



2022 NORTH CAROLINA REGIONAL VISITOR PROFILE

A Publication of Visit North Carolina

A Unit of the Economic Development Partnership of North Carolina

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- Visit North Carolina contracts with research company OmniTrak Group, Inc. for data on North Carolina visitors through its TravelTrakAmerica product.
- Each month, TravelTrakAmerica research program conducts over 12,000 Internet-based interviews among past 12-month travelers who have traveled more than 50 miles from their homes (excluding commuters).
- From this sample, data from 3,000 – 4,000 past month travelers are 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 this report based on this data from TravelTrakAmerica.
- The purpose of this report is to profile the average North Carolina visitor to the three geographic regions of the state.
- At the end of the report, an appendix offers definitions of key travel terms.

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2022 COASTAL VISITOR SUMMARY

- In 2022, approximately 43 million person-trips were taken in North Carolina and the state ranked #6 in the U.S. in terms of domestic visitation. Approximately 11.2 million visitors traveled to the Coastal Region with 80 percent of them being overnight visitors.
- Eighty-nine percent of all coastal visitors traveled for leisure purposes, while six percent came to conduct business.
- The majority of overnight travelers to the coast in 2022 visited during the summer followed by fall.
- The party size for the average coastal visitor party was 2.9 in 2022. 40 percent of travel parties included children under the age of 18.
- The average Coastal Region overnight visitor party trip expenditure was \$1,341 in 2022. In-state travels spent on average \$876 and out-of-state visitors spent \$1,721.
- The top states of origin for overnight visitors to the Coastal Region in 2022 were NC, VA, PA, SC, MD, NY, NJ, and GA.

2022 MOUNTAIN VISITOR SUMMARY

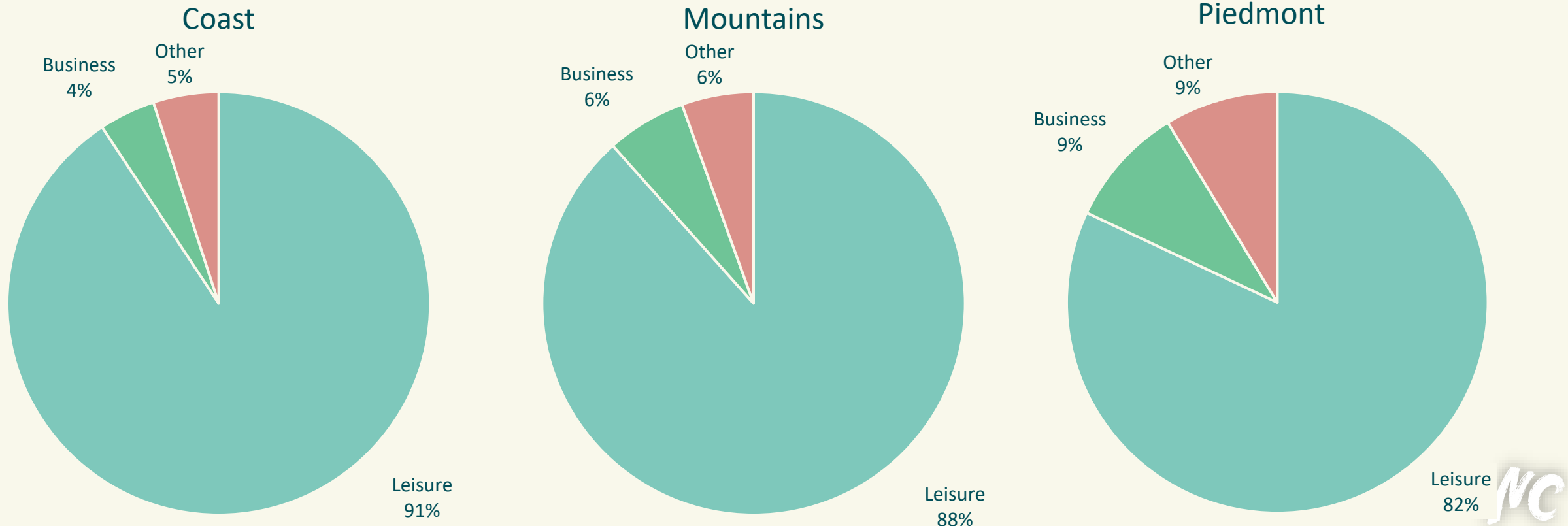
- In 2022, approximately 43 million person-trips were taken in North Carolina and the state ranked #6 in the U.S. in terms of domestic visitation. Approximately 11.5 million visitors traveled to the Mountain Region with 75 percent of them being overnight visitors.
- Eighty-five percent of all mountain visitors traveled for leisure purposes, while six percent came to conduct business.
- The majority of overnight travelers to the mountains in 2022 visited during the summer and fall.
- The party size for the average mountain visitor party was 2.5 in 2022. 31 percent of travel parties included children under the age of 18.
- The average Mountain Region visitor party trip expenditure was \$822 in 2022. In-state travel parties spent on average \$850 and out-of-state parties spent \$805.
- The top states of origin for overnight visitors to the Mountain Region in 2022 were NC, SC, GA, FL, TN, VA, PA, and IN.

2022 PIEDMONT VISITOR SUMMARY

- In 2022, approximately 43 million person-trips were taken in North Carolina and the state ranked #6 in the U.S. in terms of domestic visitation. Approximately 22.7 million visitors traveled to the Piedmont Region with 67 percent of them being overnight visitors.
- Eighty percent of all piedmont visitors traveled for leisure purposes, while nine percent came to conduct business.
- The majority of overnight travelers to the piedmont in 2022 visited during the summer, winter and fall.
- The party size for the average piedmont visitor party was 2.3 in 2022. 28 percent of travel parties included children under the age of 18.
- The average Piedmont Region visitor party trip expenditure was \$598 in 2022. In-state travel parties spent on average \$493 and out-of-state parties spent \$644.
- The top states of origin for overnight visitors to the Piedmont Region in 2022 were NC, VA, SC, GA, FL, NY, MD and PA.

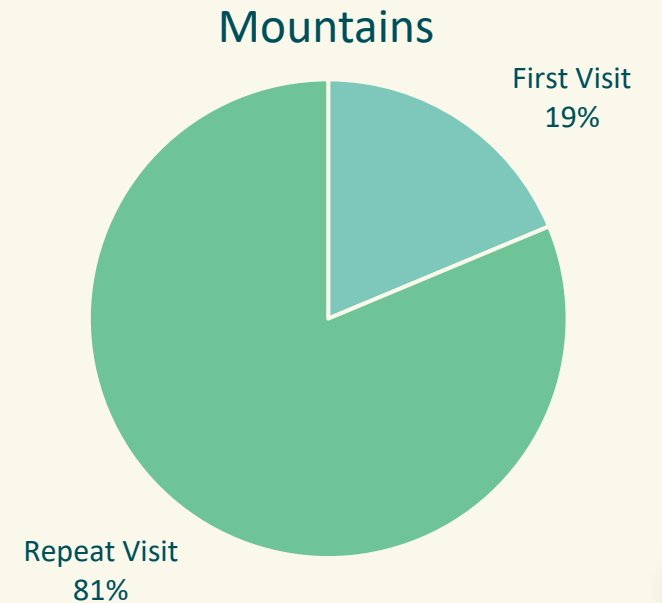
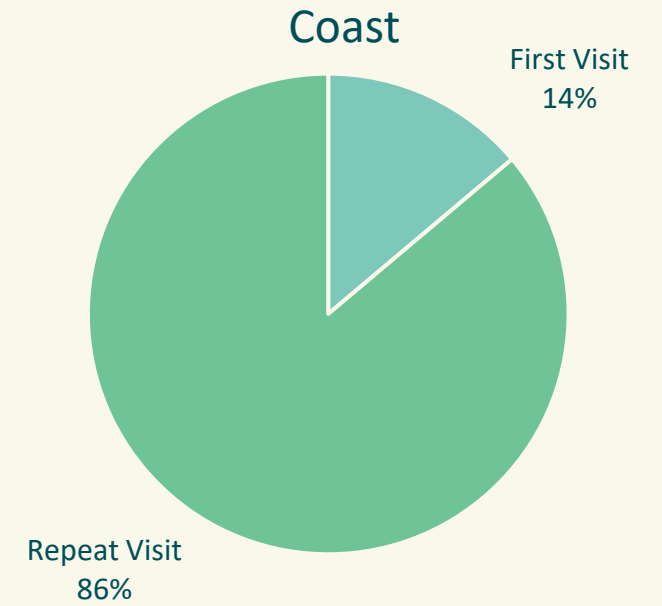
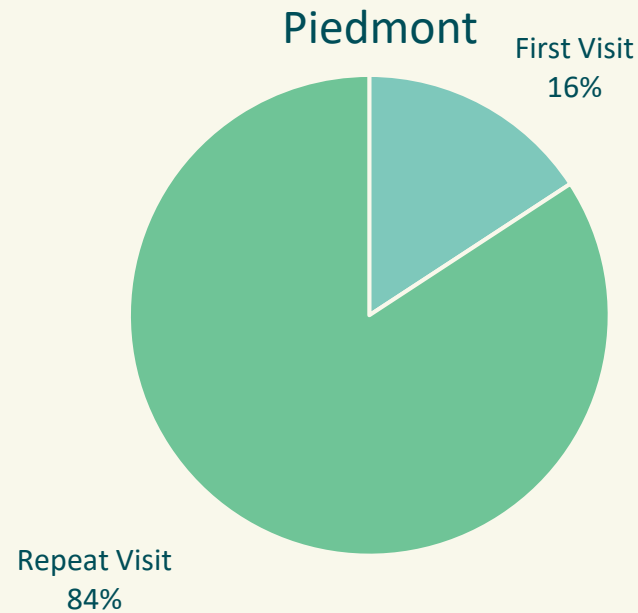
Main Purpose of Visit to Overnight Visitors to North Carolina Regions

