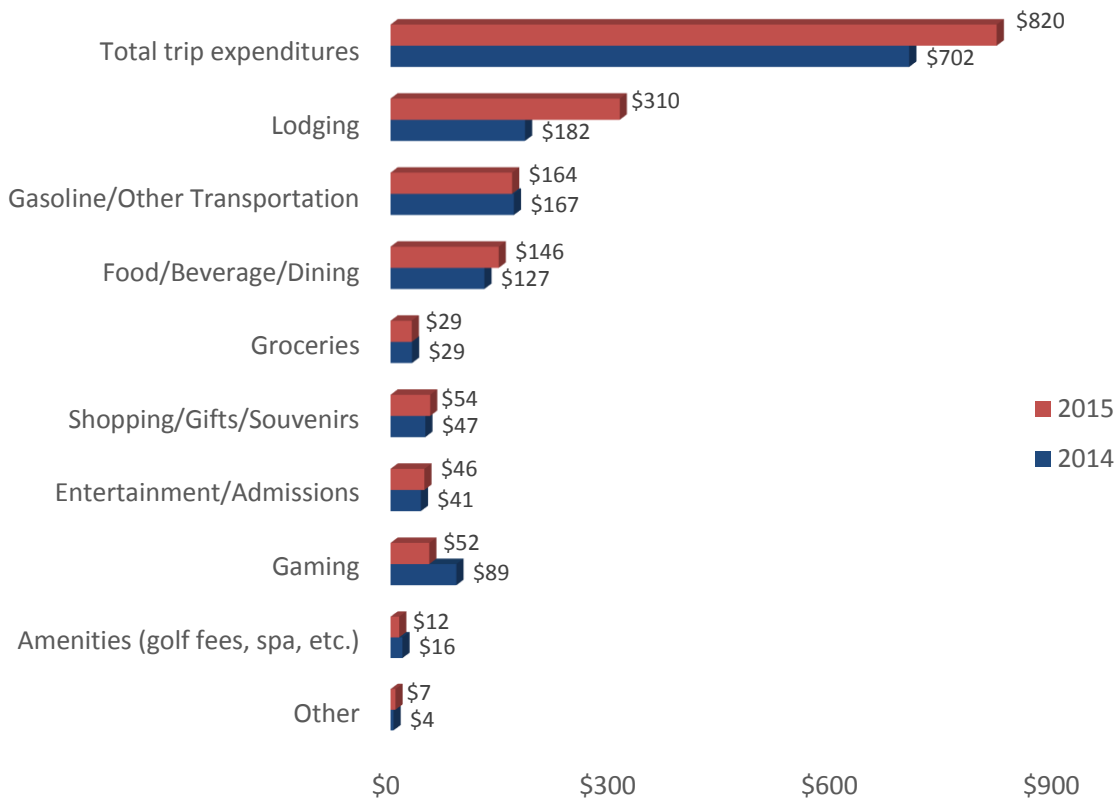
**2015 Top States of Origin of Overnight Visitors to North Carolina's Mountain Region**



### Amount Spent in Mountain Region

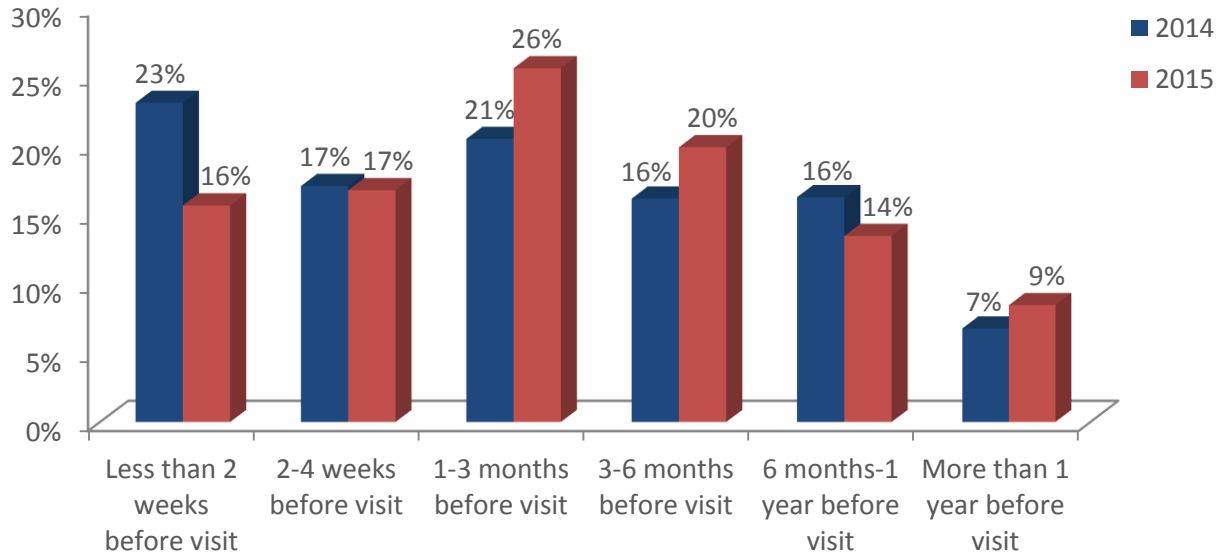
The average overnight visitor party spending in the Mountain Region was \$820, up nearly seventeen percent from 2014. Most of the increase in average spending came from lodging. While length of stay did not significantly change from 2014 to 2015, a much larger proportion of overnight visitors stayed in paid accommodations rather than private homes, which would account for some of the increased spending in that category. The food/beverage/dining also increased (+15%).

