



2011 International Visitation to North Carolina

July 2012

North Carolina Division of Tourism, Film and Sports Development

Report developed in conjunction with



Executive Summary

International Visitation to North Carolina

- Applying conservative assumptions to empirical data provides that an estimated 683,273 international visitors travel to North Carolina (this total *does not* include Canada).
- Approximately \$312 million in spending is associated with these visitors. The top ten origin countries represent 51 percent of visitation and 51 percent of spending.
- In terms of market share of international visitors to North Carolina, the United Kingdom is the top market with 11.9% of market share and 10.6% of spending. Germany (market share, 8.9%; spending, 7.5%) and Mexico (market share, 6.2%; spending, 5.6%) are the next top markets. Other top countries in terms of volume are Japan, India, France, China/Hong Kong and Brazil.
- In terms of spending per visitor, visitors from China/Hong Kong spend the most with an average of \$737 per visitor, up from \$698 per visitor in 2010. Visitors from Switzerland followed with an average per person spending of \$627 (up from \$588 in 2010), followed by visitor from Japan with \$601 per visitor (up from \$582 in 2010). Other top countries with high per person spending are Brazil (\$556 down from \$578 in 2010), Venezuela (\$540 up from \$520 in 2010) and South Korea (\$494). Spending includes only spending that occurs in North Carolina. Air fares and other pre-paid expenses are not included.
- Visitors from Asia, in particular India and Japan, spend a much larger proportion of their total spending on lodging than European visitors to North Carolina. This is likely due to a longer length of stay. Visitors from Switzerland are the European exception, spending nearly 37% of total spending. Visitors from Latin America spend less on lodging than Europeans, particularly those from Venezuela.
- Visitors from Europe tend to spend more on restaurants and dining, while visitors from South America, Mexico and India spend more in supermarkets, indicating that they may be cooking in their places of lodging rather than eating out. Eighteen percent of spending in NC by Venezuelan visitors is in supermarkets, while only eight percent is spent in restaurants and quick service establishments.
- Visitors from South America, Mexico, and Australia spend more of their total travel budget on retail in general, particularly in radio/TV/stereo stores, department stores, specialty retail and discount stores. Brazilians and Venezuelans spend over half (60.4% and 60.0% respectively) of their total spending in NC in retail.
- German, Swiss and Italian visitors spend a larger proportion of total spending on auto rental and gasoline/oil than visitors to North Carolina from any other country.
- Spending in clothing and jewelry stores rank fairly high in most countries of origin, particularly Venezuela, China/Hong Kong, South Korea, Mexico and Brazil.

Table 1: North Carolina's Top 15 International Markets by Market Share

(Ranked by Total Spend)

Rank	Country of Origin	2011 Estimated Visitors	% change from 2010	2011 Total Spent	% change from 2010	Average Spending per Visitor
1	United Kingdom	81,497	-2.4%	\$33,140,217	+1.7%	\$407
2	Germany	61,053	+5.4%	\$23,282,134	+11.7%	\$381
3	Mexico	42,470	+20.3%	\$17,574,425	+28.5%	\$414
4	Japan	32,383	+7.5%	\$19,465,890	+11.8%	\$601
5	India	31,424	+11.4%	\$14,784,003	-3.5%	\$470
6	France	25,913	+17.4%	\$9,015,758	+18.6%	\$348
7	China/Hong Kong	24,899	+9.5%	\$18,342,186	+15.6%	\$737
8	Brazil	22,665	+20.0%	\$12,612,000	+14.7%	\$556
9	Australia	15,072	+7.7%	\$6,290,004	+12.8%	\$417
10	Italy	13,234	+8.7%	\$5,675,791	+5.1%	\$429
11	South Korea	12,690	+0.2%	\$6,272,539	-0.6%	\$494
12	Switzerland	9,875	+10.0%	\$6,192,108	+17.4%	\$627
13	Sweden	9,289	+11.9%	\$3,461,299	+11.8%	\$373
14	Ireland	8,243	+32.5%	\$3,949,558	+27.7%	\$479
15	Venezuela	4,800	+18.8%	\$2,589,895	+23.3%	\$540
TOTAL		683,273	+15.1%	\$312,017,746	+12.2%	\$457

