



# **2012 North Carolina Visitor Profile**

**A publication of the North Carolina Division of  
Tourism, Film & Sports Development**

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## **2012 North Carolina Visitor Profile**

The North Carolina Division of Tourism, Film and Sports Development has contracted with the research company TNS for six years to perform demographic profiles and volume analyses on the North Carolina travel and tourism industry. TNS is the world's largest provider of custom research and analysis, serving all segments of the travel industry. The company has over 13,000 full-time employees worldwide and offices in more than 80 countries.

The research program, titled "TravelsAmerica" conducts over 10,000 Internet-based interviews among past 12-month travelers who have traveled more than 50 miles from their homes (excluding commuters). From this sample, past-month data from 4,500 – 5,500 past month travelers is also collected for even greater insights. Information collected includes: purpose of trip, mode of travel, travel party characteristics, places visited, number of nights, accommodations, activities, spending, and demographics. Data collected are weighted to match US Census variables, market size, age of household head, household income, and household size.

The purpose of this report is to profile the average North Carolina visitor, both overnight visitors and daytrippers. At the end of the report, an appendix offers definitions of key travel terms.

# 2012 North Carolina Visitor Profile

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## 2012 North Carolina Visitor Profile

### Summary

- ◆ In 2012, approximately 45.4 million person-trips were taken in North Carolina, an increase of nearly three percent from 2011. North Carolina ranked #6 in the US in terms of domestic visitation.
- ◆ Eighty percent of all domestic visitors came to North Carolina for pleasure purposes, while eleven percent of visitors came to conduct business (includes meeting/convention). The remaining nine percent indicated personal business or “other” reason for visiting the state. In terms of overnight visitors to the state, eighty-three percent of domestic visitors came to North Carolina for pleasure purposes, while twelve percent traveled for business purposes. Four percent visited the state for personal business.
- ◆ The summer (June - August) was the most popular season for travel to North Carolina, with thirty-one percent of all 2012 visitors. Spring (March-May) and fall (September - November) followed with twenty-five percent and twenty-four percent, respectively. The winter season (December-February) was the least visited with twenty percent. July was the single largest month for travel to the state with nearly eleven (10.8%) percent, followed by August with ten percent (10.1%).
- ◆ Forty-seven percent of North Carolina visitors lodged in a hotel/motel, while forty-one percent stayed in a private home. Six percent stayed in a rental home or condo, while three percent stayed in a personal second home or condo.
- ◆ The average travel party size for all North Carolina visitor parties was 1.9. Twenty-three percent of travel parties to the state included children in the party.
- ◆ Eighty-six percent of all travelers to the state drove (includes personal automobile, rental, motorcycle and RV), while nine percent traveled by air.
- ◆ In 2012, the average household trip expenditure by visitors to North Carolina was \$421. The average household trip expenditure for overnight visitors was \$540. Daytrip parties to the state spent approximately \$186 per visit.
- ◆ The top states of origin of *total* visitors to North Carolina were in-state residents (45.9%), South Carolina (7.8%), Virginia (7.6%), Georgia (6.3%), Florida (5.3%), and New York (3.3%).
- ◆ Fifty-seven percent of the households that traveled to North Carolina in 2012 had a household income over \$50,000.
- ◆ In 2012, Raleigh/Durham/Fayetteville (13.7%) was the top advertising market of origin for *all* travelers to the state, followed by Charlotte (11.5%), Greensboro/High Point/Winston Salem (9.7%), Greenville-Spartanburg-Asheville (6.9%), Atlanta (4.6%), Greenville-New Bern-Washington (4.4%), New York (3.2%) Washington, DC (3.1%), and Norfolk-Portsmouth-Newport News (2.7%).

## 2012 North Carolina Overnight Visitor Profile

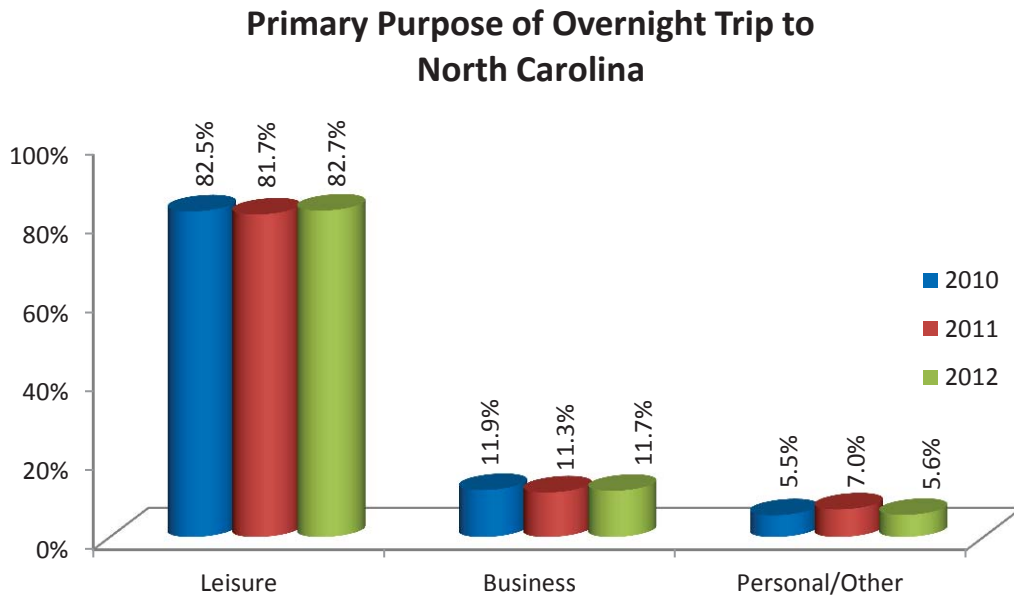
### Summary

- ◆ In 2012, approximately 34.9 million overnight person-trips were taken in North Carolina, up 1.4% from 2011. North Carolina ranked #6 in the US in terms of domestic overnight visitation.
- ◆ Eighty-three percent of all domestic overnight visitors came to North Carolina for pleasure purposes, while twelve percent of visitors came to conduct business (includes meeting/convention). The remaining five percent indicated personal business or “other” reason for visiting the state.
- ◆ The summer (June - August) was the most popular season for overnight travel to North Carolina, with thirty-four percent of all 2012 overnight visitors. Spring (March-May) and fall (September - November) followed with twenty-four percent and twenty-three percent, respectively. The winter season (December-February) was the least visited with twenty percent. July was the single largest month for travel to the state with twelve percent.
- ◆ Overnight visitors to North Carolina spent an average of 3 nights in the state in 2012.
- ◆ Forty-seven percent of North Carolina visitors lodged in a hotel/motel, while forty-one percent stayed in a private home. Six percent stayed in a rental home or condo, while three percent stayed in a personal second home or condo.
- ◆ The average travel party size for all overnight North Carolina visitor parties was 1.9 people. Twenty-four percent of overnight travel parties to the state included children in the party.
- ◆ Eighty-four percent of overnight travelers to the state drove (includes personal automobile, rental, motorcycle and RV), while over eleven percent (11.6%) traveled by air.
- ◆ In 2012, the average household trip expenditure for overnight visitors was \$540. Daytrip parties to the state spent approximately \$186 per visit.
- ◆ The top states of origin of *overnight* visitors to North Carolina were in-state residents (35.6%), Virginia (8.4%), Georgia (7.3%), South Carolina (7.0%), Florida (6.6%), and New York (4.4%).
- ◆ Sixty-one percent of the households that traveled overnight to North Carolina in 2012 had a household income over \$50,000, and a quarter (25%) of them had an income of over \$100,000.
- ◆ In 2012, Raleigh/Durham/Fayetteville (10.9%) was the top advertising market of origin for *overnight* travelers to the state, followed by Charlotte (10.0%), Greensboro/High Point/Winston Salem (6.9%), Greenville-Spartanburg-Asheville (5.0%), Atlanta (4.9%), New York (4.2%), Washington, DC (3.9%) and Greenville-New Bern-Washington (3.4%).