#### Average Spending by Overnight Visitor Parties to North Carolina's Mountain Region



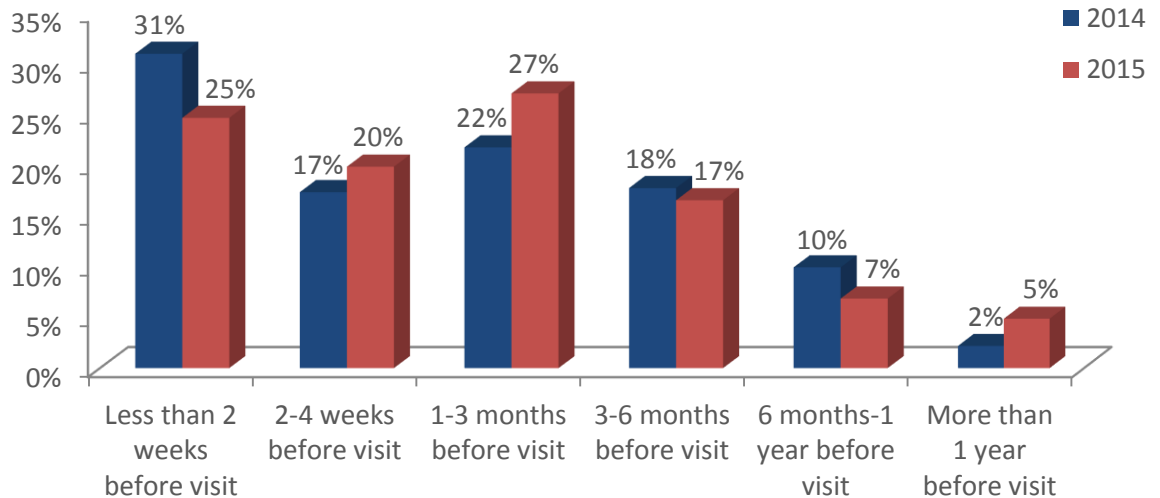
## Travel Planning to Mountain Region

### 2015 Length of Time to *Consider* NC as Travel Destination



Nearly one-third of Mountain Region visitors *considered* the state less than a month ahead of travel, but twenty-two percent *considered* the visit more than six months prior to travel. Visitors to the region made the decision on the travel destination within a shorter time frame than in 2014. Nearly half of the visitors made the decision one month or less ahead of travel.

### 2015 Length of Time to *Decide On* NC as Travel Destination



## Activities

The following table provides activities participated in by Mountain Region visitors. These are not indicative of purpose of trip, but what activities visitors participate in while in North Carolina. The proportion of mountain visitors who participated in rural and urban sightseeing, shopping, visited historic sites and gardens, participated in fine dining and gamed/visited a casino increased from 2014-2015. ***\*Note that responses to this question are not mutually exclusive and percentages do not equal 100%. Therefore, proportions should not be aggregated to combine categories of activities. Also note that these activities do not imply purpose of trip.***

### Activities Participated in by Overnight Visitors to North Carolina's Mountain Region

Activity	2014	2015
Rural sightseeing	25.7%	29.7%
Shopping	26.0%	29.7%
Historic sites/churches	15.8%	22.4%
Fine dining	17.8%	22.0%
State park/Monument/Recreation area*	n/a	19.5%
Old homes/mansions	15.2%	17.6%
Casino/gaming	14.4%	17.2%
Urban sightseeing	11.9%	16.6%
Wildlife viewing	14.1%	16.3%
National park/Monument/Recreation area*	n/a	15.1%
Gardens	8.9%	13.2%
Local/folk arts/crafts*	10.3%	13.0%
Visiting relatives	30.3%	12.3%
Museums	14.2%	11.0%
Visiting friends	13.3%	10.5%
Craft Breweries	7.1%	9.8%
Art galleries	10.7%	9.6%
Nature travel/ecotouring	9.2%	8.5%
Other nature (photography, rockhound, etc.)	7.8%	7.3%
Hiking/Backpacking/Canyoneering	10.3%	7.2%
Wine tasting/winery tour	9.8%	7.1%
Zoos/Aquariums/Aviaries	4.3%	6.2%
Nightclub/dancing	4.1%	6.1%
Fishing	1.5%	5.8%
Native American ruins	4.2%	4.8%
Rock/mountain climbing	4.4%	4.7%
Musical performance/show	1.1%	4.3%
Skiing/snowboarding	5.0%	3.9%
Youth/Amateur/Collegiate/Sporting Event <u>Participant</u> *	n/a	3.9%
Bird Watching	4.1%	3.6%
Musical Theater	1.3%	3.4%
Golf	2.4%	3.4%
Mountain biking	1.9%	3.2%
Whitewater rafting/kayaking/canoeing/paddleboarding	2.8%	3.1%
Sailing	0.4%	3.1%
Farms/ranches/agri-tours	2.7%	3.1%

\* New category

## **2015 Demographic Profile of North Carolina Overnight Visitors to the Mountain Region**

Nearly two-thirds of North Carolina Mountain Region overnight visitors (64%) are married, while twenty-four percent of the region’s visitors have never been married. Eleven percent are divorced, widowed or separated.