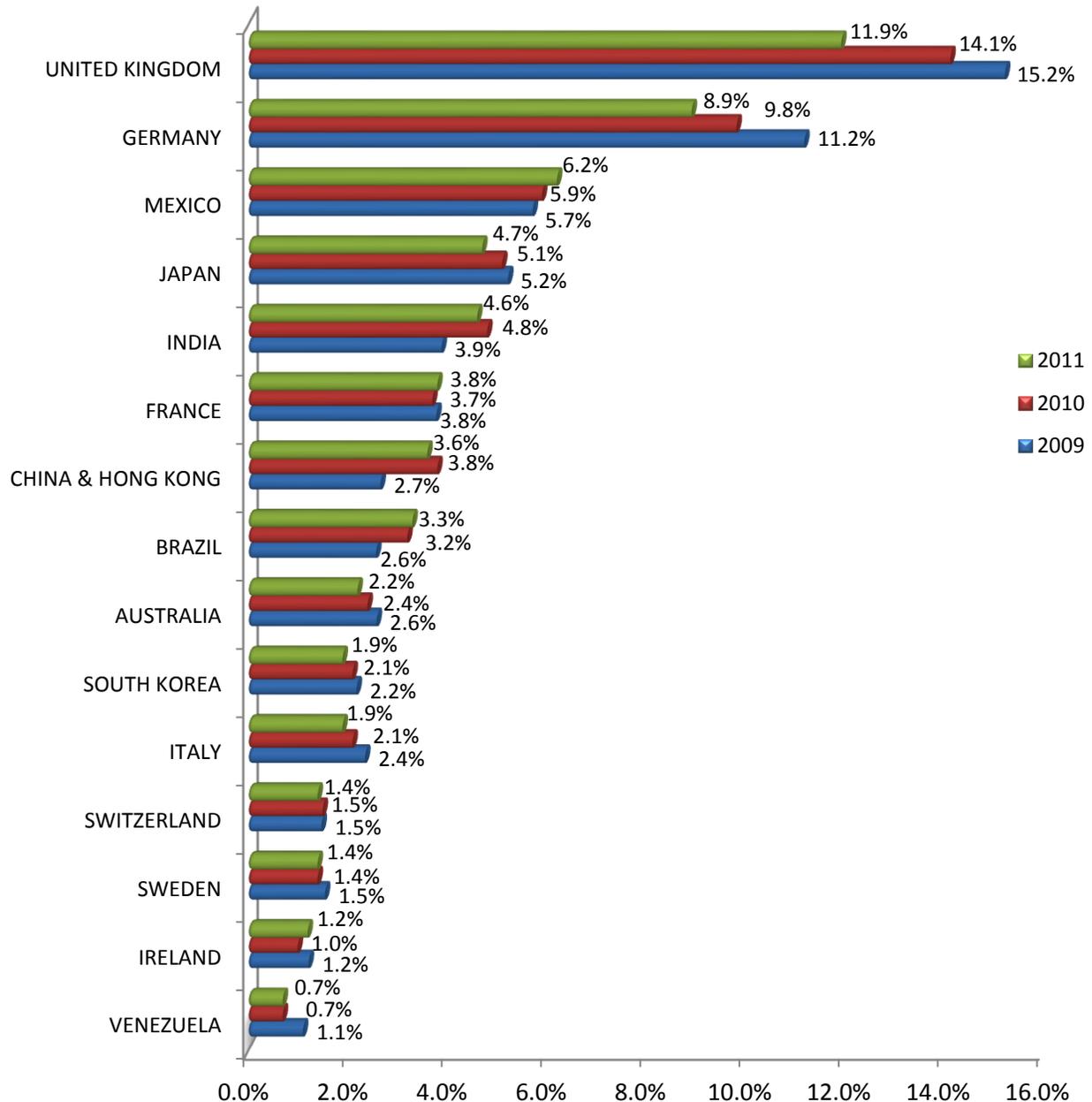
*Canada not included

** Spending only includes what is spent in North Carolina.

***North Carolina Division of Tourism estimates based on extrapolations from government data and aggregate Visa usage data provided by VisaVue Travel for the period of calendar year 2011.

- The United Kingdom ranks #1 in terms of volume of international visitors to North Carolina with over 81,000 visitors, down slightly (-2.4%) from 2010. Spending by UK visitors however, increased nearly two percent and is estimated at \$33.1 million (10.6% of all international spending in North Carolina).
- German visitors represent the next largest country of origin with over 61,000 visitors (+5.4%) and \$23.3 million in spending, up 11.7% from 2010.
- Visitors from China/Hong Kong have the highest per person spending average at \$737, followed by visitors from Switzerland (\$627) and Japan (\$601).

Chart 1: Market Share of Top International Countries of Origin to North Carolina



- The United Kingdom ranks #1 in terms of market share of international visitors to North Carolina with 11.9 percent of market share, a decrease in market share from 2010. Even with the decrease in market share, total volume of UK visitors to NC was over 81,000 in 2011.
- Germany (8.9%), Mexico (6.2%) and Japan (4.7%) were the next top markets by market share.
- The top 15 countries of origin represent nearly 58 percent of market share of international visitation to North Carolina.
- Ireland, Mexico, France and Brazil all had market share increases from 2010 to 2011.

Chart 2: Volume Growth of Top International Markets to North Carolina

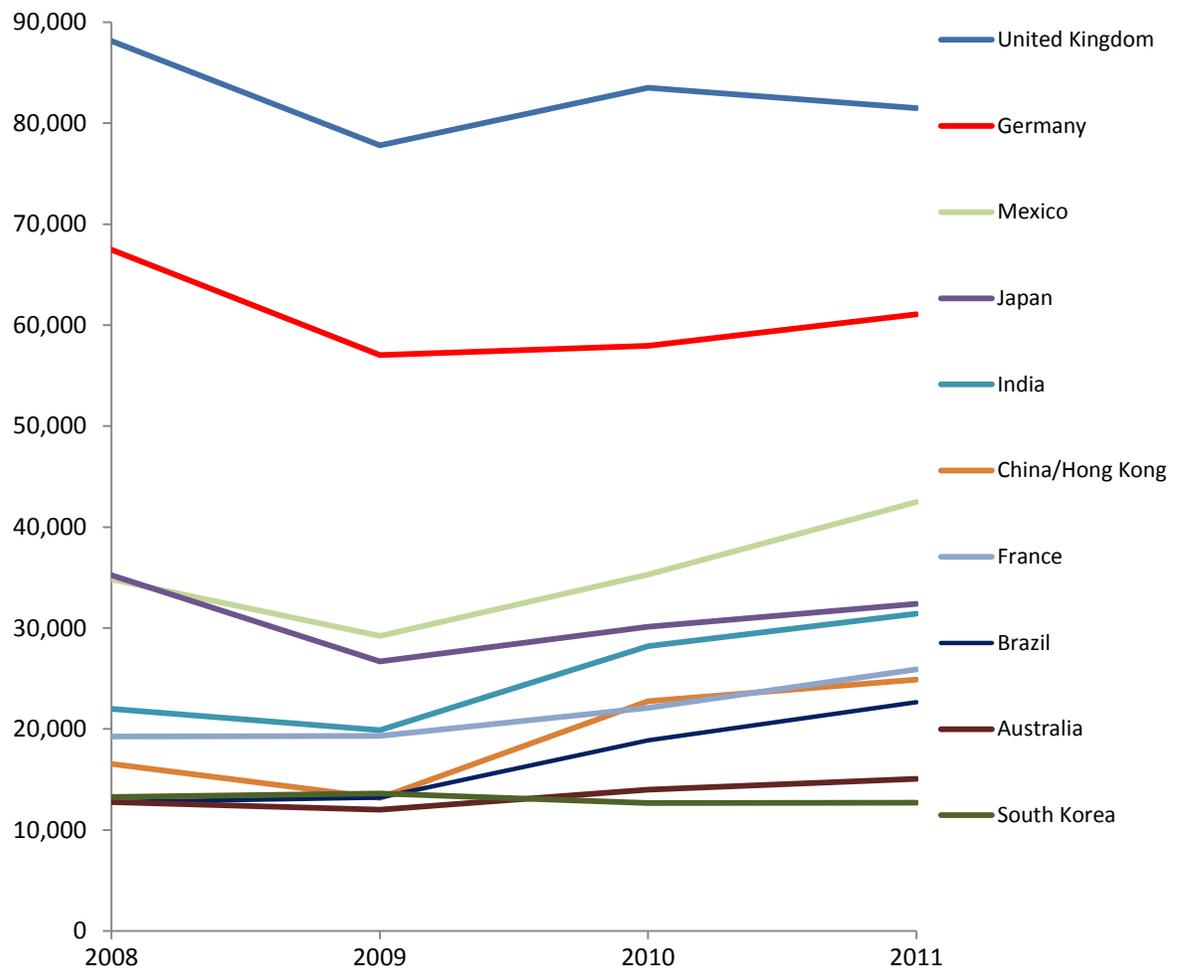
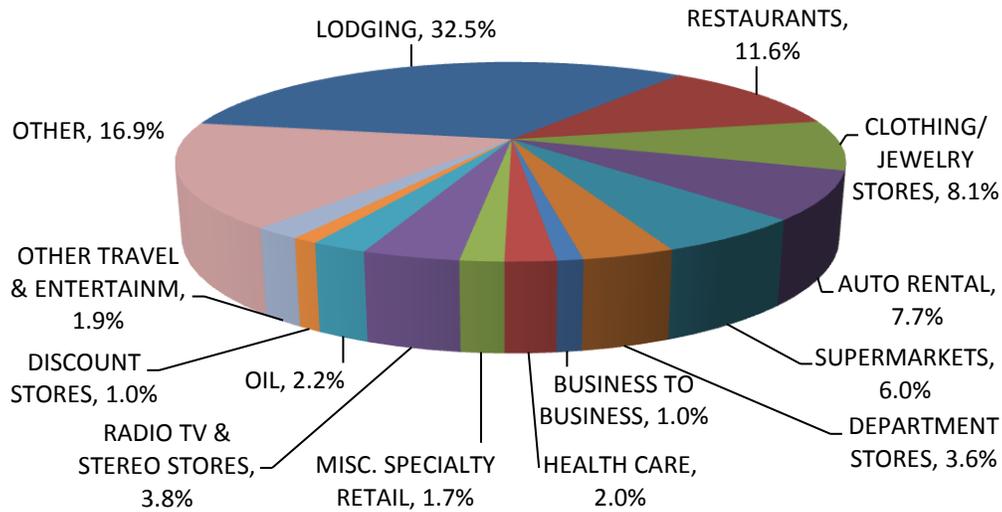


