



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

Year End 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 Year End 2008

Categories	Year End 2008	+/-% Year End 2007	+/-% Year End 2006
¹ NC Attraction Sample	6,707,920	-2.3%	10.5%
² Airport Deplanements	24,655,720	2.8%	14.0%
² Airport Enplanements	24,648,789	2.8%	14.0%
Hotel/Motel Occupancy	56.3	-6.7%	-6.1%
Average Daily Room Rate	84.34	3.5%	11.4%
Revenue Per Available Room	47.52	-3.4%	4.6%
² Welcome Centers	7,450,273	-7.6%	n/a
Regional Visitor Centers	2,285,942	-11.9%	-10.5%
State Parks	12,105,327	-9.5%	-2.2%
National Parks	17,939,886	-7.2%	-5.8%

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

Regions	Coast	%+/-	Piedmont	%+/-	Mountains	%+/-
¹ NC Attraction Sample	1,571,362	-3.8%	2,036,490	0.6%	3,100,068	-3.5%
² Airport Deplanements	1,042,473	3.5%	23,334,799	2.8%	278,448	-1.6%
² Airport Enplanements	1,040,294	3.0%	23,329,016	2.8%	279,479	-3.4%
Hotel/Motel Occupancy	55.9	-4.8%	56.8	-7.3%	55.1	-7.0%
Average Daily Room Rate	77.06	3.9%	84.75	4.0%	89.06	2.1%
Revenue Per Available Room	43.72	-3.5%	48.47	-3.9%	49.69	-8.1%
Welcome Centers	2,866,558	n/a	2,609,065	n/a	1,974,650	n/a
Regional Visitor Centers	1,699,895	-13.5%	442,171	-6.2%	143,876	-9.6%
State Parks	4,935,631	-2.4%	5,852,817	-10.3%	1,316,879	-26.4%
National Parks	3,669,877	-7.6%	354,073	-20.6%	13,915,936	-6.7%

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

Regions	1	%+/-	2	%+/-	3	%+/-	4	%+/-	5	%+/-	6	%+/-	7	%+/-
¹ NC Attraction Sample	359,897	-3.7%	385,867	-12.9%	825,598	1.1%	780,109	10.9%	832,832	-4.3%	423,549	-5.9%	3,100,068	-3.5%
² Airport Deplanements	n/a	n/a	311,584	7.8%	730,889	1.8%	4,850,667	-3.1%	1,103,025	1.2%	17,381,107	4.7%	278,448	-1.6%
² Airport Enplanements	n/a	n/a	302,533	-4.3%	737,761	6.3%	4,861,923	-3.2%	1,109,100	1.6%	17,357,993	4.8%	279,479	-3.4%
Hotel/Motel Occupancy	50.0	-10.7%	54.4	-3.1%	59.7	-4.0%	58.8	-5.8%	49.9	-9.1%	59.1	-7.6%	55.4	-7.0%
Average Daily Room Rates	88.28	3.3%	72.87	5.1%	79.05	2.9%	87.95	3.2%	79.37	3.9%	86.28	4.8%	90.47	1.5%
Revenue Per Available Room	44.18	-7.8%	39.67	1.8%	47.20	-1.3%	51.74	-2.7%	39.64	-5.6%	50.98	-3.2%	50.12	-5.6%
Welcome Centers	1,684,724	n/a	n/a	n/a	1,181,834	n/a	648,536	n/a	1,052,538	n/a	907,991	n/a	1,974,650	n/a
Regional Visitor Centers	1,226,438	-10.3%	134,622	-11.6%	338,835	-23.9%	n/a	n/a	442,171	-6.2%	n/a	n/a	143,876	-9.6%
State Parks	1,935,842	0.0%	1,423,471	-1.6%	1,576,318	-5.9%	3,995,288	-7.8%	714,171	-17.5%	1,143,358	-13.8%	1,316,879	-26.4%
National Parks	3,625,059	-7.4%	n/a	n/a	44,818	-18.6%	n/a	n/a	354,073	-20.6%	n/a	n/a	13,915,936	-6.7%

¹**NC Attractions:** An aggregate of attractions who have chosen to participate in the travel tracker.

² **Airport:** Piedmont Triad International, Raleigh-Durham International, Charlotte Douglas International, Jacksonville, New Bern, Pitt-Greenville, Asheville Regional, 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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