

## FAST FACTS

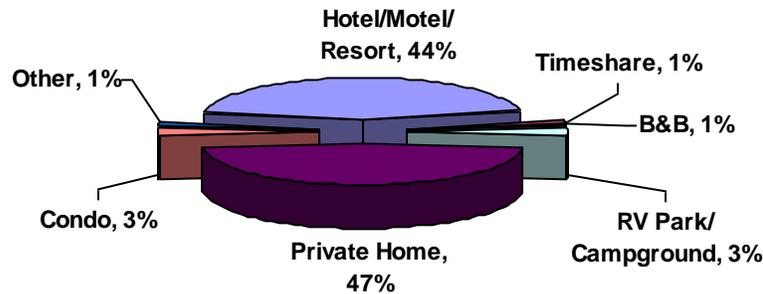
### 2007 North Carolina Visitor & Trip Profile

Top States of Origin for 2007 NC Overnight Visitors											
NC	37%	VA	7%	FL	6%	PA	4%	TN	3%	NJ	2%
SC	8%	GA	7%	NY	5%	MD	3%	OH	2%	TX	2%

Visitor Activities In North Carolina					
Visiting relatives/Family Reunion	36.1%	Historic sites/churches	6.5%	Gardens	3.2%
Shopping	19.2%	Museums	5.0%	Nature travel/ecotouring	2.7%
Visiting friends	19.2%	Wildlife viewing	5.0%	Art galleries	2.5%
Rural sightseeing	14.0%	Fishing (fresh or saltwater)	4.7%	Wine tasting/winery tour	2.5%
Beach	13.0%	Nightclub/dancing	4.7%	Casino/gaming	2.4%
Fine dining	13.0%	Old homes/mansions	3.9%	Golf	2.4%
State/National Park	8.7%	Special events/Festivals	3.9%	Camping	2.3%
Urban sightseeing	6.9%	Hiking/backpacking	3.5%	Youth/amateur/collegiate sporting events	2.3%

- Approximately 77.3% of *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 20.4% of overnight visitors in 2007. Business includes meetings and conventions. Approximately 2.3% reported "other purpose of trip" to North Carolina.

#### Lodging Choices of NC Overnight Visitors



- Eighty percent of *overnight* visitors came by auto/RV to North Carolina. Fourteen percent came by plane.
- The average party size of a 2007 NC overnight visitor party was 1.9 persons. Approximately 27% of parties included children in their visits to North Carolina, while 73% did not. This is slightly more than in 2006, where 70% of parties did not include children.

2007 Overnight Trip Duration	
United States	3.8 nights
NC Portion	3.1 nights
Resident	2.4 nights
Out-of-State	3.5 nights

- The average age of the 2007 NC visitor is 46 years.
- Over 31% of NC overnight visitors have annual household income in excess of \$85,000.

#### Education Level of NC Visitors