Chart 3: Spending by Merchant Category for the UK Market in North Carolina



- In the UK market, lodging represents one of the largest consumer card spending categories followed by “other”. “Other” includes categories such as miscellaneous retail, drug stores/pharmacies, furniture stores, etc.
- UK visitors spend a larger proportion of their total spending on lodging and restaurants than visitors from other countries.

Table 2: UK Spending in North Carolina

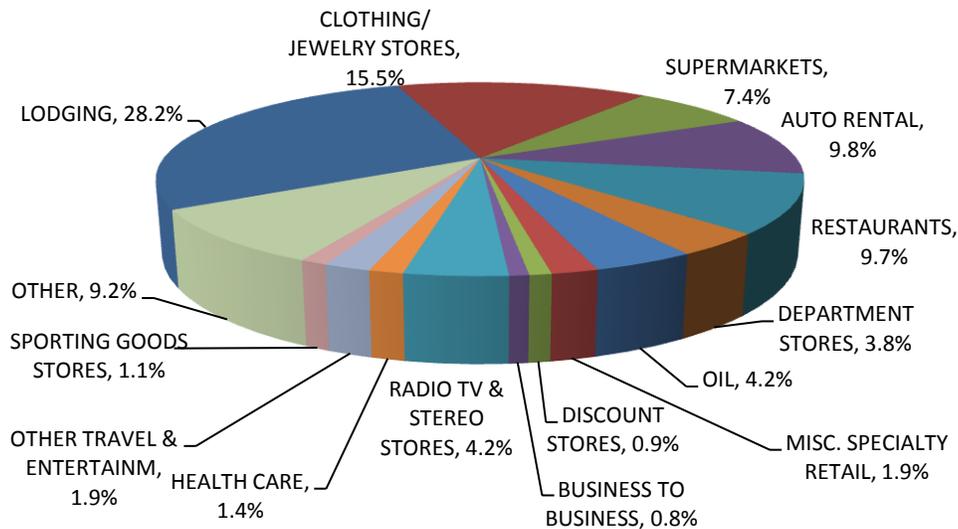
Category	Percent of Total	Spending	% Growth from 2010
Lodging	32.5%	\$10.8M	+6.2%
Restaurants	11.6%	\$3.8M	+1.5%
Clothing/Jewelry Stores	8.1%	\$2.7M	+1.6%
Auto Rental	7.7%	\$2.5M	-5.2%
Supermarkets	6.0%	\$2.0M	+15.3%
Radio/TV/Stereo Stores	3.8%	\$1.3M	+45.9%
Department Stores	3.6%	\$1.2M	-2.7%
Oil	2.2%	\$724,369	+12.7%
Specialty Retail	1.7%	\$553,458	-15.3%
Sub Total	77.1%	\$25.5M	
Total	100.0%	\$33.1M	+1.7%

Table 3: UK Visitor Volume 2008-2011

UK Visitor Volume	2008	2009	2010	2011
	88,138	77,788	83,501	81,497
		-11.7%	+7.3%	-2.4%

- Visitation to North Carolina by UK visitors decreased from 2010, but is still up 5 percent from 2009.

Chart 4: Spending by Merchant Category for the German Market in North Carolina



- German visitors spend a larger proportion of their total spending on “auto rental” and consequently “oil” than visitors from most other countries. German spending on auto rental and oil nearly reached the spending level of UK visitors on auto rental and oil (\$3.25M vs \$3.27M) despite less total visitor volume.
- In 2011, the share of travel spending at restaurants by German visitors increased, while the share of spending in supermarkets decreased indicating that these visitors were dining out more often.

Table 4: German Spending in North Carolina

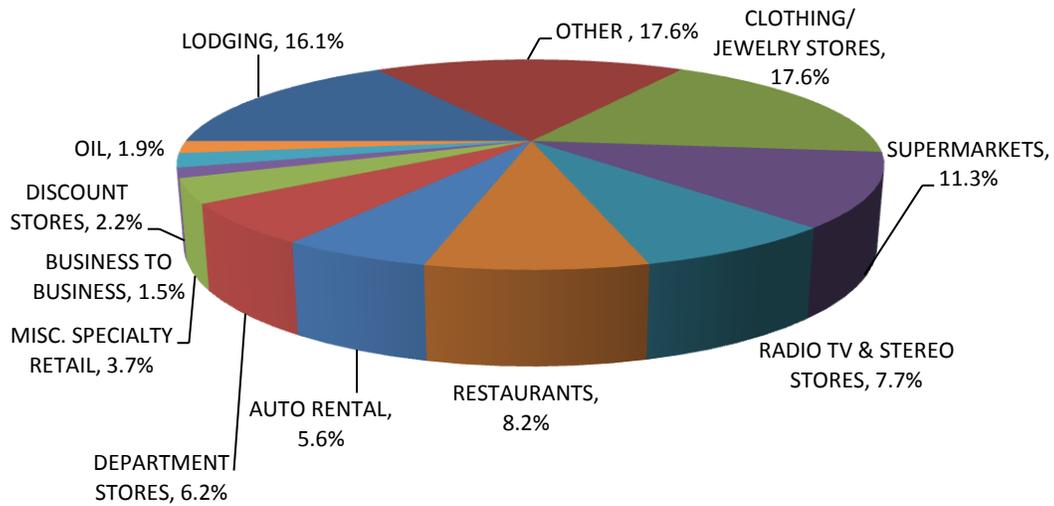
Category	Percent of Total	Spending	% Growth from 2010
Lodging	28.2%	\$6.6M	+15.8%
Clothing/Jewelry Stores	15.5%	\$3.6M	+32.9%
Auto Rental	9.8%	\$2.3M	+1.7%
Restaurants	9.7%	\$2.3M	+18.2%
Supermarkets	7.4%	\$1.7M	-14.9%
Oil	4.2%	\$980,541	+28.2%
Radio/TV/Stereo Stores	4.2%	\$966,319	+87.4%
Department Stores	3.8%	\$886,957	+11.4%
Other Travel & Entertainment	1.9%	\$443,172	+31.3%
Specialty Retail	1.9%	\$434,480	-7.9%
Sub Total	86.6%	\$20.1M	
Total	100.0%	\$23.2M	+11.7%