## North Carolina Overnight Visitor Profile

### Main Purpose of Visit

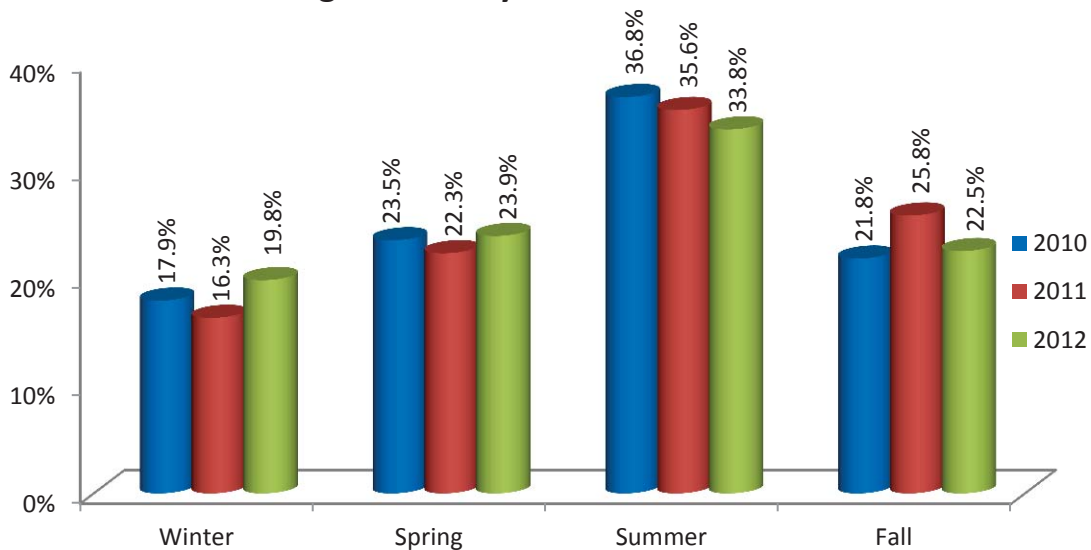
In 2012, almost nine out of ten (82.7%) of domestic overnight visitors came to North Carolina for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. Nearly twelve percent (11.7%) of domestic overnight visitors came for general business, convention, seminar or other group meeting, while six percent traveled to the state to conduct personal or “other” business.



## Travel Volume by Season

When examining overnight visitation based on the typical seasonal schedule, the summer (June through August) with thirty-four percent was the most popular season of the year for overnight travel to North Carolina (down from thirty-six percent in 2011). Spring (March through May) and winter (December through February) each showed increases in the proportion of total visitors from 2011 to 2012, with twenty-four percent and twenty percent respectively. The fall (September through November), with nearly twenty-three percent, fell slightly in overall proportion from twenty-six percent to twenty-three percent from 2011 to 2012, but was still the third most popular season for overnight travelers.

Overnight Travel by Season to North Carolina



## Average Length of Stay

In 2012, an average of 3.0 nights was spent by overnight visitors to North Carolina. This was down from an average of 3.5 in 2011.

## Travel Party Size

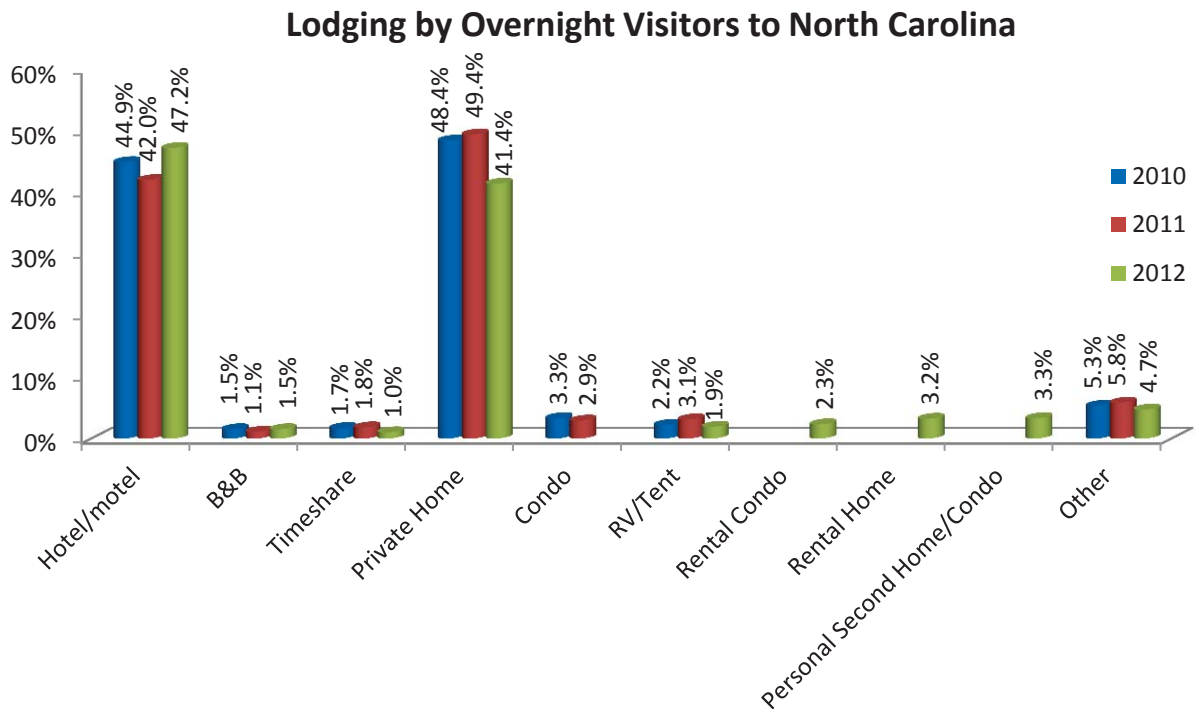
The average travel party size for all North Carolina overnight visitors was 1.9 people, down slightly from 2.0 persons in 2011.

## Children on Trip

Twenty-four percent of overnight visitor parties to North Carolina included children, down from twenty-eight percent in 2011. This helps to explain the drop in overall party size as noted above. Among those who traveled with children, the average number of children on trips was 1.8.

## Lodging Used in North Carolina

In 2012, forty-seven percent of North Carolina visitors lodged in a hotel/motel. Forty-one percent stayed in a private home. Note that in 2012 the lodging categories changed to better reflect the use of rental homes/condos and personal second homes/condos, therefore comparisons between these categories before 2012 should be made with caution. Approximately six percent of overnight visitors in 2012 stayed in a rental condo or home while in North Carolina.



