



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

November 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 November 2008

Categories	November 2008	+/-% November 2007	+/-% November 2006
¹ NC Attractions Sample	541,217	-0.5%	12.5%
² Airport Deplanements	1,893,496	-4.8%	1.6%
² Airport Enplanements	1,890,077	-5.1%	1.4%
Hotel/Motel Occupancy	49.1	-11.7%	-14.9%
Average Daily Room Rate	80.14	0.4%	7.7%
Revenue Per Available Room	39.32	-11.3%	-8.5%
Welcome Centers	583,731	-8.2%	n/a
Regional Visitor Centers	162,970	-9.8%	-26.0%
³ State Parks	642,111	11.0%	-1.1%
National Parks	1,346,544	-9.5%	-13.9%

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

Regions	Coast	%+/-	Piedmont	%+/-	Mountains	%+/-
¹ NC Attractions Sample	74,192	6.9%	163,373	0.7%	303,652	-2.7%
² Airport Deplanements	68,370	-3.0%	1,801,502	-4.9%	23,624	0.4%
² Airport Enplanements	67,893	-3.1%	1,797,766	-5.2%	24,418	1.5%
Hotel/Motel Occupancy	47.2	-7.2%	49.9	-12.9%	49.0	-13.1%
Average Daily Room Rate	71.10	4.1%	81.24	0.3%	89.48	-2.1%
Revenue Per Available Room	33.61	-3.4%	28.89	-5.4%	43.89	-14.9%
Welcome Centers	215,739	-7.1%	213,759	-8.7%	154,233	-9.0%
Regional Visitor Centers	113,044	-9.1%	39,609	-12.9%	10,317	-3.7%
³ State Parks	205,528	12.9%	364,048	18.0%	72,535	-32.6%
National Parks	190,524	-2.0%	22,451	-6.6%	1,133,569	-10.7%

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

Regions	1	%+/-	2	%+/-	3	%+/-	4	%+/-	5	%+/-	6	%+/-	7	%+/-
¹ NC Attractions Sample	9,466	-21.9%	19,467	13.0%	45,259	12.9%	78,176	15.51%	56,910	-13.2%	28,287	-2.5%	303,652	-2.7%
² Airport Deplanements	n/a	n/a	20,523	-1.8%	47,847	-3.5%	361,885	-14.3%	74,813	-17.7%	1,364,804	-1.2%	23,624	0.4%
² Airport Enplanements	n/a	n/a	20,225	0.6%	47,668	-4.6%	363,504	-14.2%	75,283	-18.4%	24,418	1.5%	24,418	1.5%
Hotel/Motel Occupancy	36.5	-16.1%	46.3	-7.2%	52.5	-4.2%	54.6	-9.3%	43.7	-13.5%	49.5	-15.8%	49.0	-13.1%
Average Daily Room Rates	69.86	4.2%	70.30	7.0%	72.30	1.9%	85.77	-0.8%	75.22	4.3%	80.99	-1.0%	89.48	-2.1%
Revenue Per Available Room	25.50	-12.5%	32.56	-0.6%	37.93	-2.4%	46.86	-10.0%	32.87	-9.8%	40.08	-16.7%	43.89	-14.9%
² Welcome Centers	132,772	-9.8%	n/a	n/a	82,967	-2.5%	54,351	-9.5%	89,920	-8.4%	69,488	-8.4%	154,233	-9.0%
Regional Visitor Centers	82,068	-10.7%	6,792	-12.5%	24,184	-2.0%	n/a	n/a	39,609	-12.9%	n/a	n/a	10,317	-3.7%
³ State Parks	72,709	14.5%	59,282	8.4%	73,537	15.2%	213,623	31.0%	61,638	18.6%	88,787	-4.9%	72,535	-32.6%
National Parks	186,461	-2.9%	n/a	n/a	4,063	68.2%	n/a	n/a	22,451	-6.6%	n/a	n/a	1,133,569	-10.7%

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

² **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.

³ **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.

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