Table 5: German Visitor Volume 2008-2011

German Visitor Volume	2008	2009	2010	2011
	67,471	57,031	57,951	61,053
		-15.5%	+1.6%	+5.4%

- Though German volume didn’t grow as much as several other European markets, it did see a healthy five percent increase in volume in 2010.

Chart 5: Spending by Merchant Category for the Mexican Market in North Carolina



- Mexican visitors spend a smaller proportion of their total spending on lodging than visitors from other countries, just sixteen percent of total spending in the state.
- These visitors do spend a larger proportion on retail. Over half (50.5%) of their spending is in retail, particularly in clothing and jewelry stores.

Table 6: Mexican Spending in North Carolina

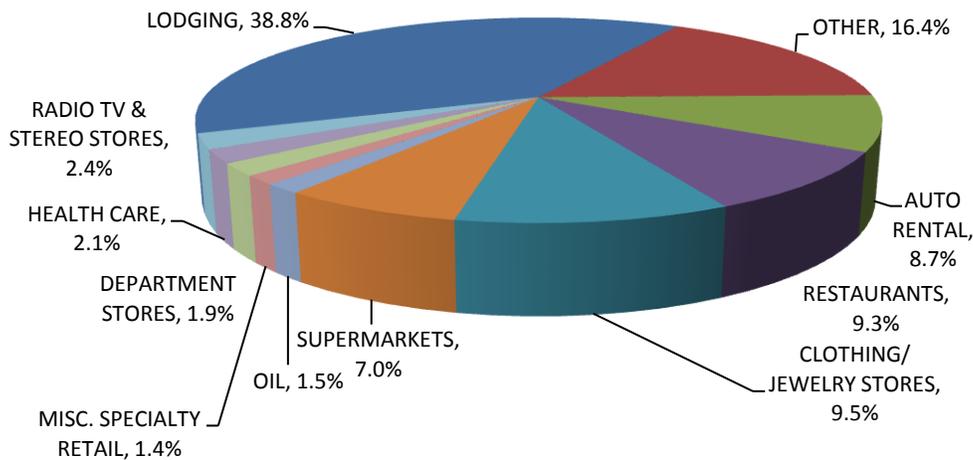
Category	Percent of Total	Spending	% Growth from 2010
Clothing/Jewelry Stores	18.0%	\$3.2M	+31.3%
Lodging	16.1%	\$2.8M	+37.9%
Supermarkets	11.3%	\$2.0M	+51.3%
Restaurants	8.2%	\$1.4M	+38.2%
Radio TV & Stereo Stores	7.7%	\$1.3M	+29.0%
Department Stores	6.2%	\$1.1M	+16.3%
Auto Rental	5.6%	\$979,785	+12.0%
Sub Total	73.1%	\$12.8M	
Total	100.0%	\$17.6M	+28.5%

Table 7: Mexican Visitor Volume 2008-2011

Mexican Visitor Volume	2008	2009	2010	2011
	34,805	29,207 -16.1%	35,296 +20.8%	42,470 +20.3%

- Mexican visitation to NC increased for a second consecutive year, up twenty percent from 2010.

Chart 6: Spending by Merchant Category for the Japanese Market in North Carolina



- Japanese visitors to North Carolina spend more of their total spending on lodging than European and South American visitors, but less on retail in general.
- These visitors spend a much smaller proportion of their total spending in retail in general, specifically in department stores, supermarkets, and radio/TV/stereo stores.

Table 8: Japanese Spending in North Carolina

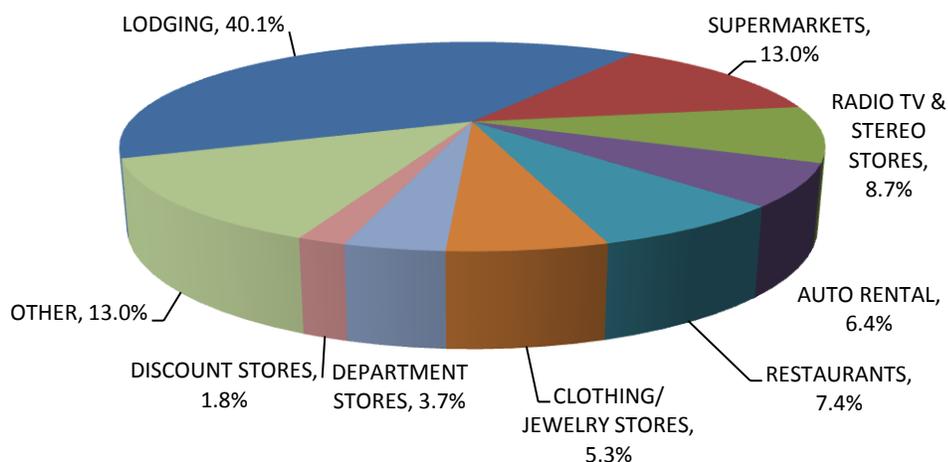
Category	Percent of Total	Spending	% Growth from 2010
Lodging	38.8%	\$7.6M	+5.9%
Clothing/Jewelry Stores	10.5%	\$2.0M	+23.2%
Restaurants	9.3%	\$1.8M	+15.4%
Auto Rental	8.7%	\$1.7M	-3.6%
Supermarkets	7.0%	\$1.4M	+27.9%
Radio TV & Stereo Stores	2.4%	\$462,781	+41.4%
Health Care	2.1%	\$411,246	+36.9%
Department Stores	1.9%	\$373,925	+5.0%
Business to Business	1.8%	\$351,025	+2.8%
Sub Total	82.5%	\$16.1M	
Total	100.0%	\$19.5M	+23.2%

Table 9: Japanese Visitor Volume 2008-2011

Japanese Visitor Volume	2008	2009	2010	2011
	35,227	26,679	30,111	32,383
		-24.3%	+12.9%	+7.5%

- With an increase of over seven percent in visitation from 2010 to 2011, Japan remained the fourth top market for international visitors to North Carolina. Still 8% below 2008 visitation, Japan remains an important market.