The largest proportion of North Carolina Mountain Region overnight visitors classify themselves as white (92%), and three percent classify themselves as black/African American. Three percent reported that they are American Indian.

The average Mountain Region visitor is 45 years old, and nearly two-thirds (61%) of Mountain Region overnight visitor parties have a household head with a college degree or higher.

The average household income of an overnight visitor party to the Mountain Region in 2015 was \$85,560. Nearly half (47.9%) of the overnight visitor parties that traveled to North Carolina’s Mountain Region in 2015 had a household income \$75,000 or over. Eighteen percent had a household income of over \$125,000.

The average North Carolina Mountain Region overnight visitor has 17 vacation days each year. Nearly seventy percent (69%) of overnight visitor parties reported that the head of household is employed, while eighteen percent are retired. The remainder reported “not employed” as work status.

The average household size of a North Carolina Mountain Region overnight visitor party in 2015 was 2.7.



## 2015 Top Advertising Markets

In 2015, the top advertising markets sending overnight visitors to **North Carolina’s Mountain Region** were Charlotte (13.3%), Atlanta (12.5%), Greenville-Spartanburg-Asheville-Anderson (10.1%), Raleigh/Durham (6.5%), Wilmington (5.5%) and Greensboro-High Point-Winston Salem (4.1%). As compared to 2014, in terms of proportion of visitors, the region saw growth from the Greenville-Spartanburg, Wilmington, Tri-Cities and New York markets. Advertising markets correspond with Nielsen’s Designated Market Areas (DMAs).

### Top Advertising Markets of Origin for Overnight Mountain Region Visitors

<i>DMA of Origin</i>	<i>2015 % of Total NC Visitors to Region</i>	<i>2014 % of Total NC Visitors to Region</i>	<i>2015 Mountain Share of NC Visitors from DMA</i>	<i>2014 Mountain Share of NC Visitors from DMA</i>
Charlotte	13.3%	13.3%	31.1%	24.1%
Atlanta	12.5%	16.5%	44.8%	46.2%
Greenville-Spartanburg-Asheville-Anderson	10.1%	7.4%	34.3%	33.8%
Raleigh-Durham (Fayetteville)	6.5%	6.4%	11.8%	8.9%
Wilmington	5.5%	1.1%	44.2%	10.5%
Greensboro-High Point-Winston Salem	4.1%	7.3%	23.7%	16.4%
Tri-Cities, TN-VA	3.1%	0.7%	57.9%	14.3%
Chattanooga	2.8%	3.0%	58.8%	73.3%
Augusta	2.8%	1.1%	47.6%	33.3%
New York	2.5%	1.9%	13.8%	10.0%
Indianapolis	1.5%	0.4%	41.7%	12.5%
Orlando-Daytona Beach-Melbourne	1.5%	1.0%	31.3%	14.8%
Houston	1.4%	0.1%	55.6%	10.0%
Detroit	1.3%	0.3%	45.5%	16.7%
Ft. Wayne, IN	1.3%	0.1%	83.3%	50.0%
Tampa-St. Petersburg (Sarasota)	1.2%	1.2%	26.7%	12.9%
Knoxville	1.2%	2.3%	33.3%	33.3%
Chicago	1.1%	0.8%	26.7%	17.6%
Myrtle Beach-Florence	1.1%	2.2%	15.4%	26.7%

Note: Advertising markets defined by Nielsen’s Designated Market Area (DMA)

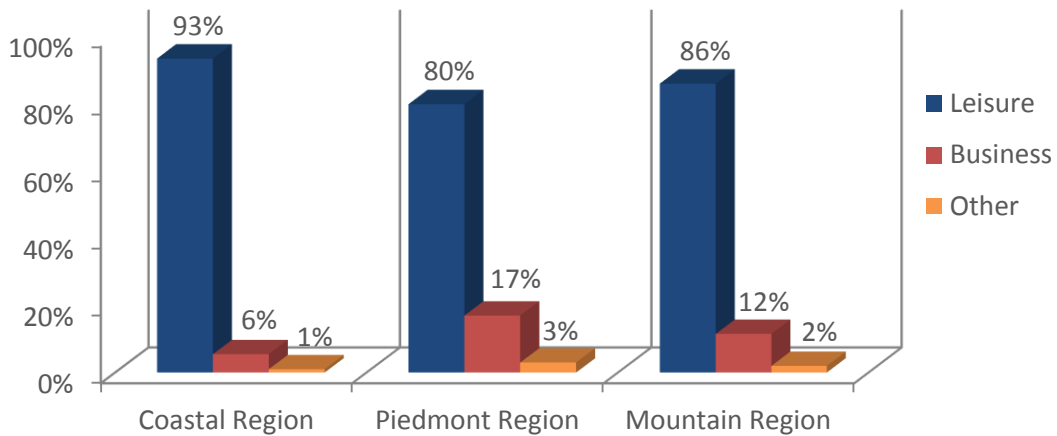
## 2015 Regional Comparison

The following section provides graphical representations of the three geographic regions together in order to offer comparisons and contrasts of the regions' visitors.