- Leisure is by far the top primary purpose of visit for each region of the state.
- 34 percent of business travelers to the Mountain Region say that they extended their business trip for leisure in 2022, while 23% of Piedmont visitors and 39% of Coastal visitors extended their stays.



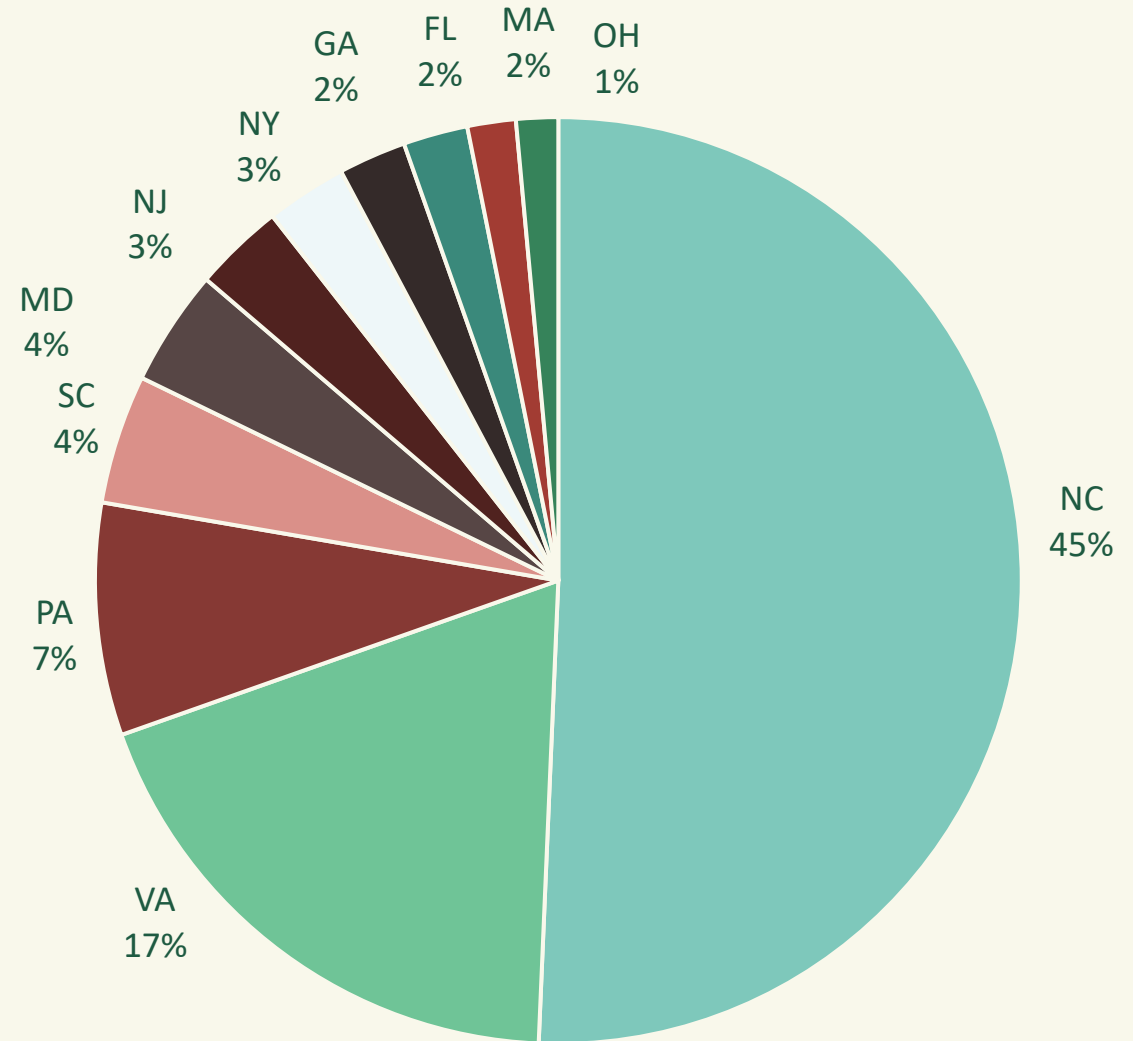
First Visit to North Carolina for Overnight Visitors

- All three regions welcomed similar proportion of first-time visitors in 2022, while the majority of visitors are repeat visitors to the state.



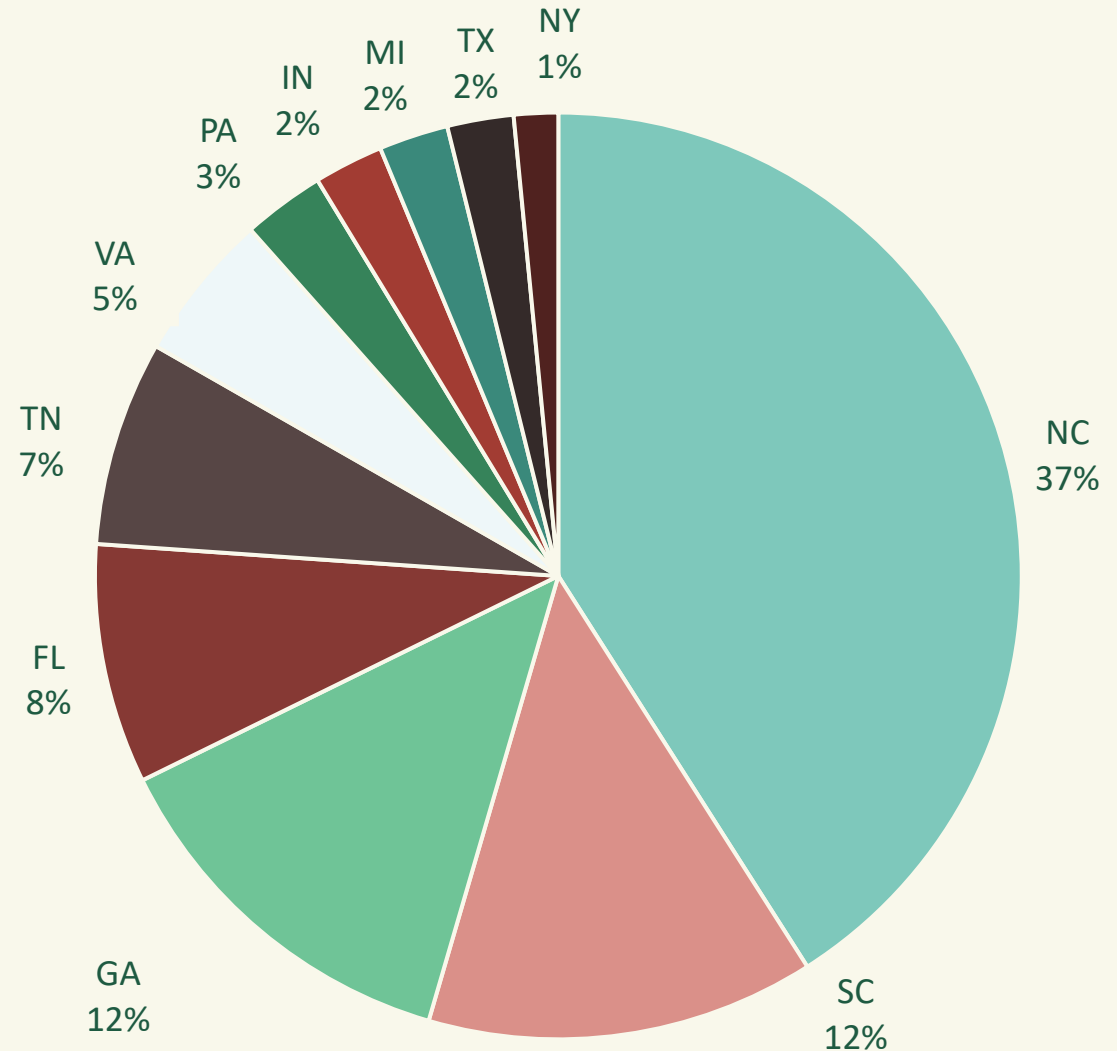
State of Origin of Overnight Visitors to North Carolina — Coastal Region

- 45 percent of overnight visitors to the coast in 2022 were in-state residents.
- The next ten states represented almost 44 percent of overnight visitors to the Coastal Region.