Chart 7: Spending by Merchant Category for the *Indian* Market in North Carolina



- Visitors to North Carolina from India spend the largest proportion of their total in-state spending on lodging than any other top market of origin (41%). a much larger proportion of
- These visitors spend a much smaller proportion of their total spending on restaurants, but a larger proportion at supermarkets. Thirteen percent of their total spending in the state is in supermarkets.
- Visitors from India also spend a much larger proportion of their total spending at radio/TV and stereo stores than visitors from other countries.

Table 10: Indian Spending in North Carolina

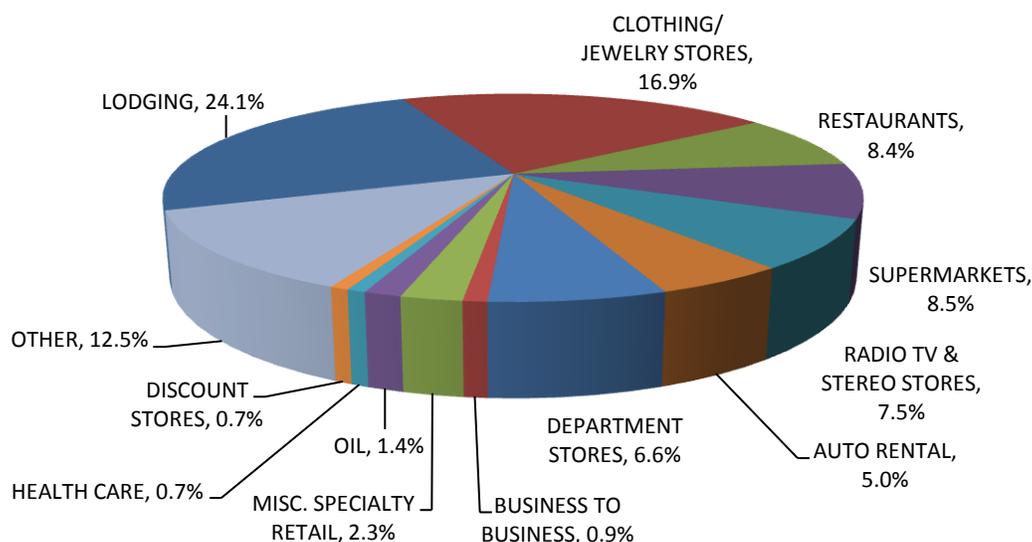
Category	Percent of Total	Spending	% Growth from 2010
Lodging	40.1%	\$5.9M	-13.1%
Supermarkets	13.0%	\$1.9M	+4.8%
Radio/TV/Stereo Stores	8.7%	\$1.3M	+15.2%
Restaurants	7.4%	\$1.1M	+16.7%
Auto Rental	6.4%	\$952,883	-7.6%
Clothing/Jewelry Stores	5.9%	\$874,413	+8.3%
Department Stores	3.7%	\$551,463	-1.5%
Discount Stores	1.8%	\$262,470	-29.3%
Sub Total	87.0%	\$12.9M	
Total	100.0%	\$14.8M	-3.5%

Table 11: Indian Visitor Volume 2008-2011

Indian Visitor Volume	2008	2009	2010	2011
	21,993	19,868	28,216	31,424
		-10.5%	+42.0%	+11.4%

- After a substantial increase in visitation in 2010, India once again posted positive growth at eleven percent.

Chart 8: Spending by Merchant Category for the Chinese/Hong Kong Market in North Carolina



- Chinese visitors to North Carolina spend nearly one-fourth of their total spending on lodging – about the same as European visitors, but much less than other Asian visitors.
- These visitors spend more in clothing, jewelry, department stores and retail in general than most other countries of origin, but less on auto rentals than others.

Table 12: Chinese/Hong Kong Spending in North Carolina

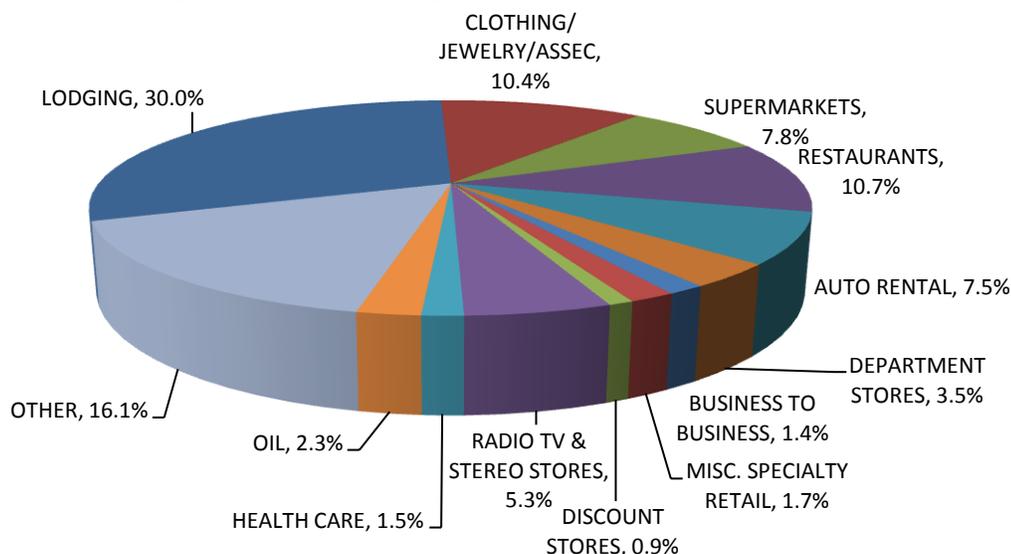
Category	Percent of Total	Spending	% Growth from 2010
Lodging	24.1%	\$5.5M	+23.6%
Clothing/Jewelry Stores	21.4%	\$4.9M	+84.3%
Supermarkets	8.5%	\$2.0M	+55.5%
Restaurants	8.4%	\$1.9M	+50.2%
Radio TV & Stereo Stores	7.5%	\$1.7M	+60.1%
Department Stores	6.6%	\$1.5M	+57.8%
Auto Rental	5.0%	\$1.2M	+19.2%
Miscellaneous Specialty Stores	2.3%	\$518,690	+66.5%
Oil	1.4%	\$331,128	+53.3%
Sub Total	85.2%	\$19.6	
Total	100.0%	\$23.0	+45.0%

Table 13: Chinese/Hong Kong Visitor Volume 2008-2011

Chinese/Hong Kong Visitor Volume	2008	2009	2010	2011
	16,530	13,161	22,745	24,899
		-20.4%	+72.8%	+9.5%

- Visitation to North Carolina by Chinese visitors increased dramatically from 2009 to 2010 (+73%), and posted a nearly ten percent increase in 2011. It is now ranked #7 in terms of international visitation to North Carolina.