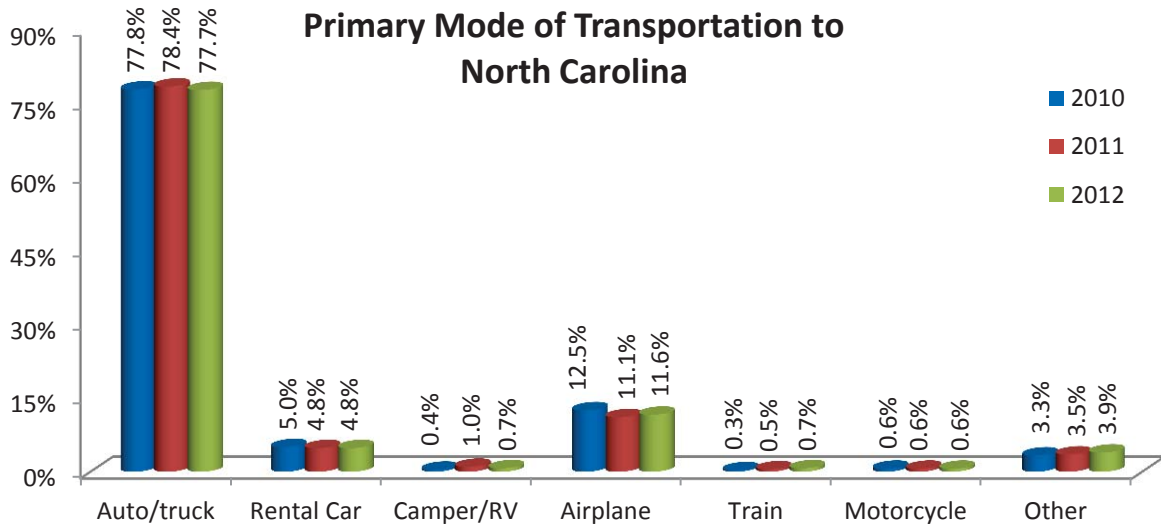
\*percentages add to more than 100% due to multiple responses

\*\*Note that categories changed in 2012 to better reflect the use of rental homes/condos and second homes.



### Mode of Transportation

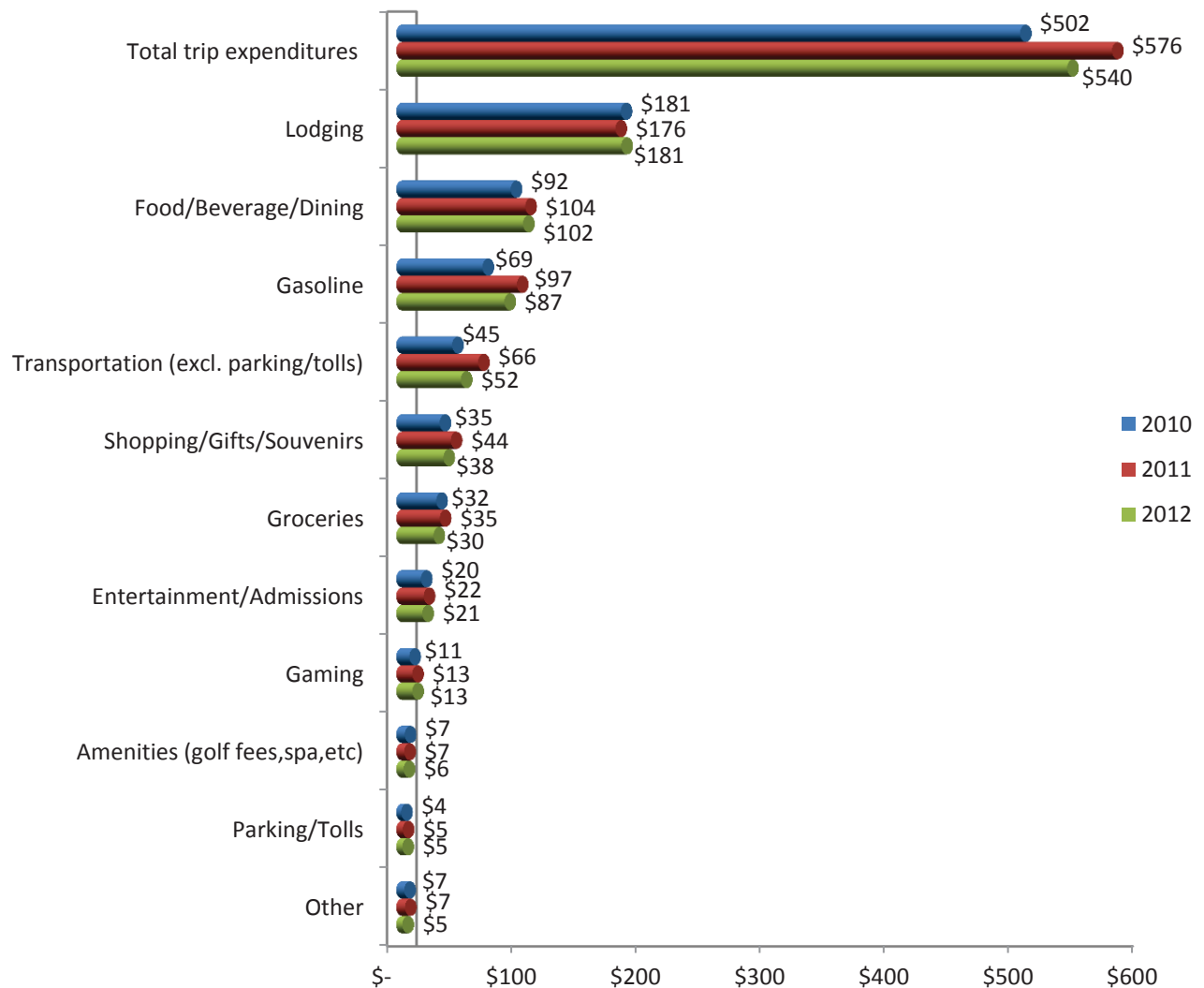
In 2012, the personal auto was by far the dominant form of transportation (77.7%) to the state, while nearly twelve percent traveled by air.



## Expenditures by North Carolina Visitors

The average overnight visitor party spending in the state was \$540, down six percent from 2011. The decrease in length of stay and party size likely affected average party spending in 2012. Lodging expenditures increased, which even though length of stay decreased slightly, falls in line with increased ADR throughout the state in 2012.