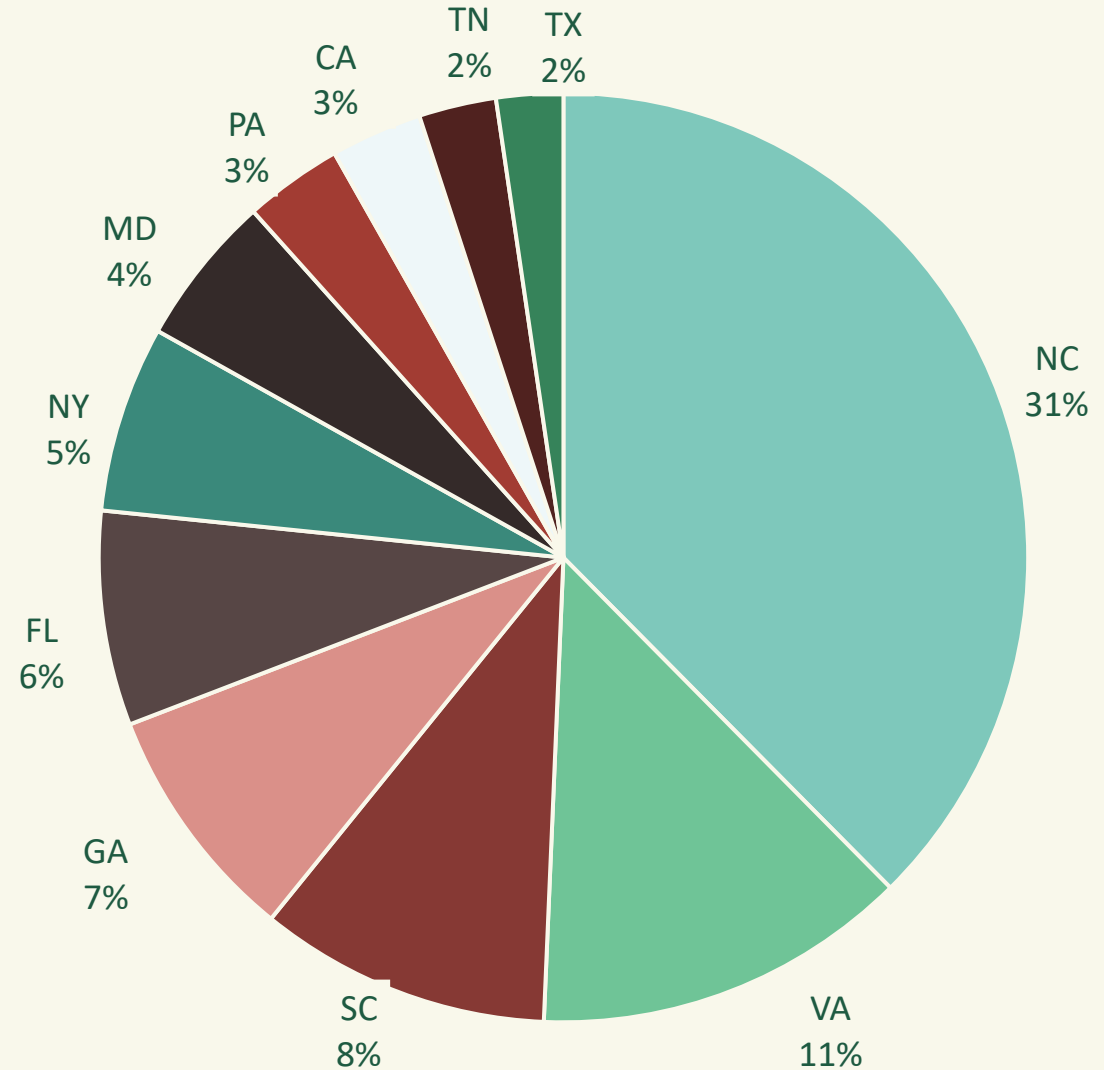
State of Origin of Overnight Visitors to North Carolina — Mountain Region

- 37 percent of overnight visitors to the mountains in 2022 were in-state residents.
- The next ten states represented nearly 54 percent of visitors to the Mountain Region.



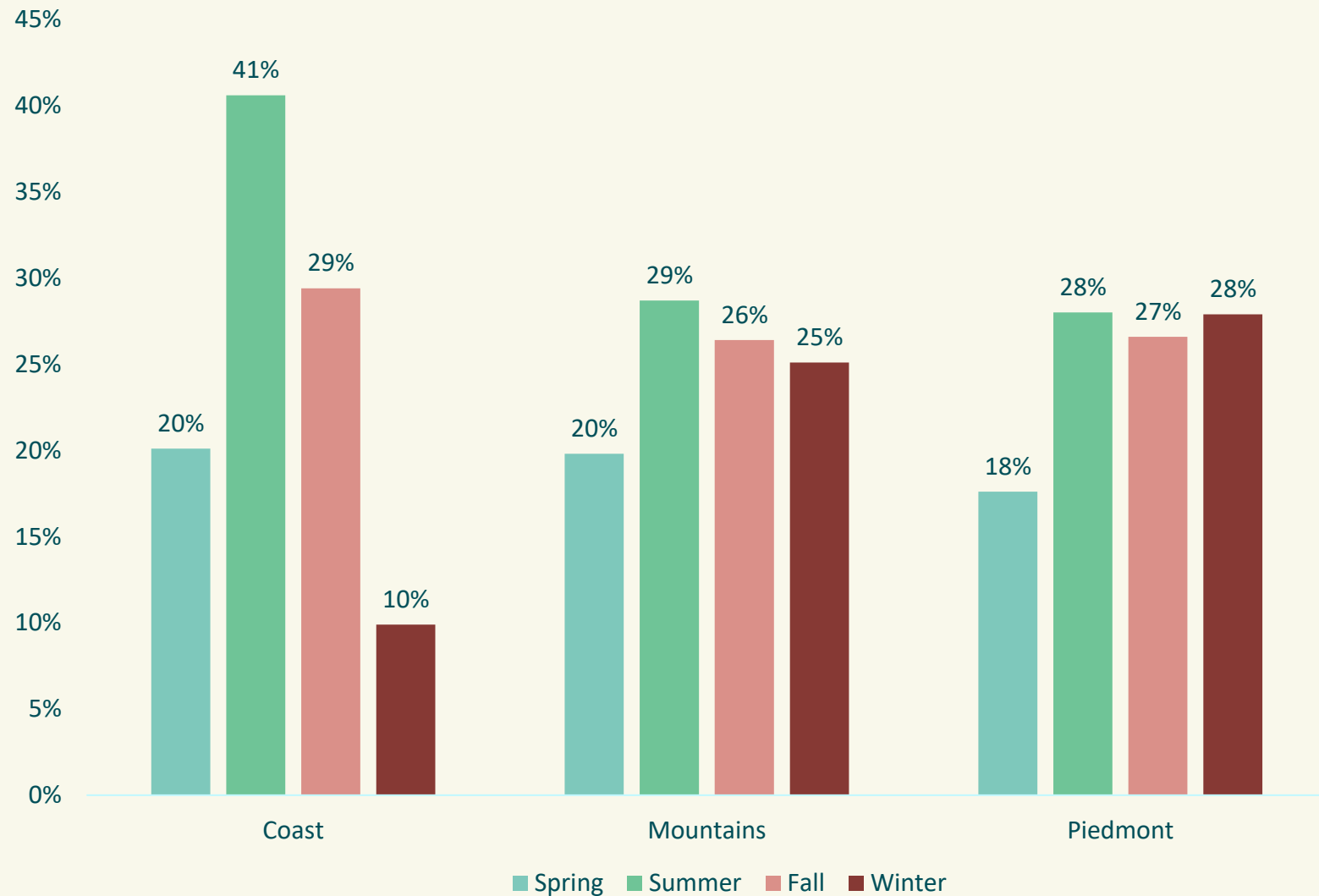
State of Origin of Overnight Visitors to North Carolina — Piedmont Region

- 31 percent of overnight visitors to the piedmont in 2022 were in-state residents.
- The next ten states represented 51 percent of visitors to the Piedmont Region.