Chart 9: Spending by Merchant Category for the French Market in North Carolina



- French visitors to North Carolina spend just over one-fourth of their total spending on lodging – about the same as visitors from Germany and China.
- These visitors spend slightly larger proportion of their total spending on restaurants than visitors from most other countries of origin, and also spent more in supermarkets than visitors from other European countries.

Table 14: French Spending in North Carolina

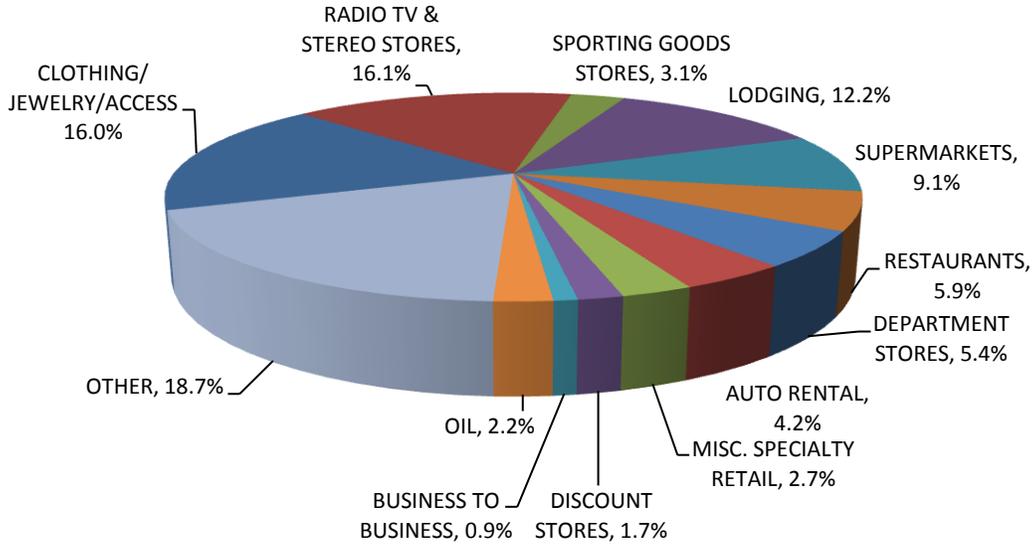
Category	Percent of Total	Spending	% Growth from 2010
Lodging	30.0%	\$3.3M	+25.9%
Clothing/Jewelry Stores	11.3%	\$1.2M	+28.7%
Restaurants	10.7%	\$1.2M	+15.5%
Supermarkets	7.8%	\$857,446	+11.5%
Auto Rental	7.5%	\$829,293	+15.1%
Radio TV & Stereo Stores	5.3%	\$580,699	+37.1%
Other Travel & Entertainment	3.6%	\$394,548	+102.3%
Department Stores	3.5%	\$380,367	+3.8%
Miscellaneous Specialty Stores	1.7%	\$191,889	-7.2%
Health Care	1.5%	\$166,957	+35.3%
Sub Total	82.9%	\$9.1	
Total	100.0%	\$11.0	+18.6%

Table 15: French Visitor Volume 2008-2011

French Visitor Volume	2008	2009	2010	2011
	19,262	19,327 +0.3%	22,072 +14.2%	25,913 +17.4%

- France is one of the few top countries of origin for NC that has seen two consecutive years of visitation increases. That puts France at the #6 position in top markets for NC, edging the China/Hong Market slightly.

Chart 10: Spending by Merchant Category for the *Brazilian* Market in North Carolina



- Brazilian visitors to North Carolina spend a much larger proportion of money in retail in general (60%) than visitors from other countries, particularly in radio, TV and stereo stores (16.1%) and sporting goods stores (3.1%).
- Only twelve percent of their total spending is in lodging establishments.
- Brazilian visitors to North Carolina spend only six percent of their total travel dollars in North Carolina restaurants.

Table 16: Brazilian Spending in North Carolina

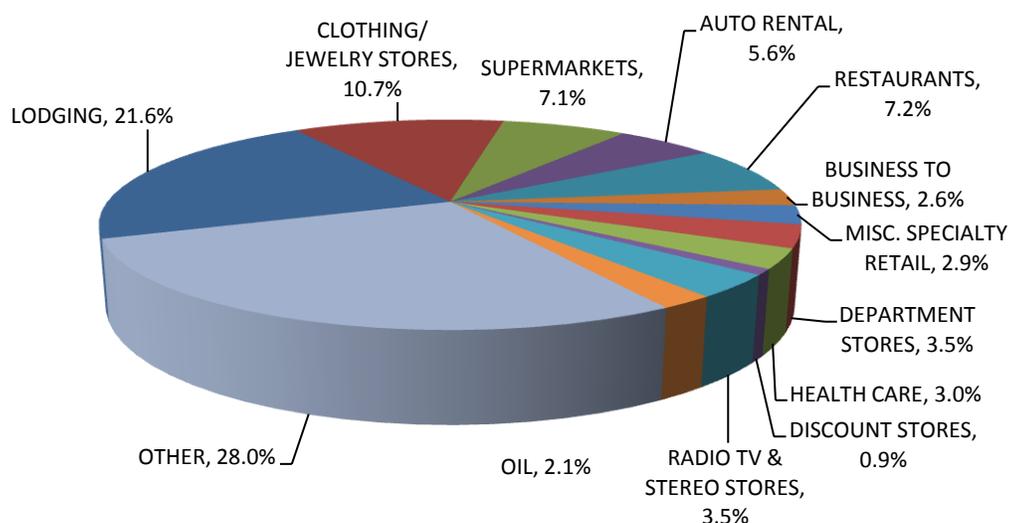
Category	Percent of Total	Spending	% Growth from 2010
Clothing/Jewelry Stores	17.8%	\$2.2M	+21.6%
Radio TV & Stereo Stores	16.1%	\$2.0M	+19.0%
Lodging	12.2%	\$1.5M	+13.3%
Supermarkets	9.1%	\$1.1M	-5.0%
Restaurants	5.9%	\$741,743	+14.9%
Department Stores	5.4%	\$680,133	+11.0%
Auto Rental	4.2%	\$527,350	+10.3%
Sporting Goods Stores	3.1%	\$396,803	+9.1%
Miscellaneous Specialty Retail	2.7%	\$336,662	+5.8%
Oil	2.2%	\$277,874	+30.5%
Sub Total	78.7%	\$9.9M	
Total	100.0%	\$12.6M	+12.8%

Table 17: Brazilian Visitor Volume 2008-2011

Brazilian Visitor Volume	2008	2009	2010	2011
	12,745	13,212	18,883	22,665
		+3.7%	+42.9%	+20.0%

- Similar to France, Brazil experienced two years of visitation increases to North Carolina. An increase of nearly 20% in 2011 puts Brazil at the #8 position of top markets to the state.

