



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

September 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 September 2008

Categories	September 2008	+/-% September 2007	+/-% September 2006
¹ Airport Deplanements	1,866,412	1.3%	16.0%
¹ Airport Enplanements	1,866,651	1.3%	15.2%
Hotel/Motel Occupancy	53.0	-12.4%	-11.9%
Average Daily Room Rate	84.73	0.9%	9.8%
Revenue Per Available Room	45.00	-11.6%	-3.3%
² Welcome Centers	692,790	n/a	n/a
Regional Visitor Centers	195,562	n/a	n/a
³ State Parks	988,081	-20.4%	-18.4%
National Parks	1,781,464	-10.5%	-17.3%

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

Regions	Coast	%+/-	Piedmont	%+/-	Mountains	%+/-
¹ Airport Deplanements	71,081	-0.7%	1,771,702	1.4%	23,629	-2.7%
¹ Airport Enplanements	72,033	-1.5%	1,770,382	1.5%	24,236	-4.2%
Hotel/Motel Occupancy	50.7	-14.7%	53.9	-11.3%	54.3	-13.0%
Average Daily Room Rate	78.33	-0.4%	85.59	2.3%	90.72	-2.8%
Revenue Per Available Room	39.72	-15.2%	46.25	-9.1%	49.25	-15.4%
² Welcome Centers	259,535	n/a	242,484	n/a	190,771	n/a
Regional Visitor Centers	151,429	n/a	32,919	n/a	11,214	n/a
³ State Parks	378,162	-17.6%	511,501	-14.5%	98,418	-46.4%
National Parks	304,716	-16.4%	29,196	-17.5%	1,447,552	-9.1%

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

Regions	1	%+/-	2	%+/-	3	%+/-	4	%+/-	5	%+/-	6	%+/-	7	%+/-
¹ Airport Deplanements	n/a	n/a	24,908	-0.4%	46,173	-0.8%	352,674	-8.5%	76,059	-20.0%	1,342,969	6.1%	23,629	-2.7%
¹ Airport Enplanements	n/a	n/a	23,886	-3.8%	48,147	-0.4%	354,468	-8.6%	76,385	-15.4%	1,339,529	5.8%	24,236	-4.2%
Hotel/Motel Occupancy	48.0	-23.2%	49.4	-13.6%	53.0	-11.7%	56.0	-10.3%	46.7	-18.5%	56.4	-8.0%	54.3	-13.0%
Average Daily Room Rates	85.07	-3.8%	74.35	3.5%	78.69	-1.8%	90.07	3.5%	78.70	-1.1%	85.90	3.1%	90.72	-2.8%
Revenue Per Available Room	40.82	-26.2%	36.74	-10.6%	41.69	-13.2%	50.40	-7.3%	36.78	-19.3%	48.43	-5.2%	49.25	-15.4%
² 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	98,359	n/a	13,205	n/a	39,865	n/a	n/a	n/a	32,919	n/a	n/a	n/a	11,214	n/a
³ State Parks	168,681	-3.0%	119,946	-14.1%	89,535	-38.3%	334,183	-8.1%	83,188	-8.8%	94,130	-34.4%	98,418	-46.4%
National Parks	301,766	-16.2%	n/a	n/a	2,950	-32.0%	n/a	n/a	29,196	-17.5%	n/a	n/a	1,447,552	-9.1%

¹ **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.

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.

³ **State Parks:** South Mountain was not included in this month's numbers.

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.

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