Season of Visit

- The summer season was the most popular for overnight visitors to the coast, mountains and piedmont in 2022.
- The piedmont region saw a larger proportion of visitors during the summer, winter and fall last year.



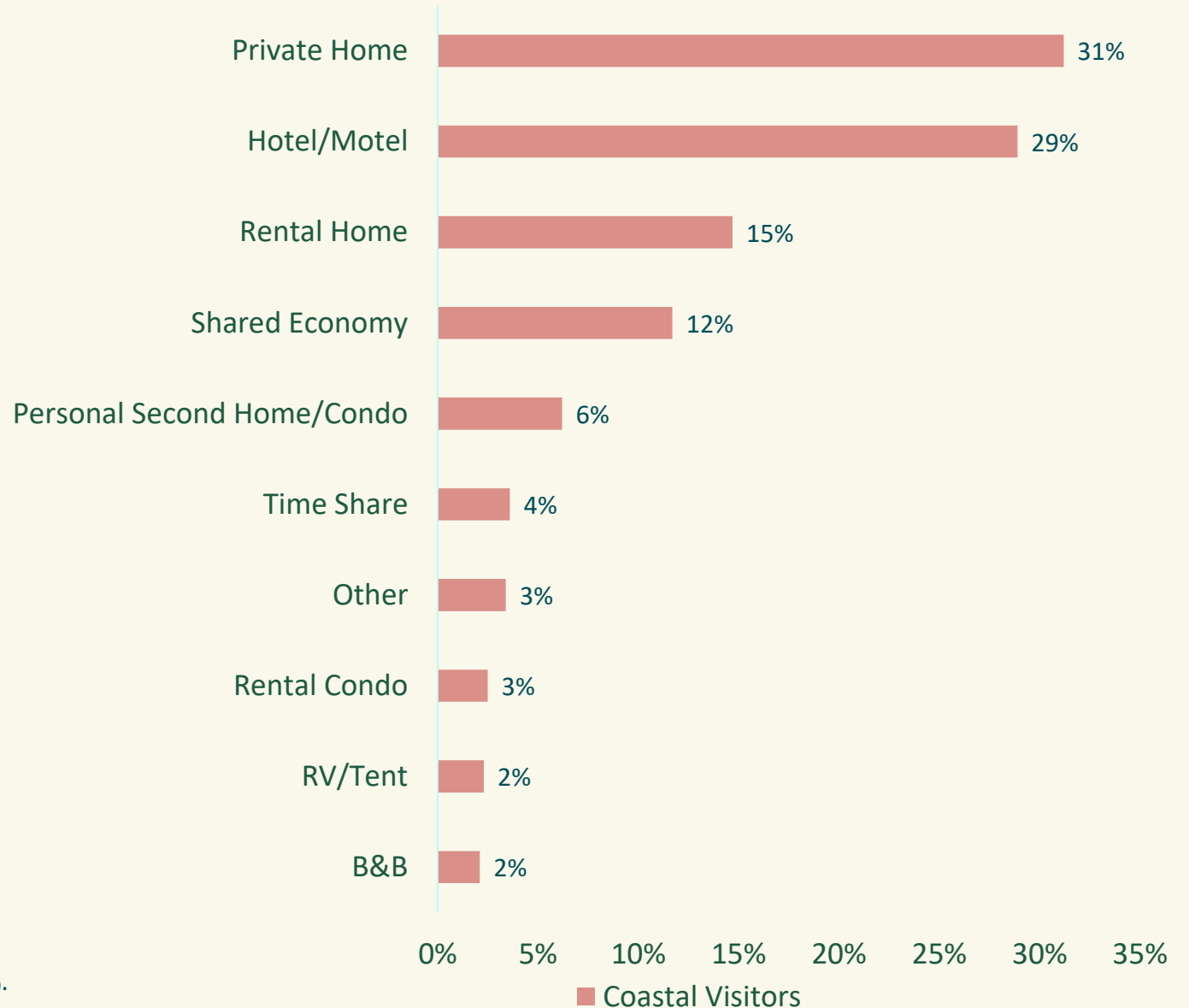
Average Length of Stay for NC Overnight Visitors

- Coastal Region– 4.1 nights
- Mountain Region – 3.0 nights
- Piedmont Region – 3.2 nights



Accommodations Used in Coastal Region

- Coastal Region visitors were more likely to stay in a private home or hotel/motel while in the state, followed closely by rental homes and shared economy rentals.
- Approximately 6 percent of overnight visitors to the coast reported a stay in a personal second home/condo.

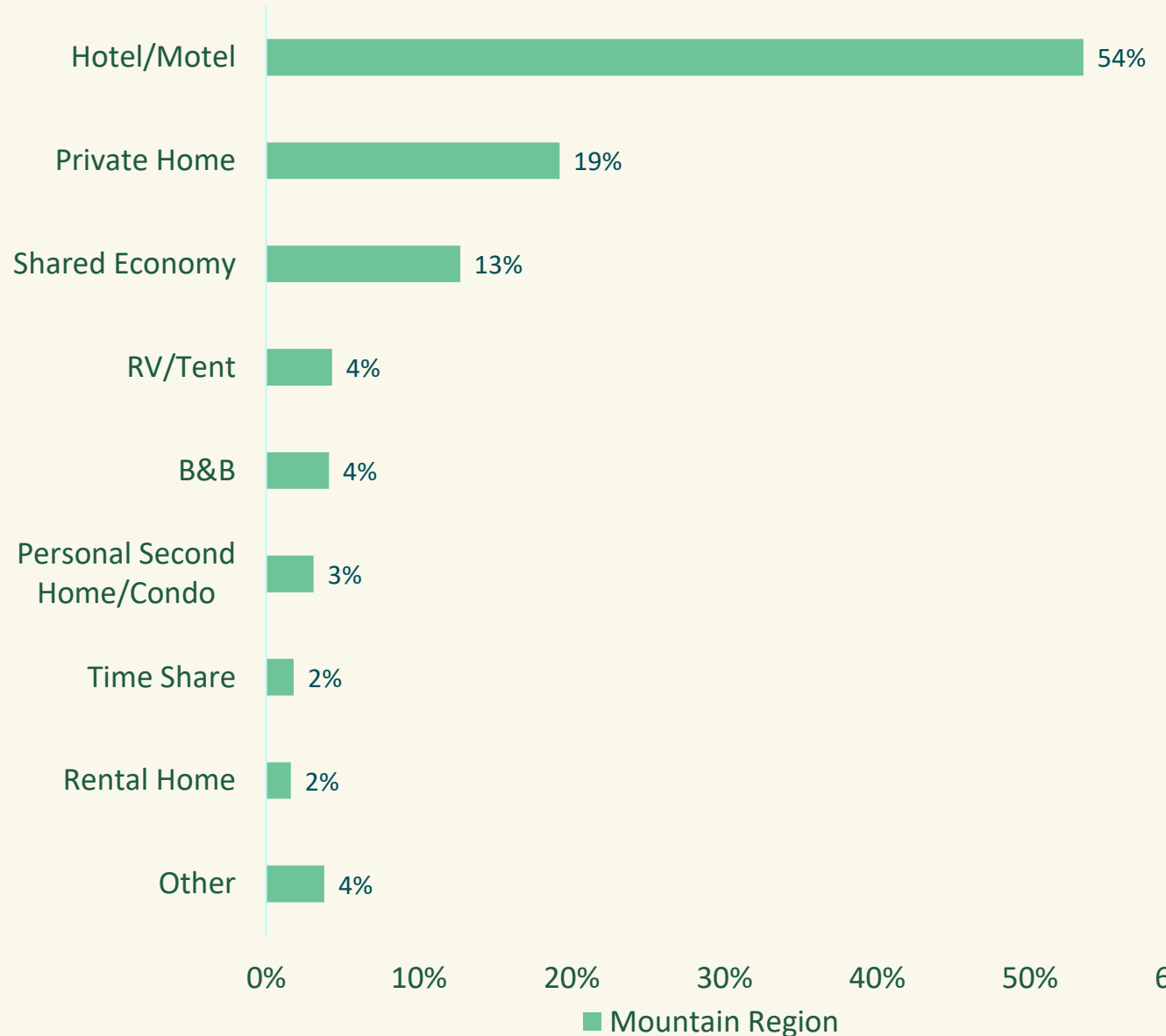


*multiple responses allowed; thus, percentages do not add to 100%.



