



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

## October 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 October 2008**

Categories	October 2008	+/-% October 2007	+/-% October 2006
<sup>1</sup> Airport Deplanements	2,242,598	-0.2%	19.1%
<sup>1</sup> Airport Enplanements	2,241,057	0.9%	19.1%
Hotel/Motel Occupancy	60.8	-8.7%	-8.1%
Average Daily Room Rate	89.70	0.5%	8.0%
Revenue Per Available Room	54.53	-8.2%	-0.8%
<sup>2</sup> Welcome Centers	654,381	-12.2%	-16.3%
Regional Visitor Centers	221,800	-10.1%	-10.3%
State Parks	943,006	-8.2%	2.4%
<sup>3</sup> National Parks	1,940,952	-8.2%	-19.6%

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

Regions	Coast	%+/-	Piedmont	%+/-	Mountains	%+/-
<sup>1</sup> Airport Deplanements	222,428	-6.2%	1,990,357	0.4%	29,813	4.4%
<sup>1</sup> Airport Enplanements	222,973	8.1%	1,988,902	0.1%	29182	3.6%
Hotel/Motel Occupancy	55.4	-6.8%	61.7	-9.5%	66.5	-8.1%
Average Daily Room Rate	76.23	2.6%	91.71	0.9%	101.74	-1.9%
Revenue Per Available Room	42.21	-4.4%	56.65	-8.7%	67.61	-9.9%
<sup>2</sup> Welcome Centers	213,394	-14.2%	233,336	-11.6%	207,651	-10.8%
Regional Visitor Centers	160,212	-9.5%	40,630	-14.6%	20,958	-5.1%
State Parks	364,610	-2.6%	444,477	-2.8%	123,962	-43.4%
National Parks	215,171	-24.5%	29,724	11.0%	1,696,057	-5.9%

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

Regions	1	%+/-	2	%+/-	3	%+/-	4	%+/-	5	%+/-	6	%+/-	7	%+/-
<sup>1</sup> Airport Deplanements	n/a	n/a	27,475	4.0%	194,953	-7.5%	410,695	-5.8%	93,463	-4.1%	1,486,199	2.6%	29,813	4.4%
<sup>1</sup> Airport Enplanements	n/a	n/a	26,355	7.3%	196,618	8.2%	410,663	-6.2%	93,197	-10.4%	1,485,042	2.8%	29182	3.6%
Hotel/Motel Occupancy	50.7	-15.3%	53.8	-7.8%	58.7	-2.5%	63.3	-8.0%	59.1	-6.5%	62.0	-12.4%	66.5	-8.1%
Average Daily Room Rates	78.79	3.1%	73.51	4.2%	77.41	1.3%	92.27	1.1%	90.93	3.0%	91.71	-0.5%	101.74	-1.9%
Revenue Per Available Room	39.93	-12.7%	39.52	-3.9%	45.44	-1.2%	58.43	-7.0%	53.76	-3.6%	56.88	-12.8%	67.61	-9.9%
<sup>2</sup> Welcome Centers	147,151	-7.2%	n/a	n/a	66,243	-26.4%	56,659	-8.5%	100,860	-13.8%	75,817	-10.9%	207,651	-10.8%
Regional Visitor Centers	112,850	-13.5%	11,876	-21.5%	35,486	12.9%	n/a	n/a	40,630	-14.6%	n/a	n/a	20,958	-5.1%
State Parks	131,667	3.9%	105,877	-8.2%	127,066	-3.8%	254,413	5.7%	83,782	-2.5%	106,282	-18.6%	123,962	-43.4%
National Parks	209,898	-25.1%	n/a	n/a	5,273	16.4%	n/a	n/a	29,724	11.0%	n/a	n/a	1,696,057	-5.9%

<sup>1</sup> **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.

<sup>2</sup> **Welcome Centers:** Center counting mechanisms have all been converted to weight-based mechanisms.

**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.

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