



**North Carolina  
Department of Commerce  
*Tourism, Film, and Sports Development***

## August 2008

North Carolina's travel and tourism indicators include airport deplanements and enplanements, hotel/motel occupancy, average daily room rates, revenue per available room, welcome center visits, regional visitor centers and state and national park visits. These indicators are summarized for the state, the three geographic marketing regions, and seven economic development regions.

**Table 1: North Carolina Travel Tracker State Summary August 2008**

Categories	August 2008	+/-% August 2007	+/-% August 2006
<sup>1</sup> Airport Deplanements	2,198,340	1.2%	17.1%
<sup>1</sup> Airport Enplanements	2,157,433	0.5%	16.6%
Hotel/Motel Occupancy	60.7	-8.5%	-4.3%
Average Daily Room Rate	86.89	2.5%	9.5%
Revenue Per Available Room	52.77	-6.2%	-5.4%
<sup>2</sup> Welcome Centers	692,790	n/a	n/a
Regional Visitor Centers	172,425	n/a	n/a
State Parks	1,572,031	-0.8%	12.2%
<sup>3</sup> National Parks	2,304,414	-1.9%	-0.1%

**Table 2: North Carolina Travel Tracker Marketing Regions Summaries for August 2008**

Regions	Coast	%+/-	Piedmont	%+/-	Mountains	%+/-
<sup>1</sup> Airport Deplanements	86,943	3.3%	2,085,170	1.2%	26,227	-4.1%
<sup>1</sup> Airport Enplanements	86,287	4.5%	2,044,596	0.4%	26,550	-7.3%
Hotel/Motel Occupancy	63.8	-5.4%	58.5	-10.9%	64.4	-4.4%
Average Daily Room Rate	89.51	2.6%	82.83	2.6%	96.34	1.2%
Revenue Per Available Room	57.33	-0.7%	48.54	-8.6%	62.01	-0.4%
<sup>2</sup> Welcome Centers	259,535	n/a	242,484	n/a	190,771	n/a
Regional Visitor Centers	110,616	n/a	43,789	n/a	18,020	n/a
State Parks	727,354	15.1%	677,433	-3.2%	167,246	-25.6%
<sup>3</sup> National Parks	555,846	4.2%	29,508	n/a	1,719,060	-3.5%

**Table 3: North Carolina Travel Tracker Seven Economic Development Regional Summary for August 2008**

Regions	1	%+/-	2	%+/-	3	%+/-	4	%+/-	5	%+/-	6	%+/-	7	%+/-
<sup>1</sup> Airport Deplanements	n/a	n/a	28,380	1.6%	58,563	5.5%	443,390	-6.7%	92,973	-8.1%	1,548,807	4.4%	26,227	-4.1%
<sup>1</sup> Airport Enplanements	n/a	n/a	27,756	-1.1%	58,531	5.9%	420,532	-9.3%	90,002	-9.9%	1,534,062	4.2%	26,550	-7.3%
Hotel/Motel Occupancy	65.8	-6.2%	60.4	-3.2%	65.8	-6.9%	59.9	-10.1%	53.5	-11.7%	60.3	-11.1%	64.4	-4.4%
Average Daily Room Rates	116.80	3.2%	78.84	5.1%	86.52	0.0%	86.22	2.4%	78.04	4.0%	82.78	1.9%	96.34	1.2%
Revenue Per Available Room	76.86	-3.2%	47.60	1.8%	56.92	-6.8%	51.68	-7.9%	41.77	-8.2%	49.95	-9.3%	62.01	-3.3%
<sup>2</sup> Welcome Centers	167,127	n/a	n/a	n/a	92,408	n/a	62,651	n/a	98,661	n/a	81,172	n/a	190,771	n/a
Regional Visitor Centers	93,180	n/a	17,436	n/a	0	n/a	n/a	n/a	43,789	n/a	n/a	n/a	18,020	n/a
State Parks	336,215	24.2%	203,913	8.9%	187,226	7.7%	456,653	-6.6%	97,330	6.8%	123,448	2.5%	167,246	-25.6%
<sup>3</sup> National Parks	550,319	3.9%	n/a	n/a	5,527	65.1%	n/a	n/a	29,508	-17.6%	n/a	n/a	1,719,060	-3.5%

<sup>1</sup> **Airport:** Piedmont Triad International, Raleigh-Durham International, Charlotte Douglas International, Albert J. Ellis (Jacksonville), Craven Regional, Pitt-Greenville, Fayetteville Regional, Asheville Regional and Wilmington International.

<sup>2</sup> **Welcome Centers:** Changes in Welcome Center attendance are primarily due to changes in the counting mechanism for vehicles entering 4 (of 9) North Carolina Welcome Centers. Centers with contemporary, weight-based counting mechanisms, rather than by axle-oriented mechanisms, include 95 South, 40 West, 26 East and 26 West. This change enables more accurate numbers from these centers. All centers will be converted to the weight-based mechanism.

<sup>3</sup> **National Parks:** Guilford Court House NMS was not included in this month's calculations.

**The seven economic regions include:** 1 – Northeast (Bertie, Camden, Chowan, Currituck, Gates, Halifax, Hertford, Northampton, Pasquotank, Perquimans, Beaufort, Dare, Hyde, Martin, Tyrrell, Washington). 2 – Transpark (Carteret, Craven, Jones, Onslow, Pamlico, Duplin, Edgecombe, Green, Lenoir, Nash, Pitt, Wayne, Wilson). 3 – Southeast (Brunswick, Columbus, New Hanover, Pender, Bladen, Cumberland, Hoke, Richmond, Robeson, Sampson, Scotland). 4 – Triangle (Franklin, Harnett, Johnston, Vance, Wake, Warren, Chatham, Durham, Granville, Lee, Moore, Orange, Person). 5 – Triad (Alamance, Caswell, Guilford, Montgomery, Randolph, Rockingham, Davidson, Davie, Forsyth, Stokes, Surry, Yadkin). 6 – Carolinas (Alexander, Catawba, Cleveland, Iredell, Rowan, Anson, Cabarrus, Gaston, Lincoln, Mecklenburg, Stanly, Union). 7 – Western (Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, Yancey).

\*Hotel/Motel statistics are from Smith Travel Research, Inc.; all other figures are from the Division of Tourism and NC State University. It should be noted that the Smith Travel Research Data does not include condo/cottage/cabin rental data and often does not include non-franchise(Mom & Pop) properties. Therefore, the data represents conservative estimates of the performance of the hotel/motel sectors of the lodging industry.

North Carolina Division of Tourism, Film and Sports Development  
 301 N. Wilmington Street • 4324 Mail Service Center  
 Raleigh, North Carolina 27699-4324 • Tel: (919) 733-4171 • Fax: (919) 733-8582