Accommodations Used in Mountain Region

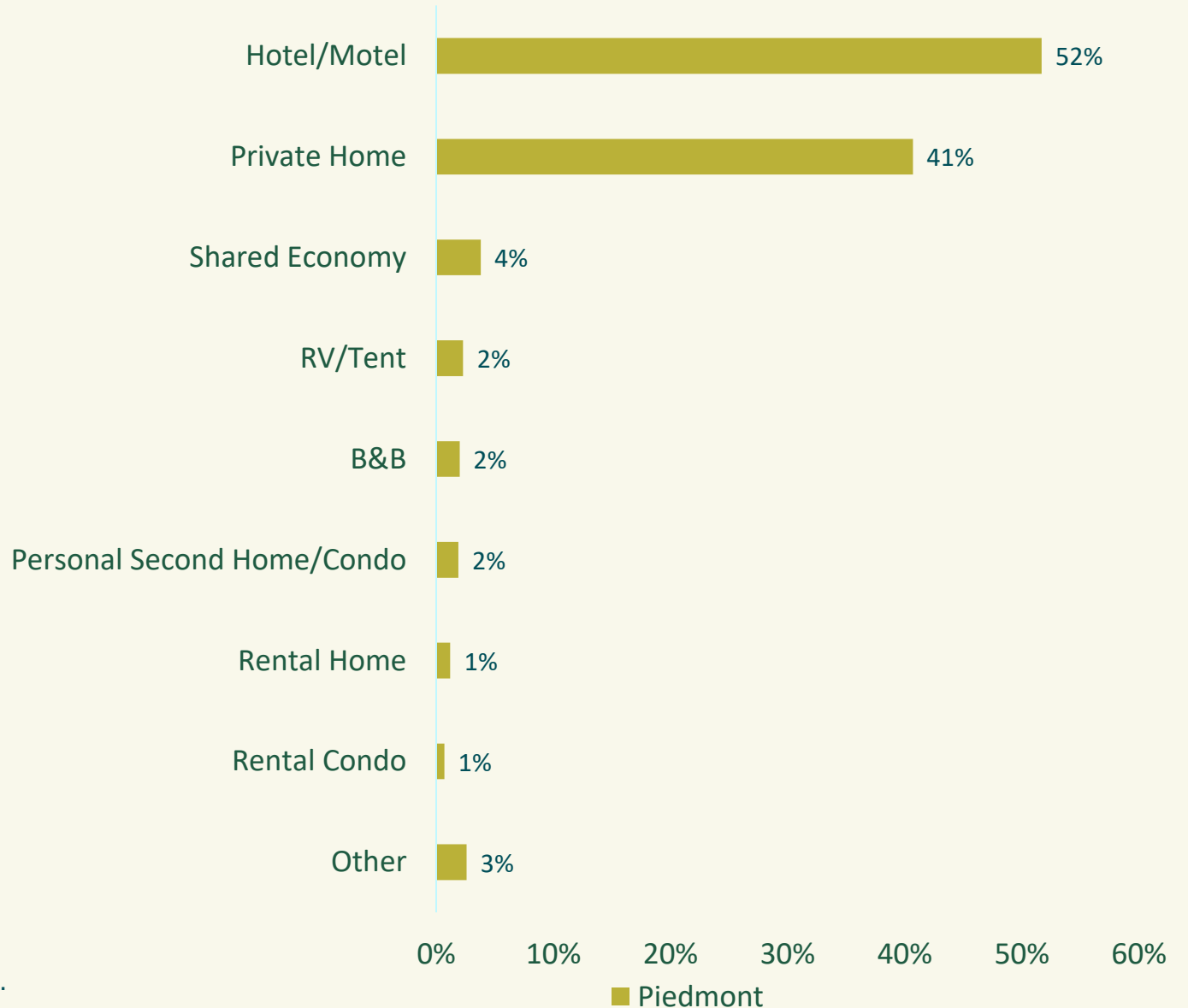
- Mountain Region visitors were more likely to use hotels/motels while in the state, followed by private homes and shared economy rentals.
- Four percent of overnight visitors to the mountains reported a stay at a campground/RV park or a traditional B&B.



*multiple responses allowed; thus, percentages do not add to 100%.

Accommodations Used in Piedmont Region

- Piedmont Region visitors were more likely to use hotels/motels and private homes while in the state.
- Nearly four percent of overnight visitors to the piedmont reported a stay in a shared economy property.

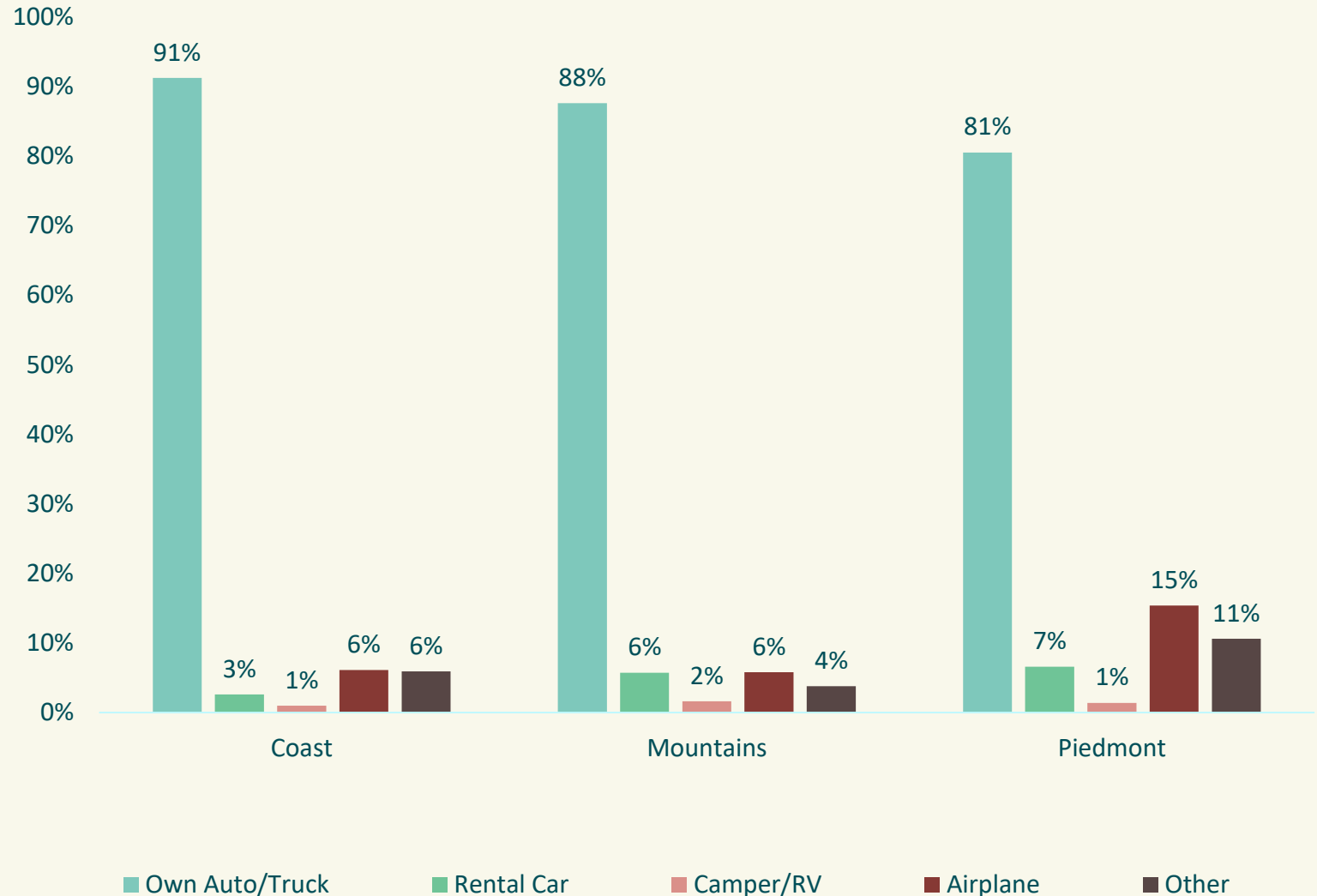


*multiple responses allowed; thus, percentages do not add to 100%.



Transportation Used to Travel to North Carolina

- Not surprisingly, overnight travelers to each region traveled to the state via automobile, primarily personal.
- Airplane travel was the second most popular mode of transportation for travel to North Carolina in 2022, particularly for Piedmont Region visitors.