Chart 11: Spending by Merchant Category for the *Australian* Market in North Carolina



- Australian visitors to North Carolina spend slightly less of their total spending on lodging (21.4%) than Europeans and Asians who visit the state, though a higher proportion than in 2009 (16.5%).
- Visitors from Australia spend a larger proportion of their total spending in retail than visitors from other countries of origin. Nearly half (43.8%) of their total spending is in some type of retail store.

Table 18: Australian Spending in North Carolina

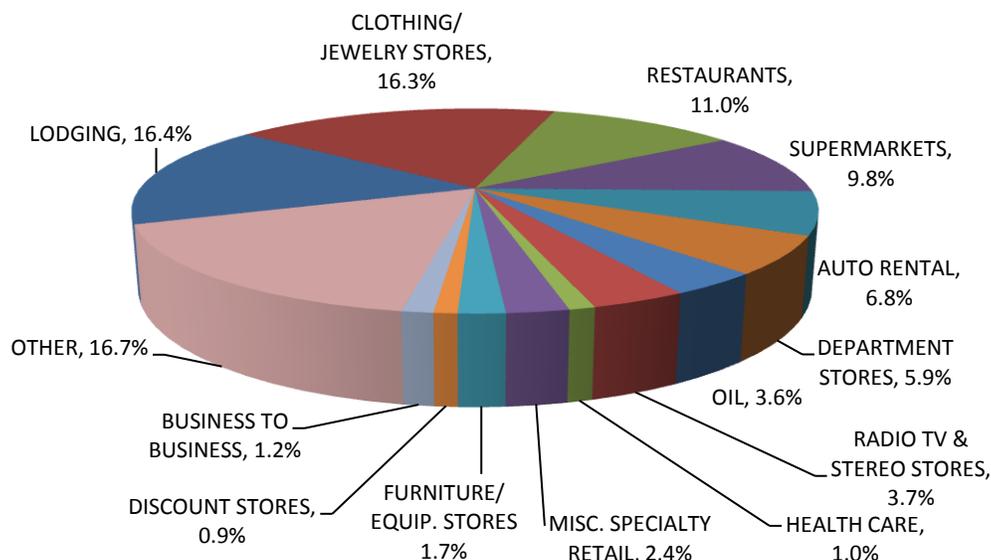
Category	Percent of Total	Spending	% Growth from 2010
Lodging	21.6%	\$1.4M	+13.7%
Clothing/Jewelry Stores	12.0%	\$755,208	+26.0%
Restaurants	7.2%	\$452,181	+17.2%
Supermarkets	7.1%	\$449,640	-3.5%
Auto Rental	5.6%	\$351,841	+11.0%
Department Stores	3.5%	\$221,762	+5.3%
Radio TV & Stereo Stores	3.5%	\$221,382	+24.2%
Health Care	3.0%	\$191,041	-22.9%
Miscellaneous Specialty Retail	2.9%	\$181,094	+6.2%
Business to Business	2.6%	\$161,793	+2.2%
Sub Total	69.0%	\$4.3M	
Total	100.0%	\$6.3M	+12.8%

Table 19: Australian Visitor Volume 2008-2011

Australian Visitor Volume	2008	2009	2010	2011
	12,769	12,018 -5.9%	13,997 +16.5%	15,072 +7.7%

- The Australian market marked a second consecutive year of growth with nearly eight percent more visitors in 2011. Australia is the 9th top international market for the state.

Chart 12: Spending by Merchant Category for the South Korean Market in North Carolina



- South Korean visitors to North Carolina spend a fairly large proportion of their total spending on retail in general (46.0%) and in clothing/jewelry in particular (18.8%).
- Visitors from South Korea spend a smaller proportion of their total spending lodging in general (16.4%) than European visitors and other Asian visitors.

Table 20: South Korean Spending in North Carolina

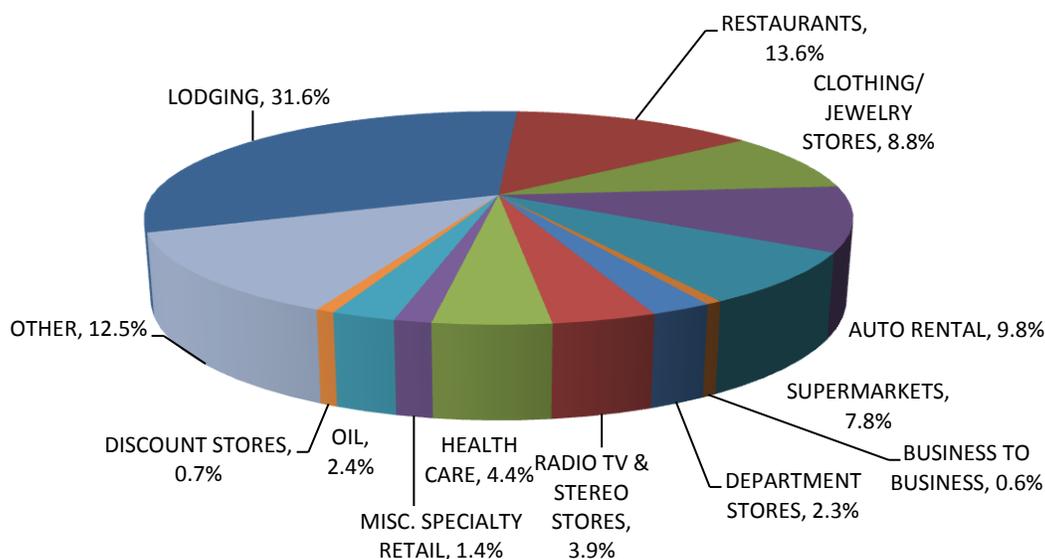
Category	Percent of Total	Spending	% Growth from 2010
Lodging	16.4%	\$1.0M	-28.0%
Restaurants	11.0%	\$690,692	-11.2%
Supermarkets	9.8%	\$615,409	+24.2%
Auto Rental	6.8%	\$428,530	-35.9%
Department Stores	5.9%	\$371,657	+36.4%
Radio TV & Stereo Stores	3.7%	\$234,447	+53.3%
Oil	3.6%	\$226,985	+23.5%
Miscellaneous Specialty Retail	2.4%	\$148,145	-20.3%
Furniture/Equipment Stores	1.8%	\$110,603	+16.7%
Business to Business	1.2%	\$76,872	-61.6%
Sporting Goods Stores	1.1%	\$71,271	+35.5%
Sub Total	63.9%	\$4.0M	
Total	100.0%	\$6.3M	-5.5%

Table 21: South Korean Visitor Volume 2008-2011

South Korean Visitor Volume	2008	2009	2010	2011
	13,276	13,606 +2.5%	12,666 -6.9%	12,690 +0.2%

- Visitation from South Korea was flat from 2010 to 2011 and slipped in ranking from 10th to 11th in terms of visitor volume, and saw less overall spending as a result.