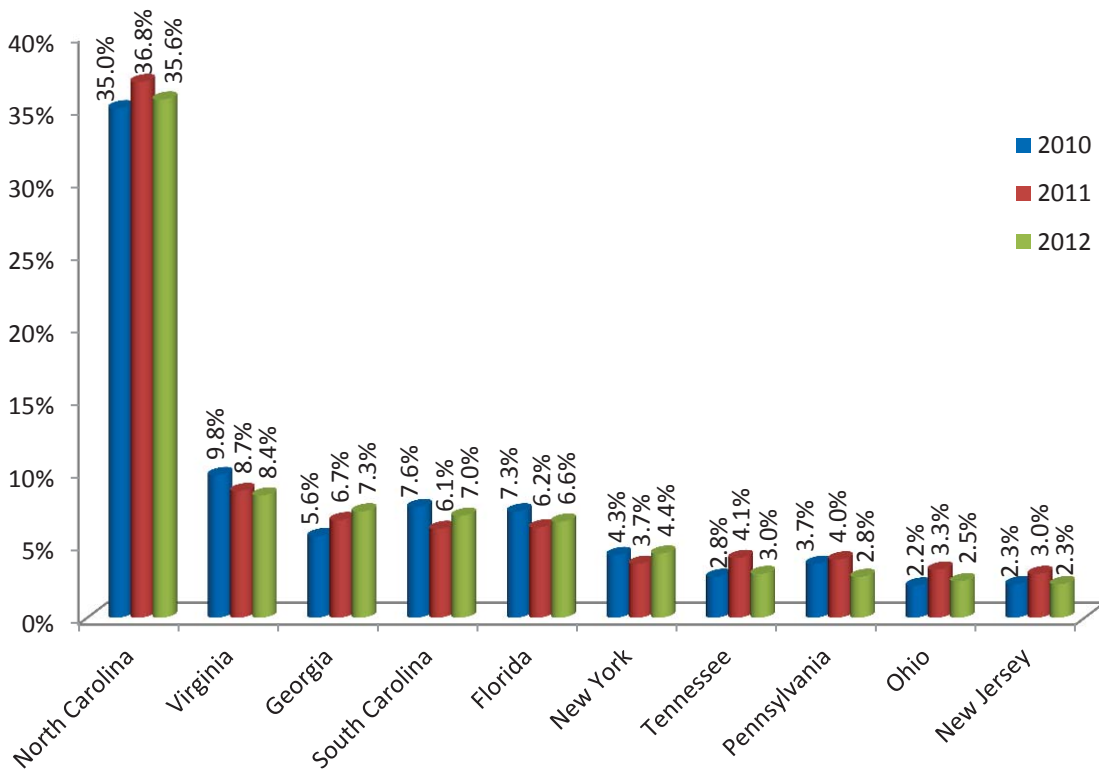
**Average Spending by Overnight Visitor Parties to North Carolina**



## Origin of Visitors

In 2012, the top states of origin for North Carolina overnight visitors included North Carolina (35.6%), Virginia (8.4%), Georgia (7.3%), South Carolina (7.0%), Florida (6.6%), and New York (4.4%). Visitation from Georgia, South Carolina and New York showed increases in 2012.

**Top States of Origin of Overnight Visitors to North Carolina**



## Activities

Over one-third (35%) of 2012 overnight visitors to North Carolina visited relatives or participate in a family reunion while traveling to the state. About one-fifth shopped (21%) and visited the beach (18%) while visiting. Other popular activities included visiting friends (17%), rural sightseeing (14%), fine dining (13%), visiting historic sites/churches (9%) and state/national parks (8%). *\*Note that responses to this question are not mutually exclusive and percentages do not equal 100%. Therefore, proportions should not be aggregated to combine categories of activities. Also note that these activities do not imply purpose of trip.*

### Activities Participated in by Overnight Visitors to North Carolina

Activity	2010	2011	2012
Visiting Relatives/Family Reunion	37%	36%	35%
Shopping	21%	21%	21%
Beach	18%	16%	18%
Visiting Friends	19%	18%	17%
Rural Sightseeing	13%	15%	14%
Fine Dining	14%	14%	13%
Historic Sites/Churches	8%	10%	9%
State/National Park	9%	9%	8%
Urban Sightseeing	7%	9%	8%
Wildlife Viewing	6%	6%	6%
Museums	7%	8%	6%
Hiking/Backpacking	4%	4%	4%
Nightclubs/Dancing	4%	4%	4%
Old Homes/Mansions	5%	5%	4%
Fishing (fresh or saltwater)	4%	3%	4%
Gardens	3%	4%	4%
Art Galleries	3%	4%	3%
Casino/Gaming	2%	3%	3%
Special Events/Festivals	3%	3%	3%
Nature Travel/Eco-touring	3%	3%	3%
Wine Tasting/Winery Tour	2%	2%	3%
Golf	3%	3%	3%
Zoos	2%	2%	3%
Biking	2%	2%	2%
Camping	2%	2%	2%
Bird Watching	3%	2%	2%
Theme Park	1%	2%	2%
Whitewater Rafting/Kayaking/Canoeing	2%	1%	2%
Youth/Amateur/Collegiate Sporting Event	2%	2%	2%
Theater/Drama	2%	2%	2%
Symphony/Opera/Concert	0%	1%	1%
Caverns	0%	1%	1%

## **Demographic Profile of North Carolina Overnight Visitors**

The North Carolina overnight visitor gender breakdown is fifty-eight percent female and forty-two percent male. More than half (58.4%) of the visitors are married and just under one-fifth of the region's visitors are divorced, widowed or separated.

The largest proportion of North Carolina overnight visitors classify themselves as white (85.4%), and nearly eleven percent classify themselves as black/African American.

Over half (61.4%) of North Carolina overnight visitor parties have a household head with a college degree or higher. The average visitor is 46 years old, with over half (52.8%) being 45 years old or older.

Over forty percent (40.5%) of the visitor parties that traveled to North Carolina in 2012 had a household income \$75,000 or over. Over thirteen percent had a household income of over \$125,000.

## 2012 Top Advertising Markets

In 2012, the top advertising markets sending overnight visitors to **North Carolina** were Raleigh-Durham-Fayetteville (10.9%), Charlotte (10%), Greensboro-Winston-Salem-High Point (6.9%), Greenville-Spartanburg-Asheville (5.0%), Atlanta (4.9%), New York (4.2%), Washington DC (3.9%), and Greenville-New Bern-Washington (3.4%). Advertising markets correspond with Nielsen's Designated Market Areas (DMAs).

**Top Advertising Markets of Origin for 2012 North Carolina Overnight Visitors**

<b>DMA of Origin</b>	<b>2010 Percentage of Total Overnight Visitors</b>	<b>2011 Percentage of Total Overnight Visitors</b>	<b>2012 Percentage of Total Overnight Visitors</b>
Raleigh-Durham (Fayetteville)	13.1%	11.7%	10.9%
Charlotte	8.5%	9.5%	10.0%
Greensboro-High Point-Winston Salem	5.9%	6.8%	6.9%
Greenville-Spartanburg-Asheville-Anderson	4.2%	3.7%	5.0%
Atlanta	4.2%	5.5%	4.9%
New York, NY	4.6%	4.3%	4.2%
Washington DC (Hagerstown, MD)	4.0%	3.3%	3.9%
Greenville-New Bern-Washington	3.8%	4.0%	3.4%
Norfolk-Portsmouth-Newport News	2.8%	2.7%	2.5%
Tampa-St. Petersburg (Sarasota)	2.0%	2.0%	2.2%
Roanoke/Lynchburg, VA	1.8%	1.6%	1.9%
Richmond-Petersburg, VA	2.0%	1.8%	1.8%
Columbia, SC	1.8%	1.6%	1.6%
Philadelphia, PA	2.6%	1.9%	1.4%
Orlando-Daytona Beach-Melbourne	2.0%	1.6%	1.4%
Cleveland-Akron (Canton)	0.6%	1.4%	1.3%
Pittsburgh	1.1%	1.1%	1.2%

