



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

Third Quarter 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 Third Quarter 2008

Categories	Third Quarter 2008	+/-% Third Quarter 2007
¹ Airport Deplanements	6,317,078	1.7 %
¹ Airport Enplanements	6,267,198	1.6%
Hotel/Motel Occupancy	58.8	-8.9%
Average Daily Room Rate	86.27	1.9%
Revenue Per Available Room	50.77	-7.1%
² Welcome Centers	2,134,288	n/a
Regional Visitor Centers	644,267	n/a
State Parks	4,293,518	-10.9%
National Parks	6,516,312	-4.9%

Table 2: North Carolina Travel Tracker Marketing Regions Summaries for Third Quarter 2008

Regions	Coast	%+/-	Piedmont	%+/-	Mountains	%+/-
¹ Airport Deplanements	246,656	3.5%	5,993,628	1.7%	76,794	-4.4%
¹ Airport Enplanements	246,091	3.3%	5,943,734	1.6%	77,373	-6.6%
Hotel/Motel Occupancy	60.1	-7.2%	57.3	-10.0%	62.7	-7.5%
Average Daily Room Rate	86.42	1.3%	83.49	3.0%	94.75	-1.1%
Revenue Per Available Room	52.44	-5.9%	47.89	-7.2%	59.61	-8.4%
² Welcome Centers	788,713	n/a	753,001	n/a	592,574	n/a
Regional Visitor Centers	468,978	n/a	122,765	n/a	52,524	n/a
State Parks	1,859,183	-2.8%	1,992,793	-11.0%	441,542	-33.7%
National Parks	1,548,430	-2.1%	117,679	1.2%	4,850,203	-5.9%

Table 3: North Carolina Travel Tracker Seven Economic Development Regional Summary for Third Quarter 2008

Regions	1	%+/-	2	%+/-	3	%+/-	4	%+/-	5	%+/-	6	%+/-	7	%+/-
¹ Airport Deplanements	n/a	n/a	82,587	0.4%	164,069	5.2%	1,253,270	-6.1%	263,591	-11.6%	4,476,767	5.1%	76,794	-4.4%
¹ Airport Enplanements	n/a	n/a	80,065	0.5%	166,026	4.7%	1,229,328	-6.9%	261,621	-9.9%	4,452,785	5.1%	77,373	-6.6%
Hotel/Motel Occupancy	60.2	-11.5%	57.7	-5.4%	62.0	-6.8%	59.2	-8.2%	51.4	-14.1%	59.2	-9.2%	62.7	-7.5%
Average Daily Room Rates	105.70	0.1%	77.58	4.1%	85.33	-0.4%	87.16	3.2%	77.77	2.5%	83.78	3.0%	94.75	-1.1%
Revenue Per Available Room	64.86	-10.3%	44.92	-1.3%	53.24	-6.9%	51.51	-5.3%	40.00	-11.8%	49.54	-6.5%	59.61	-8.4%
² Welcome Centers	498,523	n/a	n/a	n/a	290,190	n/a	189,459	n/a	314,128	n/a	249,414	0	592,574	n/a
Regional Visitor Centers	334,838	n/a	48,924	n/a	85,216	n/a	n/a	n/a	122,765	n/a	n/a	n/a	52,524	n/a
State Parks	820,375	7.8%	533,112	0.1%	505,696	-18.2%	1,369,405	-9.6%	279,498	-6.9%	343,890	-19.1%	441,542	-33.7%
National Parks	1,536,643	-2.1%	n/a	n/a	11,787	4.9%	n/a	n/a	117,679	1.2%	n/a	n/a	4,850,203	-5.9%

¹ **Airport:** Piedmont Triad International, Raleigh-Durham International, Charlotte Douglas International, Asheville Regional, Jacksonville, New Bern, Pitt-Greenville, Fayetteville, and Wilmington International.

² **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.

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