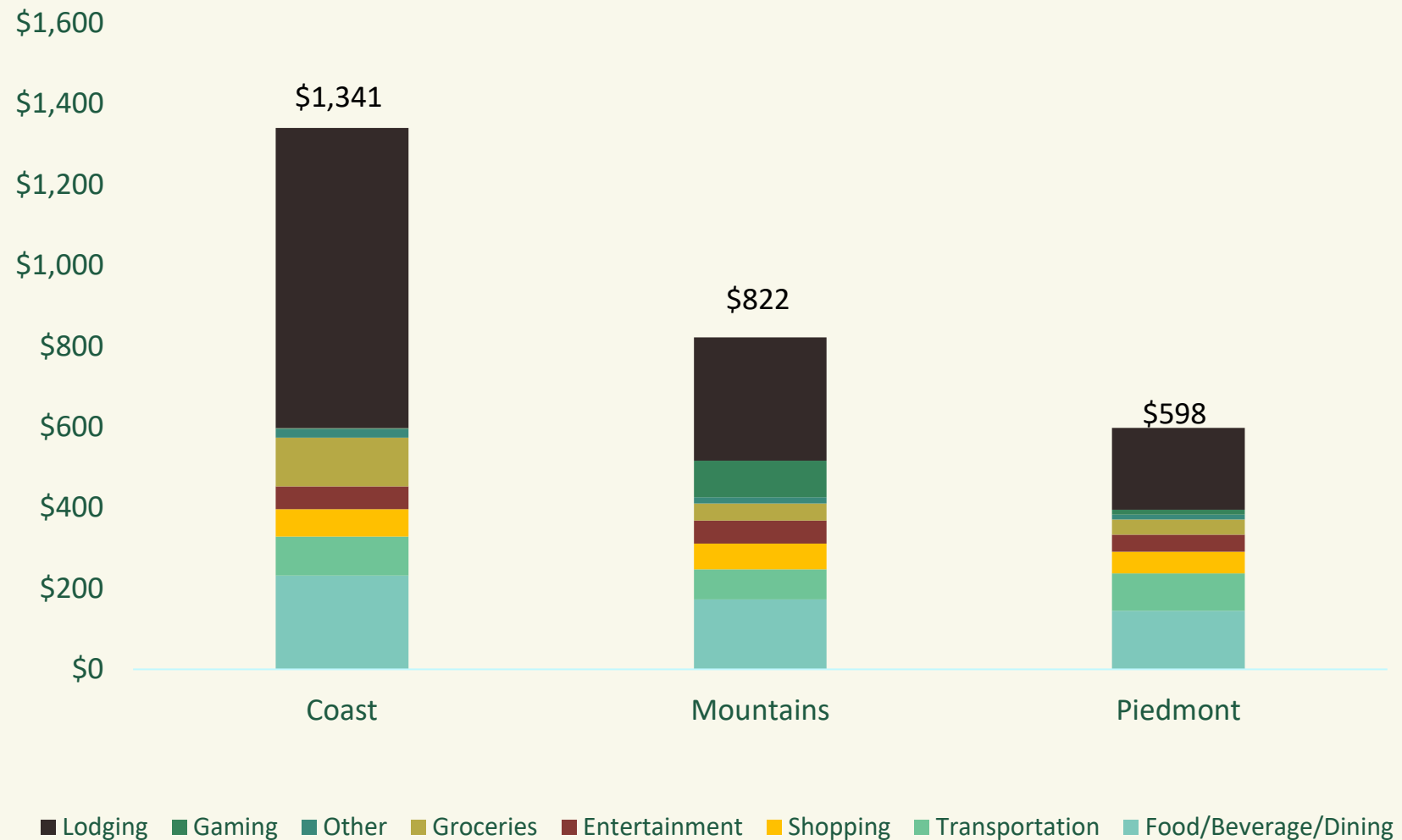


*multiple responses allowed; thus, percentages do not add to 100%.



Average Trip Spending for Overnight NC Visitor Parties by Region

- Overnight visitors to the coast spent more per trip in 2022 than visitors to other regions.
- However, the length of stay for coastal visitors is also longer.

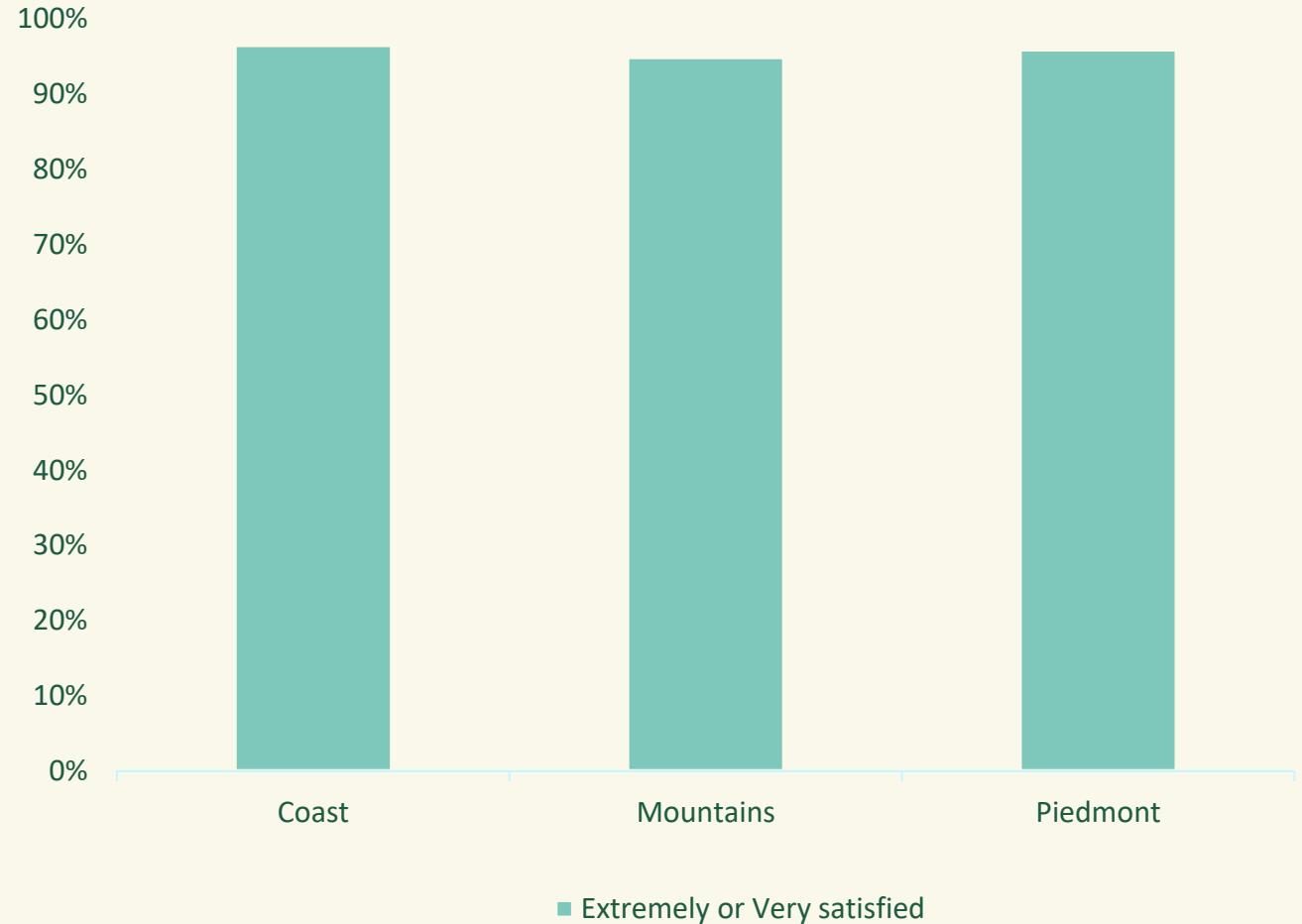


Top Activities Participated in by Overnight Regional Visitors in 2022

Coastal Visitors		Mountain Visitors		Piedmont Visitors	
Beach	71%	Hiking/Backpacking/Canyoneering	32%	Visiting friends/relatives	47%
Visiting friends/relatives	35%	Shopping	26%	Shopping	22%
Shopping	31%	Visiting friends/family	25%	Fine dining	17%
Historic sites	30%	Rural sightseeing	25%	Historic sites	10%
Swimming	22%	Historic sites	23%	Unique local cuisine	9%
Fine dining	18%	Fine dining	21%	Rural sightseeing	9%
Fishing	18%	Craft breweries	18%	Craft breweries	9%
State Parks/Monuments/Recreation areas	15%	State park/Monuments/Recreation areas	18%	Local/folk arts/crafts	9%
Museums	13%	Local/folk arts/crafts	17%	Urban sightseeing	8%
Rural sightseeing	13%	Wildlife viewing	15%	Museums	8%
Zoos/Aquariums/Aviaries	12%	National park/Monuments/Recreation areas	15%	State park/Monuments/Recreation areas	6%
Unique Local Cuisine	12%	Casino/Gaming	13%	Hiking/Backpacking/Canyoneering	6%
Local/folk arts/crafts	12%	Unique local cuisine	13%	Gardens	6%
Wildlife Viewing	12%	Museums	12%	Swimming	5%
National park/Monuments/Recreation areas	11%	Gardens	11%	Sports events (Youth/Amateur/Collegiate)	5%
Bird watching	10%	Other nature (photography, rockhound, etc)	10%	Wildlife viewing	5%
Gardens	8%	Art Galleries	10%	Nightclubs/Dancing	4%
Kayaking/Canoeing/Paddleboarding	8%	Urban sightseeing	9%	Art galleries	4%
Urban sightseeing	8%	Native American ruins/Rock art	7%	Other nature (photography, rockhound, etc)	4%
Hiking/Backpacking/Canyoneering	7%	Wine tasting/Winery tour	7%	Fishing	3%

Satisfaction with Visit to North Carolina Regions

- All visitors to and within NC regions reported high satisfactions rates with their visits in 2022.