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

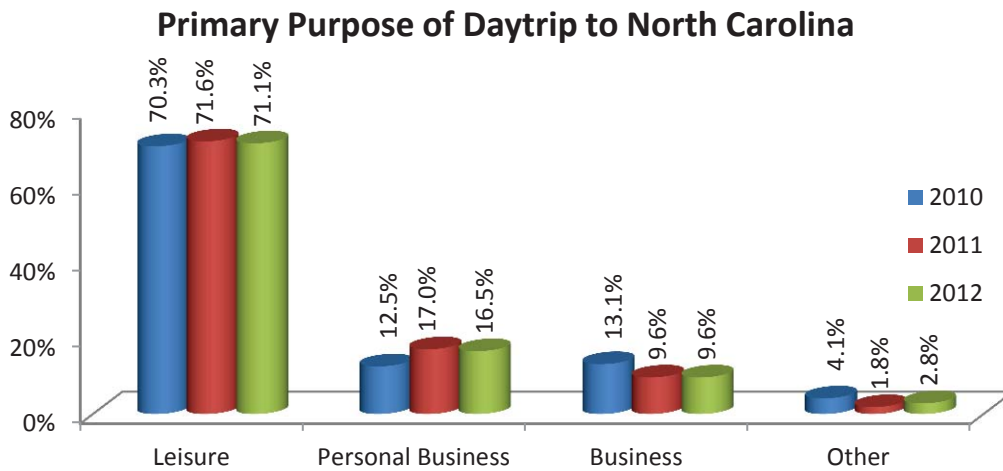
## 2012 North Carolina Daytrip Visitor Profile

### Summary

- ◆ A daytripper is defined as a visitor who did not spend any nights away from home, but traveled at least 50 miles one-way from home. In 2012, approximately 10.5 million daytrips were taken in North Carolina, up 7% from 2011. North Carolina ranked #7 in the US in terms of daytrip visitation.
- ◆ Seventy-one percent of all daytrippers visited North Carolina for pleasure purposes, while nearly ten percent of visitors came to conduct business (includes meeting/convention). Seventeen percent of daytrippers indicated that “personal business” was the reason for visiting the state. The remaining respondents indicated an “other” reason for visiting the state.
- ◆ The spring (March-May) was the most popular season for day travel to North Carolina, with thirty percent of all 2012 daytrippers, followed by the fall (September - November) with twenty-nine percent and summer (June - August) with twenty-one percent. Winter (December-February) accounted for twenty percent of annual daytrippers to the state. September was the single largest month for day travel to the state with eleven percent, followed closely by March with nearly eleven percent.
- ◆ The average travel party size for daytrip visitor parties to North Carolina was 1.9 people. Twenty-two percent of travel parties to the state included children in the party.
- ◆ Ninety-three percent of daytrippers to the state drove (includes personal automobile, rental, motorcycle and RV).
- ◆ In 2012, the average household trip expenditure for daytrip parties to the state was approximately \$186 per visit, up from \$155 in 2011.
- ◆ The top states of origin of *daytrippers* to North Carolina were in-state residents (65.3%), and the neighboring states of South Carolina (9.5%), Virginia (6.1%), and Georgia (4.3%). Daytrippers from Florida (2.9%) were more prevalent than daytrippers from Tennessee (1.6%) in 2012.
- ◆ Forty-five percent of the households that traveled to North Carolina on a daytrip in 2012 had a household income over \$50,000.
- ◆ In 2012, Raleigh/Durham/Fayetteville (22.6%) was the top advertising market of origin for *daytrippers* to the state, followed by Greensboro/High Point/Winston Salem (19%), Charlotte (16.5%), Greenville-Spartanburg-Asheville (13.3%), and Greenville-New Bern-Washington (7.7%).

## Main Purpose of Visit

In 2012, seventy-one percent (71.1%) of daytrippers visited North Carolina for leisure purposes, which included visiting friends and relatives, outdoor recreation and entertainment/sightseeing. Nearly seventeen percent of daytrippers traveled to or within the state for personal business and ten percent of daytrippers came for general business, convention, seminar or other group meeting.

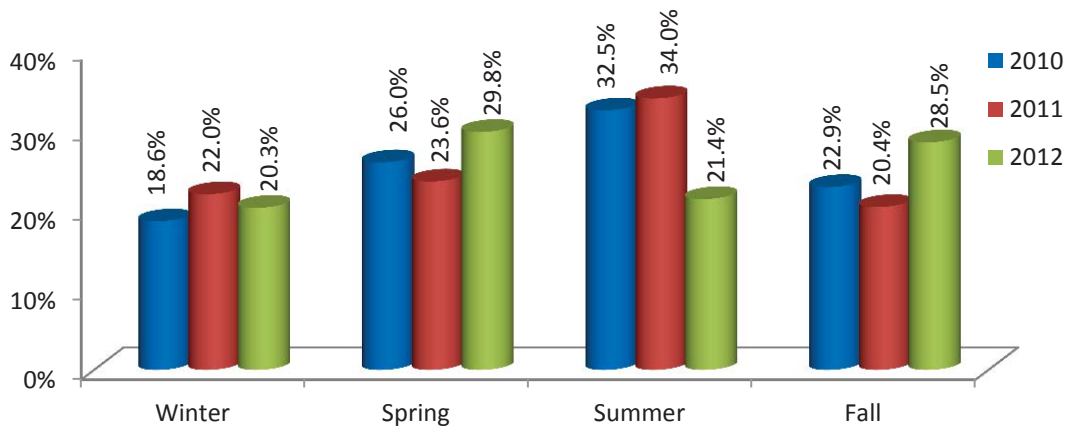




## Travel Volume by Season

When examining visitation based on the typical seasonal schedule, the spring and fall were the most popular seasons for daytrips to or within North Carolina with thirty percent and twenty-nine percent of daytrippers respectively. The summer (June through August) and winter (December through February) had twenty-one and twenty percent of the annual North Carolina daytrippers. Both spring and fall showed large increases in the proportion of daytrippers as compared to the rest of the year in 2012, while the overall proportion of daytrippers to total in the summer and winter seasons fell.

Daytrip Travel by Season to North Carolina



## Travel Party Size

The average travel party size for all North Carolina daytrippers was 1.9 people.

