



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

## December 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 December 2008**

Categories	December 2008	+/-% December 2007	+/-% December 2006
<sup>1</sup> NC Attractions Sample	534,565	-2.5%	0.4%
<sup>2</sup> Airport Deplanements	1,946,078	4.3%	7.1%
<sup>2</sup> Airport Enplanements	1,984,529	4.8%	7.3%
Hotel/Motel Occupancy	41.2	-7.8%	-11.4%
Average Daily Room Rate	76.42	0.0%	8.5%
Revenue Per Available Room	31.52	-7.8%	-3.9%
Welcome Centers	516,237	-4.5%	n/a
Regional Visitor Centers	144,170	-8.6%	-11.1%
<sup>3</sup> State Parks	484,195	6.4%	-8.9%
National Parks	802,937	-5.1%	-9.6%

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

Regions	Coast	%+/-	Piedmont	%+/-	Mountains	%+/-
<sup>1</sup> NC Attractions Sample	47,153	-4.8%	143,806	6.2%	343,606	-5.5%
<sup>2</sup> Airport Deplanements	71,727	10.2%	1,852,162	4.0%	22,189	7.6%
<sup>2</sup> Airport Enplanements	75,588	10.1%	1,885,880	4.6%	23,061	4.8%
Hotel/Motel Occupancy	39.5	-5.9%	41.9	-7.9%	42.0	-10.1%
Average Daily Room Rate	66.31	2.9%	77.29	0.7%	87.73	-5.0%
Revenue Per Available Room	26.27	-3.0%	32.51	-7.1%	36.81	-14.7%
Welcome Centers	230,339	14.9%	172,189	-13.2%	113,709	-19.6%
Regional Visitor Centers	105,007	-4.2%	35,211	-12.7%	3,952	-49.4%
<sup>3</sup> State Parks	182,577	12.5%	252,665	8.2%	48,953	-42.2%
National Parks	114,217	4.6%	18,168	-3.7%	670,552	-6.6%

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

Regions	1	%+/-	2	%+/-	3	%+/-	4	%+/-	5	%+/-	6	%+/-	7	%+/-
<sup>1</sup> NC Attractions Sample	8,216	-8.8%	11,318	-3.4%	27,619	-4.1%	80,648	12.7%	33,895	1.8%	29,263	-4.2%	343,606	-5.4%
<sup>2</sup> Airport Deplanements	n/a	n/a	24,952	14.3%	46,775	8.1%	375,112	-3.5%	73,627	-12.7%	1,403,423	7.4%	22,189	7.6%
<sup>2</sup> Airport Enplanements	n/a	n/a	26,158	10.8%	49,430	9.8%	397,282	-2.7%	77,163	-10.0%	1,411,435	7.8%	23,061	4.8%
Hotel/Motel Occupancy	29.2	-13.1%	40.3	-5.3%	43.1	-4.0%	44.7	-5.1%	33.9	-9.8%	44.3	-9.4%	42.0	-10.2%
Average Daily Room Rates	64.15	1.7%	64.28	2.6%	68.91	3.6%	79.15	-1.1%	70.28	-0.4%	80.01	3.0%	87.73	-5.0%
Revenue Per Available Room	18.75	-11.6%	25.90	-2.8%	29.69	-0.6%	35.35	-6.2%	23.80	-10.2%	35.41	-6.7%	36.81	-14.7%
<sup>2</sup> Welcome Centers	125,046	-11.5%	n/a	n/a	105,293	77.7%	45,034	-18.2%	69,855	-2.7%	57,300	-20.0%	113,709	-19.6%
Regional Visitor Centers	81,941	2.6%	3,821	-1.9%	19,245	-25.6%	n/a	n/a	35,211	-12.7%	n/a	n/a	3,952	-49.4%
<sup>3</sup> State Parks	67,607	16.4%	57,250	9.2%	57,720	11.5%	172,283	22.9%	26,184	-15.3%	54,198	-13.3%	48,953	-42.2%
National Parks	110,838	3.5%	n/a	n/a	3,379	62.7%	n/a	n/a	18,168	-3.7%	n/a	n/a	670,552	-6.6%

<sup>1</sup> **NC Attractions Sample:** An aggregate of attractions who have chosen to participate in the travel tracker.

<sup>2</sup> **Airport:** Piedmont Triad International, Raleigh-Durham International, Charlotte Douglas International, Albert J. Ellis (Jacksonville), Craven Regional, Pitt-Greenville (Did not participate this month), Fayetteville Regional, Asheville Regional and Wilmington International.

<sup>3</sup> **State Parks:** Dismal Swamp and Elk Knob were added this year to state park 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 – 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).

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

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