### Purpose of Trip

Not surprisingly, North Carolina's Coastal and Mountain regions had larger shares of visitors travel to the regions for leisure reasons than the Piedmont Region. The Piedmont Region, while still primarily visited for leisure purposes, had the largest share of business travelers (17%).

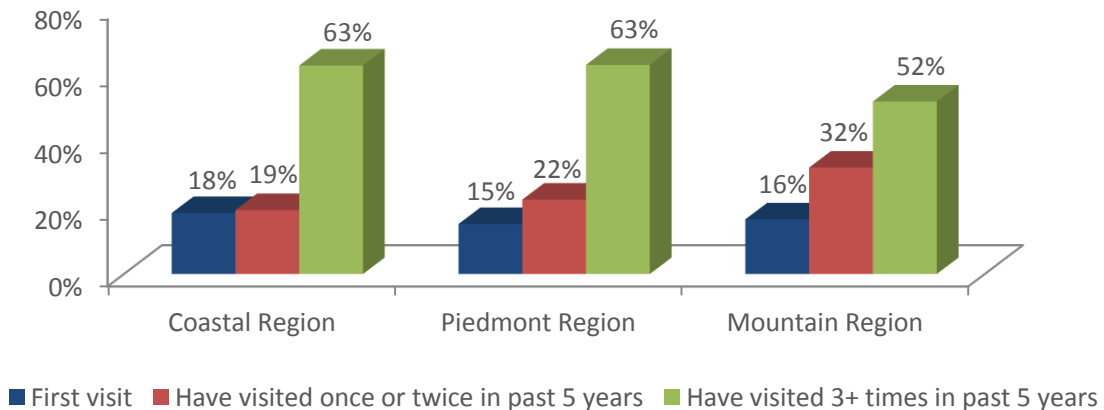
**2015 Primary Purpose of Trip by Region**



### First Time vs. Repeat Visitors

The majority of each region's out-of-state visitors are repeat visitors, though the Coastal Region saw a slightly larger proportion of first time visitors than the other two regions in 2015.

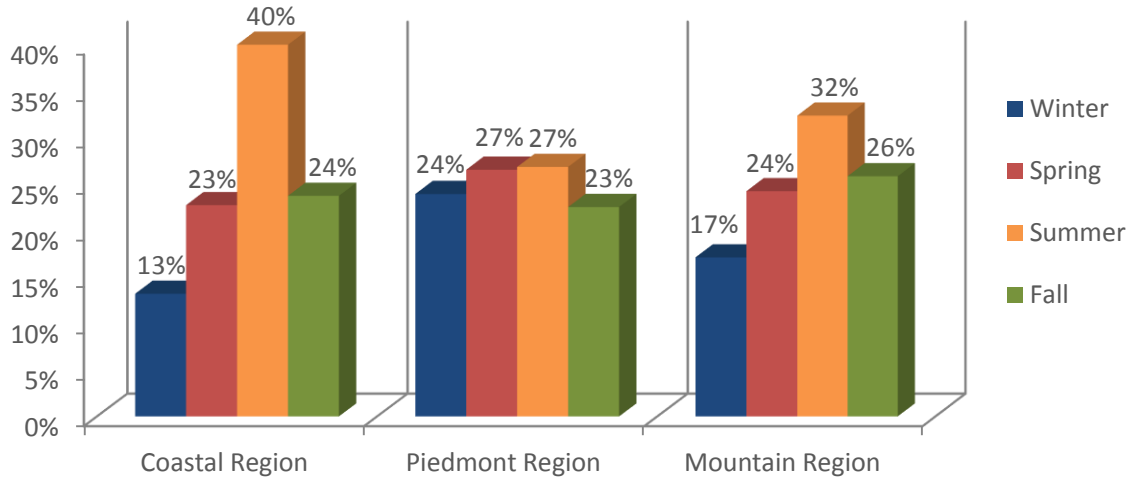
**2015 First Time vs. Repeat Out-of-State Visitors by Region**



### Travel Volume by Season

The seasonal distribution of regional visitors helps understand the flow of travelers through the state. The Coastal Region sees a larger proportion of total visitors during the summer; while the mountain region has a larger proportion of visitors during the summer and fall.

**2015 Season of Travel by Region**



### Average Length of Stay for Overnight Visitors

Coastal Region All Overnight	Piedmont Region All Overnight	Mountain Region All Overnight
4.0 nights	2.8 nights	3.0 nights
Coastal Region Out-of-State	Piedmont Region Out-of-State	Mountain Region Out-of-State
4.5 nights	3.1 nights	3.4 nights
Coastal Region Resident	Piedmont Region Resident	Mountain Region Resident
3.3 nights	2.3 nights	2.3 nights

### Travel Party Size for Overnight Visitors

<b>Coastal Region</b>	<b>Piedmont Region</b>	<b>Mountain Region</b>
2.5 people	2.1 people	2.2 people
<b>Coastal Region Out-of-State</b>	<b>Piedmont Region Out-of-State</b>	<b>Mountain Region Out-of-State</b>
2.5 people	2.0 people	2.1 people
<b>Coastal Region Resident</b>	<b>Piedmont Region Resident</b>	<b>Mountain Region Resident</b>
2.5 people	2.1 people	2.3 people