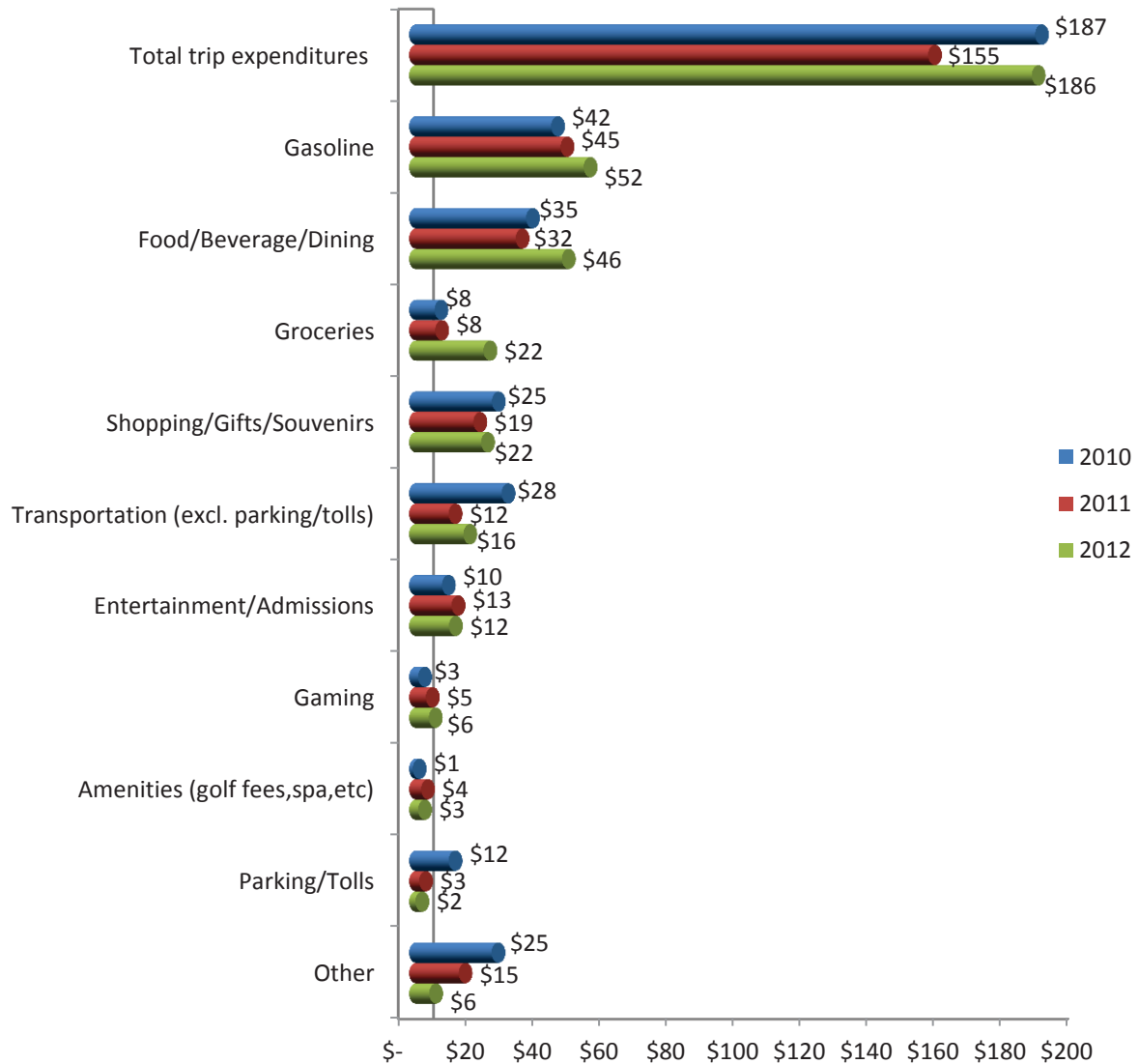
## Children on Trip

Twenty-two percent of daytrip parties to North Carolina included children. Among those who traveled with children, the average number of children on trips was 1.8.

## Expenditures by North Carolina Daytrippers

The average overnight visitor party spending in the state was \$186, up from \$155 in 2011. Most of the increase came in food/beverage spending (from \$32 to \$46).

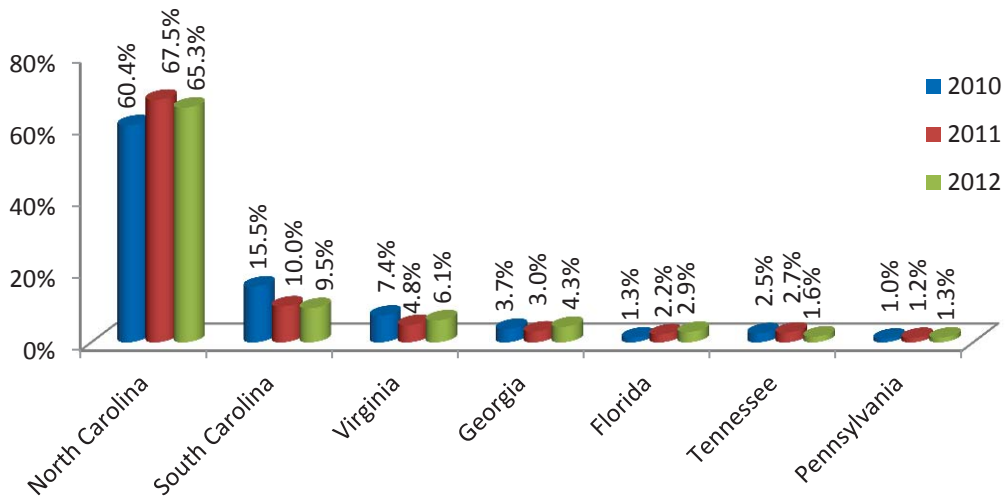
### Average Spending by Overnight Visitor Parties to North Carolina



## Origin of Visitors

Not surprisingly, the top states of origin for North Carolina daytrippers were in-state residents and those from states contiguous to the state; North Carolina (65.3%), South Carolina (9.5%), Virginia (6.1%), and Georgia (4.3%). Florida (2.9%) was actually ahead of Tennessee (1.6%) in terms of proportion of overall daytrippers to the state.

**Top States of Origin of Daytrippers to North Carolina**



## Activities

Nearly twenty percent (19.1%) of the daytrippers to North Carolina visited relatives or participated in a family reunion while on a daytrip in the state. Thirteen percent participated in rural sightseeing and nearly twelve percent shopped. *\*Note that responses to this question are not mutually exclusive and percentages do not equal 100%. Therefore, proportions should not be aggregated to combine categories of activities. Also note that these activities do not imply purpose of trip.*

### Activities Participated in by Daytrippers to North Carolina

Activity	2010	2011	2012
Visiting Relatives/Family Reunion	19.3%	20.6%	19.1%
Rural Sightseeing	9.5%	8.9%	12.9%
Shopping	10.8%	11.1%	11.6%
Beach	4.7%	5.1%	10.5%
Visiting Friends	8.9%	7.5%	7.8%
Fine Dining	4.4%	4.9%	7.1%
State/National Park	5.4%	4.9%	6.5%
Museums	2.5%	2.3%	4.8%
Wildlife Viewing	3.4%	3.0%	4.5%
Urban Sightseeing	3.2%	4.4%	4.3%
Historic Sites/Churches	2.8%	3.4%	4.2%
Casino/Gaming	1.0%	2.5%	2.9%
Gardens	0.5%	1.7%	2.8%
Fishing (fresh or saltwater)	0.9%	0.7%	2.6%
Hiking/Backpacking	3.0%	2.3%	2.4%
Old Homes/Mansions	1.6%	1.6%	2.2%
Nature Travel/Ecotouring	2.3%	2.4%	1.6%
Biking	0.9%	1.1%	1.5%
Art Galleries	1.0%	1.2%	1.4%
Wine Tasting/Winery Tour	0.9%	0.5%	1.4%
Youth/Amateur/Collegiate Sporting Event	1.9%	1.2%	1.3%
Nightclubs/Dancing	1.0%	1.1%	1.1%
Golf	0.4%	0.9%	1.1%
Symphony/Opera/Concert	0.6%	0.4%	1.1%
Bird Watching	1.4%	1.3%	1.0%
Zoos	2.1%	1.3%	1.0%
Major Sports Event	0.0%	0.9%	1.0%
Motor Boat/Jet Ski	0.3%	0.2%	1.0%
Special Events/Festivals	1.1%	1.9%	0.8%
Whitewater Rafting/Kayaking/Canoeing	0.8%	0.8%	0.8%
Theater/Drama	0.3%	0.7%	0.8%
Caverns	0.3%	0.7%	0.8%
Theme Park	1.7%	1.4%	0.7%
Water-Skiing	0.0%	0.1%	0.4%

## **Demographic Profile of North Carolina Daytrip Visitors**

The North Carolina daytripper gender breakdown is sixty-one percent female and thirty-nine percent male. More than half (53.2%) of the visitors are married and just over a quarter of the region's visitors are divorced, widowed or separated.

