

FAST FACTS

2013 North Carolina Visitor & Trip Profile

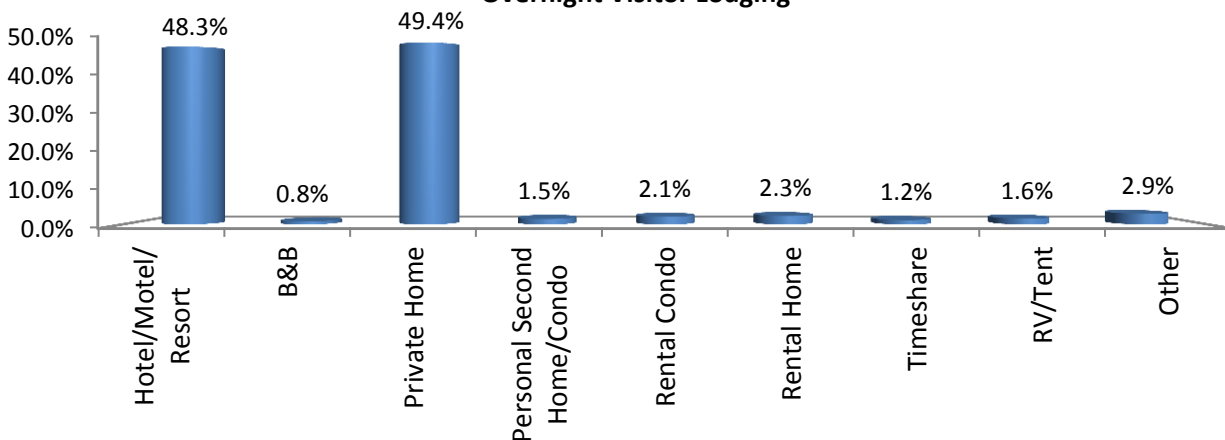
Top States of Origin for 2012 NC Overnight Visitors											
NC	30%	FL	8%	GA	7%	NY	4%	OH	3%	NJ	3%
SC	8%	VA	7%	PA	5%	TX	3%	TN	3%	MD	2%

Overnight Visitor Activities In North Carolina

Visiting Relatives/Family Reunion	34.4%	Hiking/Backpacking	5.3%	Biking	2.4%
Shopping	22.2%	Gardens	5.0%	Theater/Drama	2.1%
Visiting Friends	19.4%	Nightclubs/Dancing	4.4%	Spa/Health Club	2.0%
Beach	18.9%	Nature Travel/Eco Touring	4.2%	Craft Breweries	2.0%
Rural Sightseeing	16.3%	Art Galleries	3.8%	Musical Theater	1.9%
Fine Dining	14.8%	Bird Watching	3.7%	Zoos	1.7%
Historic Sites/Churches	10.7%	Fishing	3.5%	Whitewater rafting/Kayaking/Canoeing	1.4%
State/National Park	10.7%	Casino/gaming	3.3%	Youth/Amateur/Collegiate Sports	1.4%
Urban Sightseeing	10.0%	Special Events	3.2%	Motor boat/Jet ski	1.4%
Museums	9.7%	Wine tasting/Winery tour	3.2%	Symphony/Opera/Concert	1.2%
Wildlife Viewing	6.5%	Golf	3.0%	Caverns	1.2%
Old homes/Mansions	6.5%	Theme Park	2.7%	High School/College Reunion	1.2%

- Approximately 81% of 2013 *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 12% of overnight visitors in 2013. Business includes meetings and conventions. Approximately 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. Eleven percent came by plane and nearly five percent arrived by rental car.
- The average party size of a 2013 NC overnight visitor party was 1.9 persons. Approximately 23% of parties included children in their visits to North Carolina, while 77% did not.

2013 Overnight Trip Duration

United States	3.3 nights
NC Portion	2.7 nights
Resident	2.1 nights
Out-of-State	2.9 nights

- The average age of the 2013 NC visitor was 48 years and 57% are married.
- 83% classified themselves as white and just over 11% as black/African American.
- Nearly 34% of 2013 NC overnight visitors reported an annual household income in excess of \$85,000; 25% reported an annual household income of over \$100,000.
- Over half of the head of household of 2013 visitor parties reported that they were employed full time, while twenty percent reported retired as employment status.