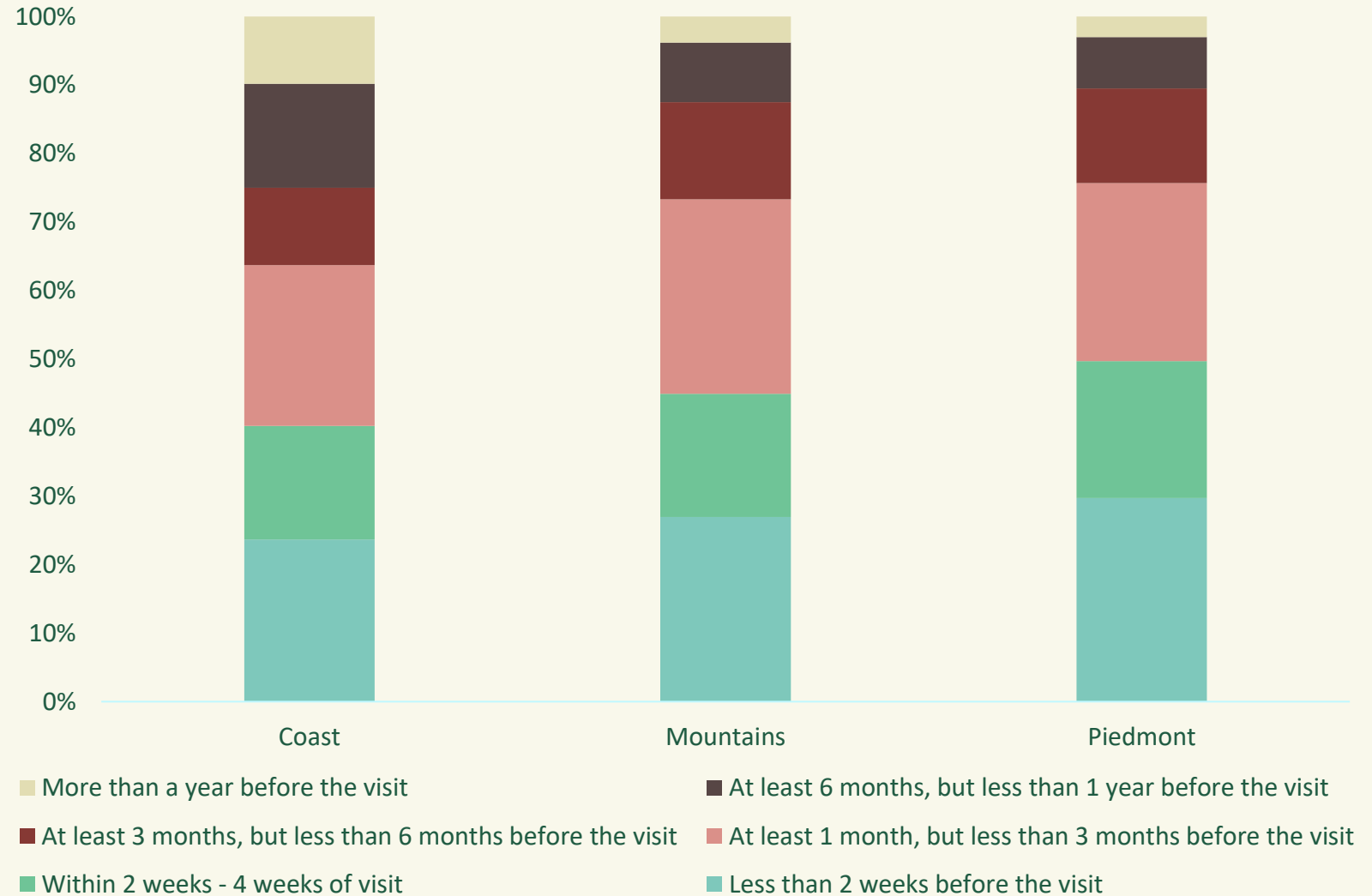


**Note that responses to this question ranked a satisfaction on a scale of 1-10. Totals are averaged from those ranking 6 or higher in satisfaction.*



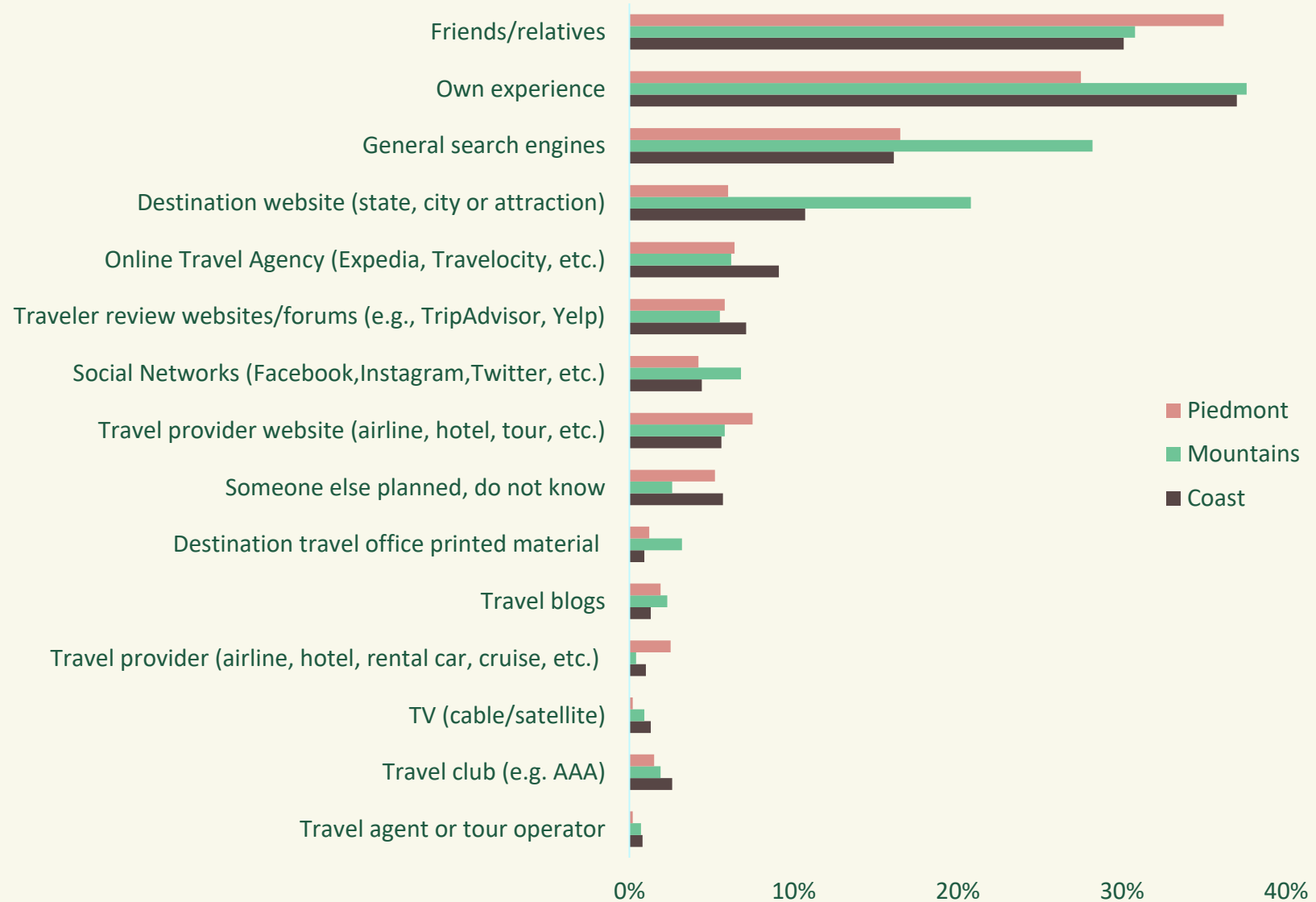
Advance Decision for Overnight Visit to North Carolina by Region

- Coastal Region visitors also made the decision to visit farther in advance than other regional visitors.
- Over one-third of coastal visitors decided to visit NC three months or more before the visit.