The largest proportion of North Carolina daytrippers classify themselves as white (86.1%), and just under ten percent classify themselves as black/African American.

Over half (57.2%) of North Carolina daytrippers have a household head with a college degree or higher. The average visitor is 50 years old, with over half (60.2%) being 45 years old or older.

Over one-quarter (30.9%) of the daytrip visitor parties that traveled to North Carolina in 2012 had a household income \$75,000 or over. Eight percent had a household income of over \$125,000.

## 2012 Top Advertising Markets

In 2012, the top advertising markets sending daytrippers to **North Carolina** were Raleigh-Durham-Fayetteville (22.6%), Greensboro-Winston-Salem-High Point (19.0%), Charlotte (16.5%), Greenville-Spartanburg-Asheville (13.3%), and Greenville-New Bern-Washington (7.7%). Advertising markets correspond with Nielsen's Designated Market Areas (DMAs).

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### Top Advertising Markets of Origin for North Carolina Daytrippers

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DMA of Origin	2010 Percentage of Total Overnight Visitors	2011 Percentage of Total Overnight Visitors	2012 Percentage of Total Overnight Visitors
Raleigh-Durham (Fayetteville)	20.3%	22.7%	22.6%
Greensboro-High Point-Winston Salem	14.8%	11.2%	19.0%
Charlotte	17.5%	21.1%	16.5%
Greenville-Spartanburg-Asheville-Anderson	11.4%	10.4%	13.3%
Greenville-New Bern-Washington	9.9%	9.7%	7.7%
Atlanta	1.8%	2.5%	3.6%
Norfolk-Portsmouth-Newport News	4.5%	3.5%	3.5%
Wilmington	2.7%	5.0%	3.1%
Roanoke-Lynchburg	2.8%	2.0%	2.2%
Columbia	3.2%	2.8%	1.8%
Myrtle Beach-Florence	2.6%	1.6%	1.2%
Tri-Cities, TN-VA	2.2%	1.0%	0.9%
Charleston, SC	0.5%	0.1%	0.7%

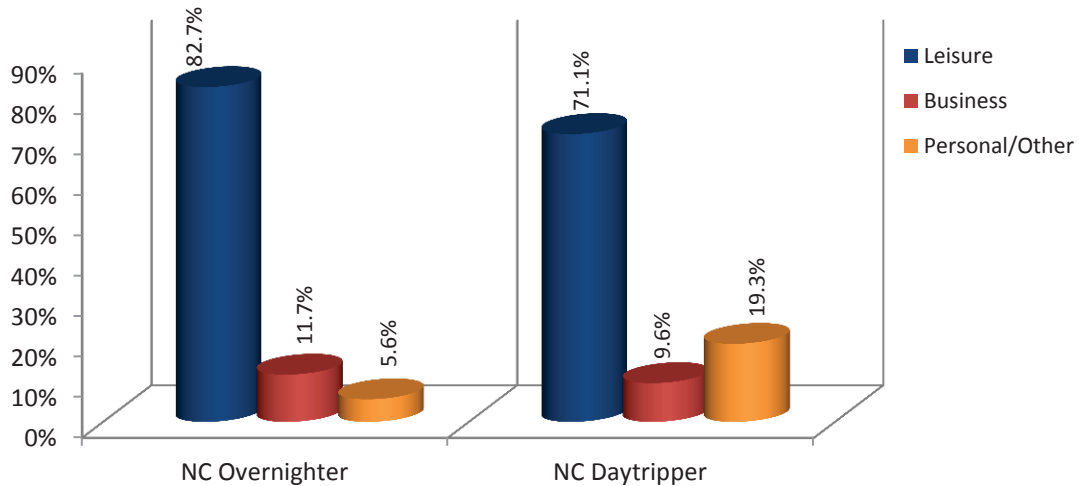
Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

## 2012 Overnight vs. Daytrip Comparison

The following section provides comparisons and contrasts of North Carolina’s overnight and day visitors.

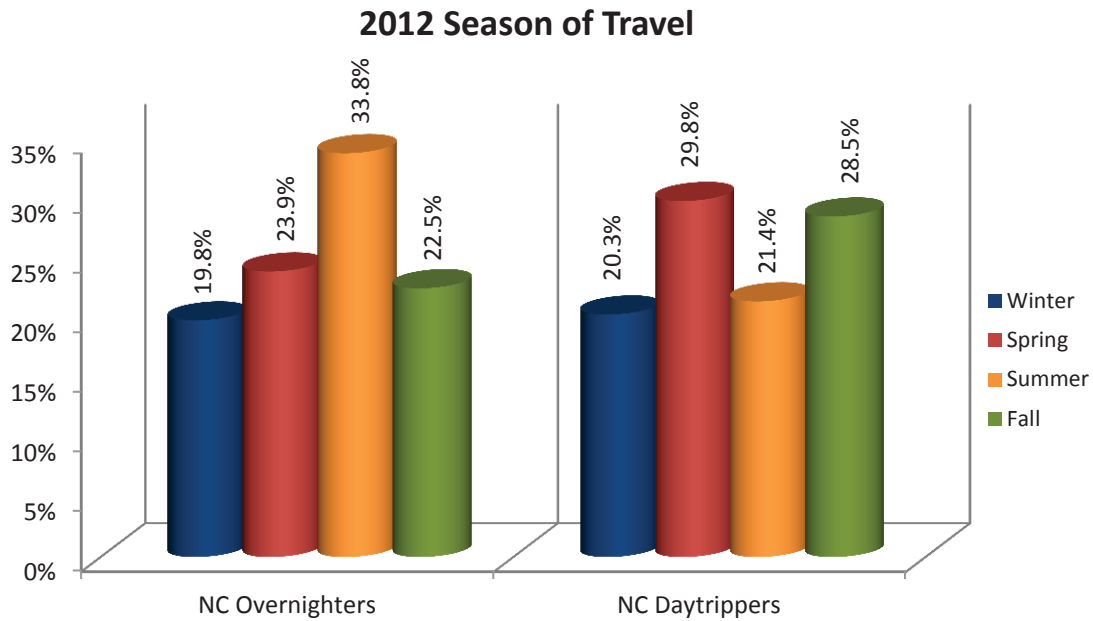
Though leisure is the predominant reason for travel to North Carolina for overnighters and daytrippers, a slightly larger share of overnighters to North Carolina travel to the state for leisure than daytrippers. Daytrippers are more likely than overnighters to visit the state for personal business or other purposes.

### 2012 Primary Purpose of Trip



## Travel Volume by Season

The seasonal distribution of visitors helps understand the flow of travelers through the state. Overnighters were more likely to visit during the summer, while daytrippers were more likely to visit in the spring or fall in 2012.