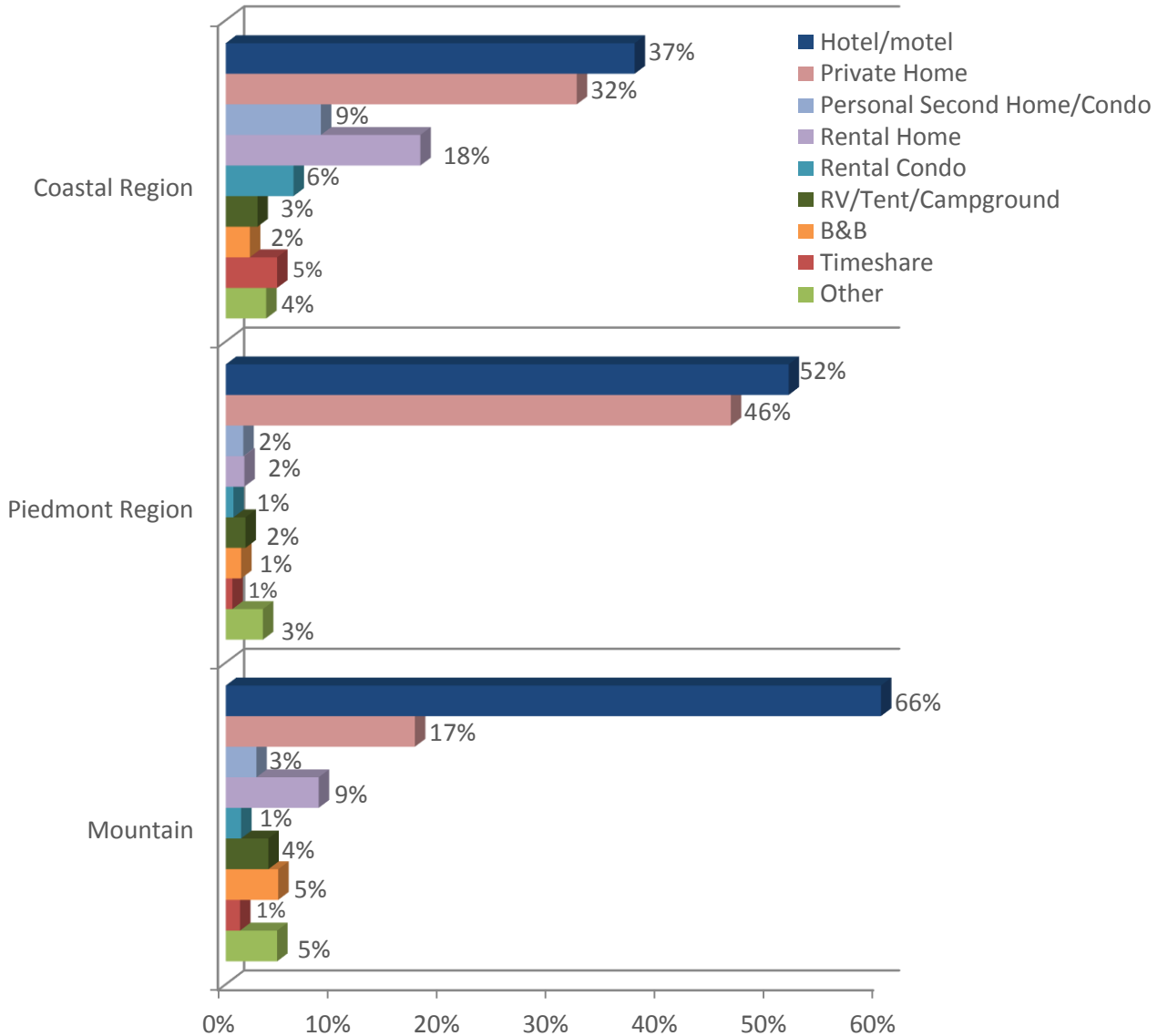
### Children on Trip for Overnight Visitors

<b>Coastal Region</b>	<b>Piedmont Region</b>	<b>Mountain Region</b>
36.8%	25.4%	25.0%
<b>Coastal Region Out-of-State</b>	<b>Piedmont Region Out-of-State</b>	<b>Mountain Region Out-of-State</b>
36.6%	23.8%	19.8%
<b>Coastal Region Resident</b>	<b>Piedmont Region Resident</b>	<b>Mountain Region Resident</b>
36.9%	27.8%	34.3%

### Lodging Type

Hotels/motels and private homes are the most popular forms of lodging throughout the state, though the proportions vary by region. Mountain Region visitors use hotels/motels the most (66%), and while more than one-third of Coastal Region visitors also stay in hotels/motels, many stay in private and rental homes as well.

