



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

Fourth 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 Fourth Quarter 2008

Categories	Fourth Quarter 2008	+/-% Fourth Quarter 2007
Attractions	1,681,491	-1.9%
Airport Deplanements	6,087,160	-0.3%
Airport Enplanements	6,120,602	0.2 %
Hotel/Motel Occupancy	50.4	-9.4%
Average Daily Room Rate	82.09	0.3%
Revenue Per Available Room	41.87	-9.1%
Welcome Centers	1,754,349	-8.7%
Regional Visitor Centers	528,940	-9.6%
State Parks	2,065,473	0.2%
National Parks	4,090,433	-8.0%

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

Regions	Coast	%+/-	Piedmont	%+/-	Mountains	%+/-
Attractions	213,958	0.9%	476,450	2.5%	991,083	-4.5%
Airport Deplanements	367,513	-2.5%	5,644,021	-0.2%	75,626	4.0%
Airport Enplanements	371,393	6.3%	5,672,548	-0.2%	76,661	3.3%
Hotel/Motel Occupancy	47.4	-6.8%	51.2	-10.2%	52.5	-10.2%
Average Daily Room Rate	71.97	3.2%	84.59	0.6%	92.92	-3.0%
Revenue Per Available Room	34.09	-3.7%	43.28	-9.6%	49.79	-12.6%
Welcome Centers	659,472	-3.2%	619,284	-11.1%	475,593	-12.5%
Regional Visitor Centers	378,263	-8.0%	115,450	-13.4%	35,227	-13.2%
State Parks	757,879	5.5%	1,061,190	6.2%	246,404	-27.2%
National Parks	519,912	-11.7%	70,343	0.9%	3,500,178	-7.7%

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

Regions	1	%+/-	2	%+/-	3	%+/-	4	%+/-	5	%+/-	6	%+/-	7	%+/-
Attractions	37,687	-10.4%	52,094	-1.2%	124,177	5.9%	218,359	16.4%	171,995	-6.4%	86,096	-7.9%	991,083	-4.5%
Airport Deplanements	n/a	n/a	77,938	6.2%	289,575	-4.6%	1,147,692	-8.0%	241,903	-11.3%	4,254,426	2.8%	75,626	4.0%
Airport Enplanements	n/a	n/a	77,677	7.1%	293,716	6.1%	1,171,449	-7.7%	245,643	-12.9%	4,255,456	2.9%	76,661	3.3%
Hotel/Motel Occupancy	38.8	-15.0%	46.8	-6.9%	51.4	-3.5%	54.2	-7.7%	45.6	-9.5%	51.9	-12.7%	52.5	-10.2%
Average Daily Room Rates	70.93	3.0%	69.43	4.8%	72.96	2.3%	85.67	-0.3%	78.80	2.4%	84.21	0.0%	92.92	-3.0%
Revenue Per Available Room	28.27	-12.4%	32.70	-2.6%	37.73	-1.4%	46.80	-7.9%	36.90	-6.8%	44.14	-12.6%	49.79	-12.6%
Welcome Centers	404,969	-9.4%	n/a	n/a	254,503	8.6%	156,044	-11.9%	260,635	-9.2%	202,605	-12.9%	475,593	-12.5%
Regional Visitor Centers	276,859	-8.4%	22,489	-16.0%	78,915	-3.7%	n/a	n/a	115,450	-13.4%	n/a	n/a	35,227	-13.2%
State Parks	277,147	11.6%	222,409	0.0%	258,323	4.3%	640,319	17.7%	171,604	1.7%	249,267	-13.0%	246,404	-27.2%
National Parks	507,197	-12.5%	n/a	n/a	12,715	40.9%	n/a	n/a	70,343	0.9%	n/a	n/a	3,500,178	-7.7%

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

The seven economic regions include: 1 – Northeast (Bertie, Camden, Chowan, Currituck, Gates, Halifax, Hertford, Northampton, Pasquotank, Perquimans, Beaufort, Dare, Hyde, Martin, Tyrrell, Washington). 2 – Eastern (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).

State Parks: Dismal Swamp and Elk Knob were added this year to state park numbers.

*Hotel/Motel statistics are from Smith Travel Research, Inc.; all other figures are from the Division of Tourism and NC State University.

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