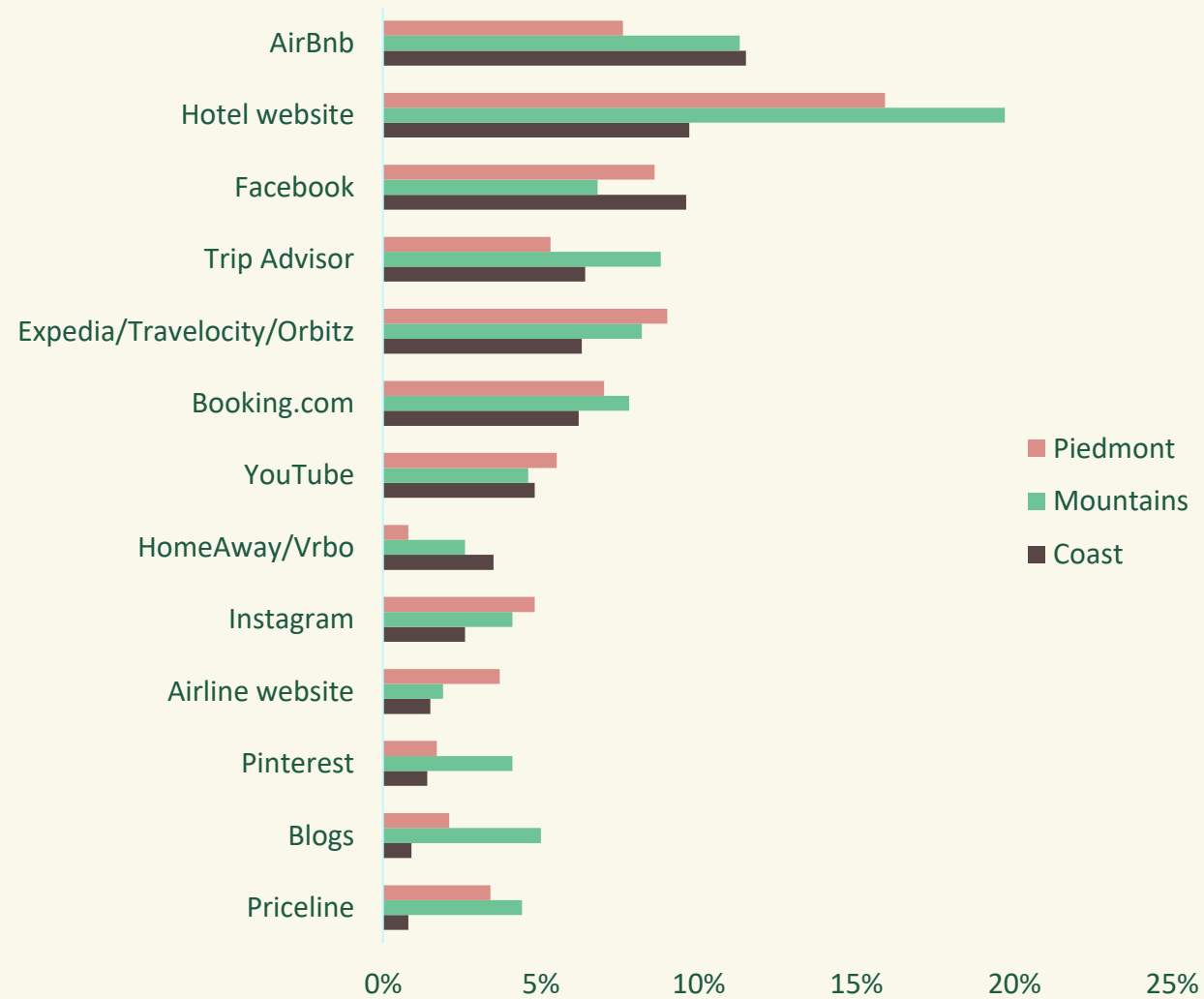
Planning Sources for Overnight Travel to North Carolina Regions

- Visitors to the Mountain Region are more likely to use destination websites and general search engines to plan travel to NC than visitors to other regions.
- Piedmont Region visitors are more likely to rely on friends/relatives for planning sources.
- Coastal Region visitors are most likely to rely on their own experience in planning, as well as friends/relatives and general search engines.



Research Sources for Overnight Travel to North Carolina Regions

- Visitors to the Mountain and Piedmont regions are more likely to use hotel websites to research travel than coastal visitors.
- Coastal Region visitors are more likely to research travel through AirBnb and Facebook.



Top Advertising Markets

- Not surprisingly, in-state markets and those close by were the top DMAs of origin in 2022 for NC regions.
- VA and mid-Atlantic markets ranked high for the coast, while GA, FL and TN ranked high for the mountains.
- D.C. Atlanta and NY were in the top 5 for the Piedmont.

Coast DMA of Origin		Mountains DMA of Origin		Piedmont DMA of Origin	
Raleigh-Durham (Fayetteville)	17%	Charlotte	13%	Raleigh-Durham (Fayetteville)	9%
Charlotte	12%	Raleigh-Durham (Fayetteville)	13%	Charlotte	9%
Washington, D.C.	7%	Atlanta	11%	Washington, D.C.	6%
Norfolk-Portsmouth-Newport News	7%	Greenville-Spartanburg-Asheville-Anderson	9%	Atlanta	6%
Greensboro-High Point-Winston-Salem	5%	Knoxville	4%	New York	5%
Greenville-New Bern-Washington	4%	Greensboro-High Point-Winston-Salem	4%	Greenville- New Bern- Washington	4%
Wilmington	4%	Orlando-Daytona Beach-Melbourne	3%	Greensboro-High Point-Winston Salem	4%
New York	3%	Florence-Myrtle Beach	3%	Norfolk-Portsmouth-Newport News	4%
Richmond-Petersburg	3%	Columbia, S.C.	2%	Florence- Myrtle Beach	3%
Harrisburg-Lancaster-Lebanon-York	3%	Charleston, S.C.	2%	Greenville-Spartanburg-Asheville-Anderson	3%
Pittsburgh	2%	Washington, D.C.	2%	Wilmington	3%
Greenville-Spartanburg-Asheville-Anderson	2%	Norfolk-Portsmouth-Newport News	2%	Richmond-Petersburg	3%
Florence-Myrtle Beach	2%	Greenville-New Bern-Washington	2%	Roanoke-Lynchburg	3%
Philadelphia	2%	Tampa-Saint Petersburg (Sarasota)	1%	Tampa-Saint Petersburg (Sarasota)	2%
Baltimore	2%	Jacksonville- Brunswick	1%	Philadelphia	2%
Youngstown	2%	Philadelphia	1%	Chicago	2%
Roanoke-Lynchburg	2%	Roanoke- Lynchburg	1%	Orlando-Daytona Beach-Melbourne	1%
Columbia, S.C.	1%	Columbia- Jefferson City	1%	Boston-Manchester	1%
Boston-Manchester	1%	New York	1%	Knoxville	1%
Atlanta	1%	Indianapolis	1%	Charleston, S.C.	1%

Overnight Travel Party Characteristics

Average Party Size

Coastal visitor parties – 2.9, 40% of parties include children
Mountain visitor parties – 2.6, 31% of parties include children
Piedmont visitor parties – 2.3, 28% of parties include children

Average Age

Coastal visitor – 46 years
Mountain visitor – 47 years
Piedmont visitor – 47 years

Marital Status

Coastal visitor – 66% married
Mountain visitor – 66% married
Piedmont visitor – 57% married

Ethnicity

Coastal visitor parties – 91% white, 4% black, 1% other
Mountain visitor parties – 89% white, 4% black, 2% other
Piedmont visitor parties – 79% white, 12% black, 3% other

Children in Household

Coastal visitor – 37%
Mountain visitor – 29%
Piedmont visitor – 26%

Average Household Income

Coastal visitor – \$100K
Mountain visitor – \$94K
Piedmont visitor – \$94K

Glossary of Terms

Travel - A trip over 50 miles one-way from home *or* 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.