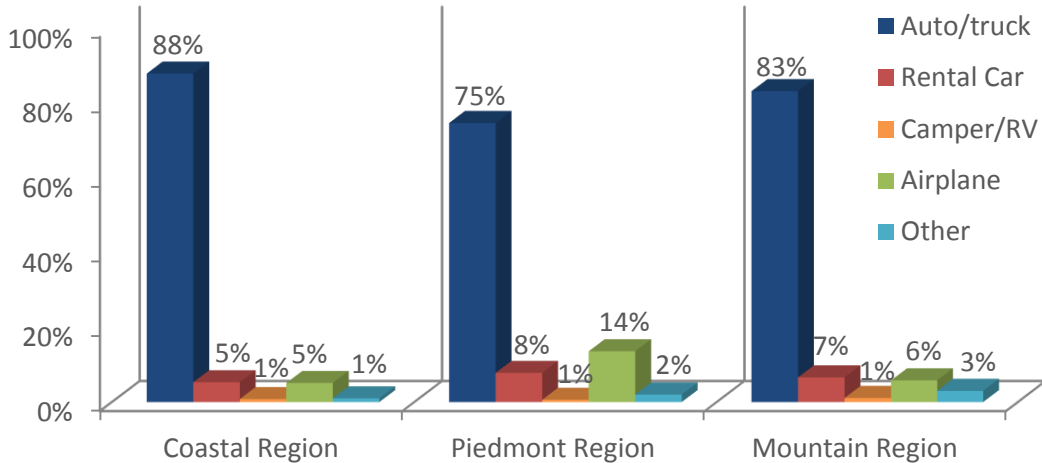
2015 Lodging by Overnight Visitors by Region



### Mode of Transportation

Not surprisingly, auto transportation was the primary use of travel by all of North Carolina visitors. The Piedmont Region, with the most and largest airports, saw the most overnight travelers using air transportation (14%).

**2015 Primary Transportation by Overnight Visitors by Region**



### Origin of Overnight Visitors

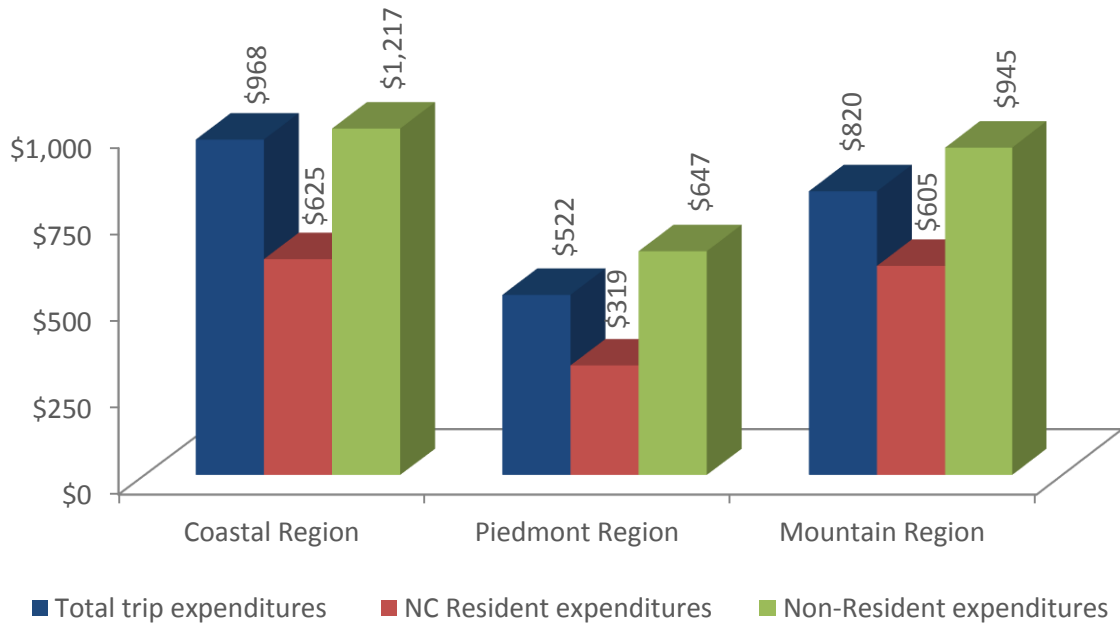
North Carolina is the top state of origin for all three regions of the state. In-state residents comprise more than one-third of the state’s overnight visitors, and each of the regions. The other top states are similar, though there are some differences in rank between regions.

Coastal Region	Piedmont Region	Mountain Region
North Carolina (42.0%)	North Carolina (38.2%)	North Carolina (36.9%)
Virginia (17.9%)	Georgia (6.9%)	Georgia (17.8%)
Pennsylvania (4.6%)	Virginia (6.5%)	Florida (6.5%)
Ohio (4.3%)	New York (4.9%)	South Carolina (6.2%)
Maryland (3.8%)	South Carolina (4.6%)	Tennessee (4.5%)
South Carolina (3.4%)	Pennsylvania (4.6%)	Virginia (3.5%)
West Virginia (3.4%)	Maryland (4.1%)	Indiana (2.8%)
New Jersey (3.3%)	Florida (3.5%)	Ohio (2.1%)
Alabama (1.9%)	Ohio (3.1%)	New York (1.8%)
Tennessee (1.8%)	Tennessee (2.8%)	California (1.8%)

### Trip Expenditures

Coastal Region visitor parties, on average, spend more than other regional visitors. Visitor parties to this region tend to have a slightly longer length of stay and have a slightly larger travel party size, explaining some of the higher spending. The higher spending can also be attributed to the type of lodging used by Coastal Region visitor and the cost of lodging in the region.