Chart 13: Spending by Merchant Category for the Italian Market in North Carolina



- Of the fifteen top origin markets, Italian visitors to North Carolina spend the largest proportion of their total spending on restaurants (13.6%), auto rental (9.8%) and health care (4.4%).
- Visitors from Italy spend the smallest proportion of their total spending retail in general (26.3%), particularly in department stores (2.3%).

Table 22: Italian Spending in North Carolina

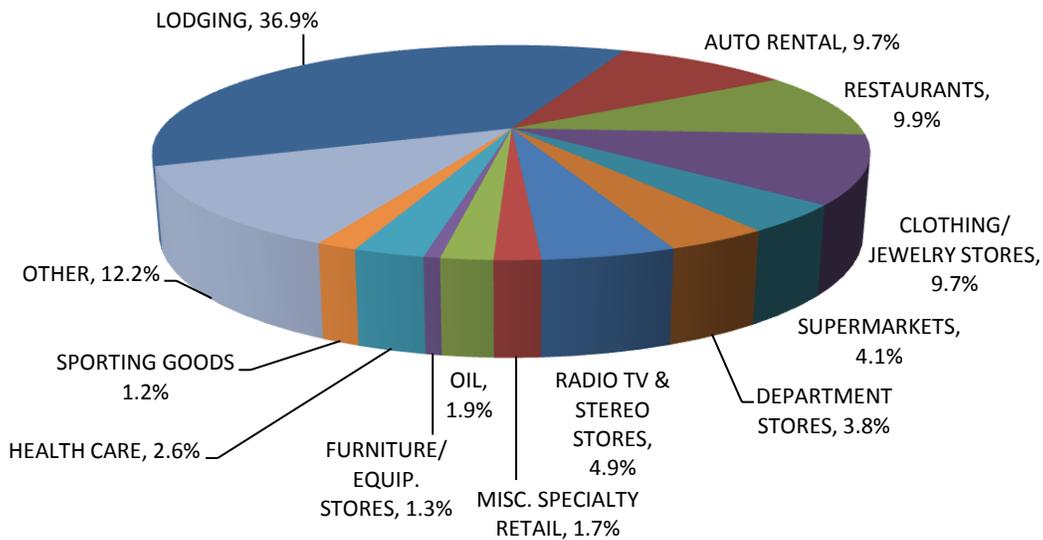
Category	Percent of Total	Spending	% Growth from 2010
Lodging	31.6%	\$1.8M	+8.4%
Restaurants	13.6%	\$774,182	+6.2%
Auto Rental	9.8%	\$558,670	-5.7%
Clothing/Jewelry Stores	9.0%	\$509,579	+7.4%
Supermarkets	7.8%	\$443,242	+22.5%
Health Care	4.4%	\$247,214	-23.3%
Radio TV & Stereo Stores	3.9%	\$220,161	+38.9%
Oil	2.4%	\$133,684	+17.1%
Department Stores	2.3%	\$130,227	-7.4%
Sub Total	84.8%	\$4.8M	
Total	100.0%	\$5.7M	+7.4%

Table 23: Italian Visitor Volume 2008-2011

Italian Visitor Volume	2008	2009	2010	2011
	12,316	11,152	12,177	13,234
		-9.5%	+9.2%	+8.7%

- Italy, as a country of origin market, experienced a second year of positive growth in terms of visitor volume. Italy ranks 10th (up from #10 in 2010) in terms of North Carolina's international markets.

Chart 14: Spending by Merchant Category for the Swiss Market in North Carolina



- Swiss visitors to North Carolina spend a large proportion of their total spending on lodging (36.9%) and auto rental (9.7%).
- Visitors from Switzerland spend a smaller proportion of their total spending in supermarkets (4.1%) than other countries. As well, they don't spend as much on retail in general as other countries.

Table 24: Swiss Spending in North Carolina

Category	Percent of Total	Spending	% Growth from 2010
Lodging	36.9%	\$2.3M	+18.5%
Clothing/Jewelry Stores	10.2%	\$629,749	+23.6%
Restaurants	9.9%	\$613,404	+13.1%
Auto Rental	9.7%	\$600,327	+2.4%
Radio TV & Stereo Stores	4.9%	\$305,649	+83.8%
Supermarkets	4.1%	\$254,672	-3.1%
Department Stores	3.8%	\$233,445	+20.7%
Health Care	2.6%	\$158,506	+159.6%
Oil	1.9%	\$119,823	+24.1%
Miscellaneous Specialty Retail	1.7%	\$105,432	-16.6%
Sub Total	85.7%	\$5.3M	
Total	100.0%	\$6.2M	+17.4%

Table 25: Swiss Visitor Volume 2008-2011

Swiss Visitor Volume	2008	2009	2010	2011
	8,686	7,906 -9.0%	8,974 +13.5%	9,875 +10.0%

- Similar to Italy, visitation from Switzerland saw a second consecutive year of growth. There has been a two-year growth of over twenty-three percent in Swiss visitation to North Carolina.

- The below tables represent aggregate “German-speaking Europe”.

Table 26: German Speaking Europe

Category	Spending	% Growth from 2010
Lodging	\$8.8M	+16.5%
Auto Rental	\$2.9M	+1.8%
Restaurants	\$2.9M	+17.1%
Clothing/Jewelry Stores	\$4.2M	+31.4%
Supermarkets	\$2.0M	-13.5%
Department Stores	\$1.1M	+13.2%
Radio TV & Stereo Stores	\$1.3M	+86.5%
Miscellaneous Specialty Retail	\$539,912	-9.7%
Sub Total	\$23.7M	
Total	\$29.4M	+12.8%

Table 27: German Speaking Europe Visitor Volume 2008-2011

German Speaking Europe Visitor Volume	2008	2009	2010	2011
	76,157	64,937 -10.8%	66,925 +3.1%	70,928 +6.0%

Notes

- The data presented in the following report represents conservative projected estimates by the North Carolina Division of Tourism based on assumptions derived from government data, market penetration data and aggregate Visa usage data provided by VisaVue Travel for the period of calendar year 2011.
- Spending data is only representative of what is spent in person in North Carolina. Air transportation and other spending outside the state are not included.
- The following estimates should not be directly compared to estimates for other states, nor for other particular regions, as international visitors are likely to travel to multiple states on single visits to the US. Doing so would not allow valid comparisons for these visitors to multiple states.
- VisaVue data is broken down by personal card and commercial card levels. For the purposes of this analysis, commercial and personal data was aggregated.
- Data in the following report does not include Canadian data. Statistics Canada is the industry accepted method for projecting Canadian visitation. That data can be found on www.nccommerce.com/tourism/research.