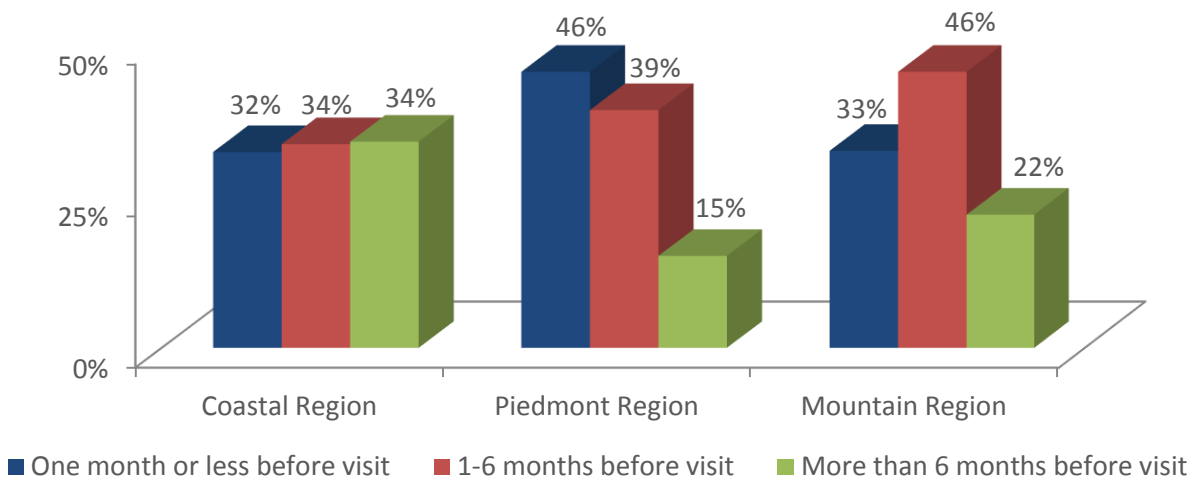
**2015 Average Trip Spending by Overnight Visitor Parties by Region**



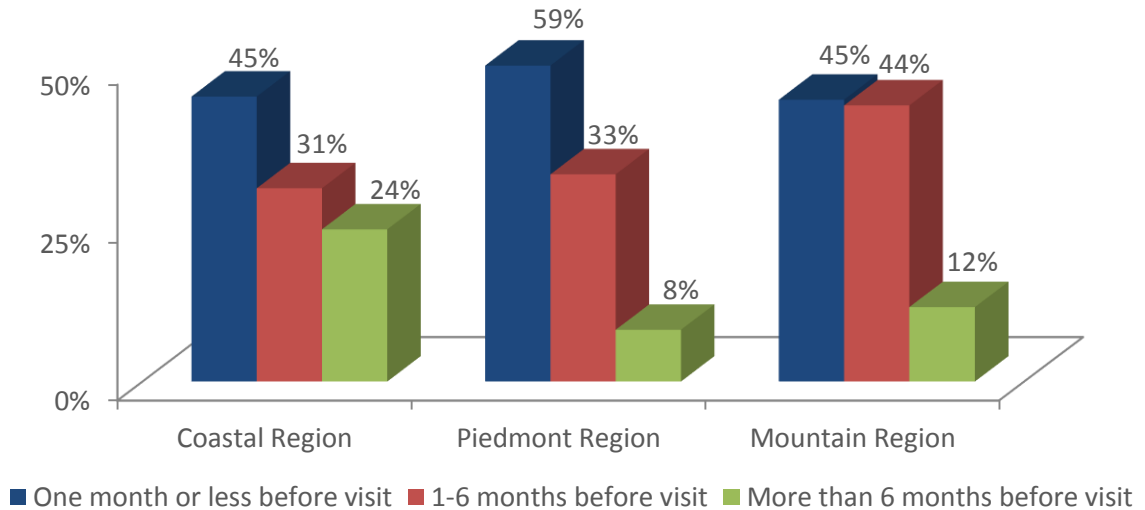
### Trip Planning

Visitors to the Coastal Region of North Carolina considered and planned travel to the state farther in advance than did visitors to the Mountain or Piedmont regions. More than one-third of visitors who eventually traveled overnight to the Coastal Region began considering the trip more than six months prior to the visit, and twenty-four percent made the decision to visit more than six months in advance. Piedmont Region visitors have the shortest window of travel planning. Nearly half (46%) consider a trip less than one month prior to the visit, and more than half (59%) make the decision to visit less than one month before the visit.

**How Far in Advance Overnight Trip to North Carolina was *Considered***



**How Far in Advance Overnight Trip to North Carolina was *Decided***





## Activities

Activities participated in by North Carolina overnight travelers in 2015 vary by region, but common activities between regions include visiting friends and relatives, shopping and sightseeing. Mountain region visitors tend to participate in more activities per trip than other regions. **\*Note that responses to this question are not mutually exclusive and percentages do not equal 100%. Therefore, proportions should not be aggregated to combine categories of activities. Also note that these activities do not imply purpose of trip.**

Coastal Region	Piedmont Region	Mountain Region
Beach	Visiting relatives	Rural sightseeing
Shopping	Shopping	Shopping
Visiting Relatives	Visiting friends	Historic sites/churches
Fine Dining	Urban sightseeing	Fine dining
Historic Sites/Churches	Fine dining	State park/Monument/ Recreation area
Visiting Friends	Rural sightseeing	Old homes/mansions
Fishing (fresh or saltwater)	Museums	Casino/gaming
Museums	Historic sites/churches	Urban sightseeing
State Park/Monument/ Recreation area	State park/Monument/ Recreation area	Wildlife viewing
Rural Sightseeing	Youth/Amateur/Collegiate/Sporting Event <u>Spectator</u>	National park/Monument/ Recreation area
Wildlife Viewing	Old homes/mansions	Gardens
Zoos/Aquariums/Aviaries	Gardens	Local/folk arts/crafts
Urban Sightseeing	Art galleries	Visiting relatives
National Park/Monument/ Recreation area	Zoos/Aquariums Aviaries	Museums
Other nature (photography, rockhounding, etc.)	Nightclub/dancing	Visiting friends
Nightclubs/Dancing	Local/folk arts/crafts	Craft Breweries
Old Homes/Mansions	Wildlife viewing	Art galleries
Craft Breweries	Fishing	Nature travel/ecotouring
Bird Watching	Craft Breweries	Other nature (photography, rockhound, etc.)
Wine Tasting/Winery Tour	Other nature (photography, rockhounding, etc.)	Hiking/Backpacking/Canyoneering
Gardens	Sports events – Major/Professional	Wine tasting/winery tour
Biking/Road Biking/Cycling	Musical Theater	Zoos/Aquariums Aviaries
Horseback riding	Musical performance/show	Nightclub/dancing
Special Events/Festivals	Golf	Fishing
Art Galleries	Theme park/Amusement park/Water park	Native American ruins
Theme Park/Amusement Park/Water Park	National park/Monument/ Recreation area	Rock/mountain climbing
Hiking/Backpacking	Special events/Festivals	Musical performance/show

## 2015 Demographic Profile for Overnight Visitor Parties

	<b>Coastal Region</b>	<b>Piedmont Region</b>	<b>Mountain Region</b>
<b>Average age of household head</b>	44 years of age	44 years of age	45 years of age
<b>Education of Household Head</b>			
High school or less	14.9%	11.9%	14.4%
Some college - no degree	17.7%	20.9%	24.5%
Completed college	48.9%	46.9%	46.2%
Post Graduate College	18.5%	20.3%	14.9%
<b>Employment of Household Head</b>			
Employed	72.8%	63.4%	69.0%
Retired	13.7%	20.9%	18.3%
Not employed	13.5%	15.7%	12.7%
<b>Annual Household Income</b>			
Less than \$30,000	9.0%	13.1%	6.0%
\$30,000-\$49,999	18.0%	17.7%	21.4%
\$50,000-\$74,999	20.1%	21.1%	24.7%
\$75,000 & over	52.9%	48.1%	47.9%
<b>Marital Status</b>			
Married	69.3%	61.2%	64.4%
Never married	21.4%	28.2%	24.3%
Divorced, widowed, separated	9.3%	10.6%	11.3%
<b>Ethnicity</b>			
White	84.7%	83.3%	91.5%
Black/African American	8.1%	10.9%	2.8%
American Indian, Aleut Eskimo	0.4%	0.7%	3.1%
Asian or Pacific Islander	5.6%	2.9%	1.3%
Other	1.2%	2.2%	1.3%
<b>Average Household Size</b>	2.9 persons	2.7 persons	2.7 persons

## 2015 Top Advertising Markets

The top ten advertising markets for the three regions are very similar, but differences can be noted in the ranks. While Raleigh-Durham is the primary market for the Coastal and Piedmont regions, Charlotte and Atlanta are the primary markets for the Mountain Region. While in recent years, the coastal and mountain areas have seen more of a diversification of markets, it is still true that the Georgia and Tennessee markets are most important to the Mountain Region while the Virginia market and mid-Atlantic markets are very important to the Coastal Region.

Coastal Region
Raleigh-Durham-Fayetteville (18.0%)
Charlotte (10.7%)
Washington DC Metro (7.1%)
Greensboro-High Point-Winston Salem (5.6%)
Greenville-New Bern-Washington (5.6%)
Norfolk-Portsmouth-Newport News (5.2%)
New York, NY (3.6%)
Richmond-Petersburg (3.5%)
Philadelphia (3.1%)
Cleveland (2.9%)
Piedmont Region
Raleigh-Durham-Fayetteville (13.5%)
Charlotte (8.7%)
Greenville-Spartanburg-Asheville (7.3%)
New York (5.6%)
Atlanta, GA (5.3%)
Washington, DC (5.2%)
Greensboro-High Point-Winston Salem (3.5%)
Greenville-New Bern-Washington (3.3%)
Wilmington (2.3%)
Philadelphia (2.1%)
Mountain Region
Charlotte (13.3%)
Atlanta, GA (12.5%)
Greenville-Spartanburg-Asheville (10.1%)
Raleigh-Durham (Fayetteville) (6.5%)
Wilmington (5.5%)
Greensboro-High Point-Winston Salem (4.1%)
Tri-Cities, TN-VA (3.1%)
Chattanooga (2.8%)
Augusta (2.8%)
New York (2.5%)

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

## 2014 North Carolina Regional Travel Summary

### Glossary of Terms

Travel	A trip over 50 miles one-way from home <i>or</i> any night away from home
Overnight Visitor	A visitor who spent at least one night away from home during travel
Daytripper	A visitor who did not spend any nights away from home, but traveled at least 50 miles one-way from home
Designated Market Area	Also referred to as a DMA and is a term used by Nielsen Media Research to identify an exclusive geographic area of counties in which the home market television stations hold a dominance of total hours viewed. There are 210 DMA's in the U.S.