## Travel Party Size

North Carolina Overnights	North Carolina Daytrippers
1.9 people	1.9 people

## Children on Trip

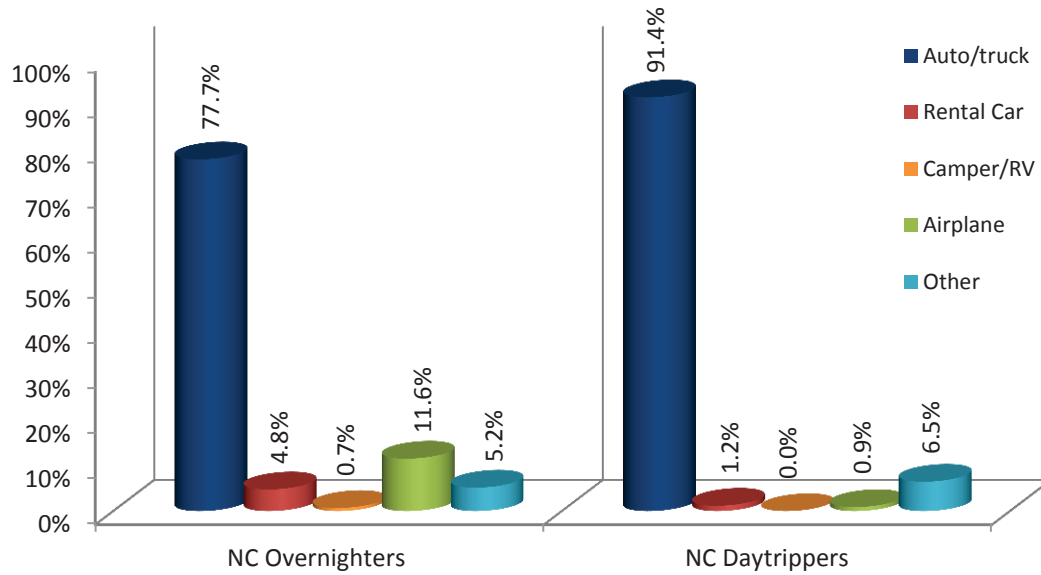
North Carolina Overnights	North Carolina Daytrippers
23.8%	21.7%



## Mode of Transportation

Not surprisingly, auto transportation was the primary use of travel by all of North Carolina visitors, both overnights and daytrippers.

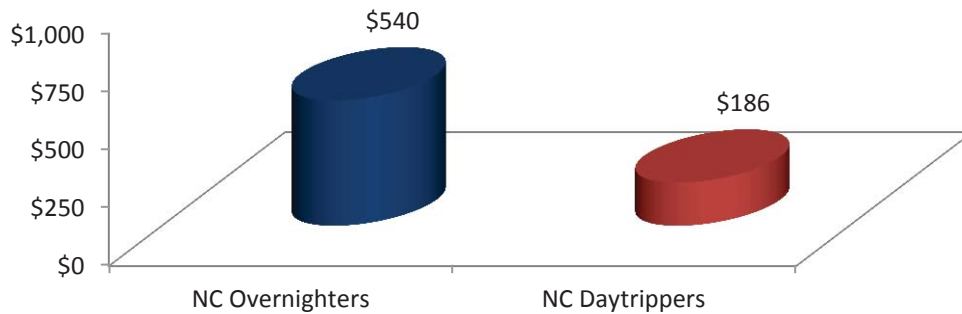
2012 Primary Transportation by Overnight Visitors



## Trip Expenditures

2012 overnighers to North Carolina spend over \$350 more per trip than daytrippers.

**Average Total Trip Spending by Overnight and Daytrip Visitor Parties**



## Origin of Visitors

North Carolina is the top state of origin for both overnighers and daytrippers to the state. In-state residents comprise just over one-third of the state’s overnight visitors and nearly two-thirds of the state’s daytrippers.

NC Overnighers	NC Daytrippers
North Carolina (35.6%)	North Carolina (65.3%)
Virginia (8.4%)	South Carolina (9.5%)
Georgia (7.3%)	Virginia (6.1%)
South Carolina (7.0%)	Georgia (4.3%)
Florida (6.6%)	Florida (2.9%)
New York (4.4%)	Tennessee (1.6%)
Tennessee (3.0%)	Texas (1.5%)
Pennsylvania (2.8%)	New York (1.3%)
Ohio (2.5%)	Pennsylvania (1.3%)
New Jersey (2.3%)	Ohio (1.1%)

## Activities

Activities participated in by North Carolina travelers vary by their length of stay, but common activities between regions include visiting friends and relatives, shopping and sightseeing.

NC Overnights	NC Daytrippers
Visiting Relatives/Family Reunion (34.9%)	Visiting Relatives/Family Reunion (19.1%)
Shopping (20.5%)	Rural Sightseeing (12.9%)
Beach (17.7%)	Shopping (11.6%)
Visiting Friends (17.2%)	Beach (10.5%)
Rural Sightseeing (13.8%)	Visiting Friends (7.8%)
Fine Dining (13.2%)	Fine Dining (7.1%)
Historic Sites/Churches (8.7%)	State/National Park (6.5%)
State/National Park (8.3%)	Museums (4.8%)
Urban Sightseeing (7.5%)	Wildlife Viewing (4.5%)
Wildlife Viewing (6.1%)	Urban Sightseeing (4.3%)
Museums (6.0%)	Historic Sites/Churches (4.2%)
Hiking/Backpacking (4.4%)	Casino/Gaming (2.9%)
Nightclub/Dancing (4.3%)	Gardens (2.8%)
Old Homes/Mansions (3.9%)	Fishing (2.6%)
Fishing (3.9%)	Hiking/Backpacking (2.4%)
Gardens (3.8%)	Old Homes/Mansions (2.2%)
Art Galleries (3.4%)	Nature travel/Ecotouring (1.6%)
Casino/Gaming (3.3%)	Biking (1.5%)
Special Events/Festivals (3.3%)	Art Galleries (1.4%)
Nature travel/ecotouring (3.0%)	Wine tasting/Winery tour (1.4%)
Wine tasting/Winery tour (2.8%)	Youth/amateur/collegiate sporting events (1.3%)
Golf (2.7%)	Nightclub/Dancing (1.1%)
Zoos (2.6%)	Golf (1.1%)
Biking (2.3%)	Symphony/Opera/Concert (1.1%)
Camping (2.2%)	Bird Watching (1.0%)
Bird Watching (1.7%)	Zoos (1.0%)
Theme Park (1.7%)	Major Sport Event (1.0%)
Whitewater Rafting/Kayaking/Canoeing (1.7%)	Motor boat/jet ski (1.0%)
Youth/amateur/collegiate sporting events (1.5%)	Special Events/Festivals (0.8%)
Theater/Drama (1.5%)	Whitewater Rafting/Kayaking/Canoeing (0.8%)
Symphony/Opera/Concert (1.0%)	Theater/Drama (0.8%)
Caverns (1.0%)	Caverns (0.8%)

## Demographic Profile for North Carolina Visitors

	North Carolina Overnighters	North Carolina Daytrippers
<b>Average age of household head</b>	46.3 years of age	50.1 years of age
<b>Education of Household Head</b>		
High school or less	15.1%	18.4%
Some college - no degree	23.5%	24.4%
Completed college	41.9%	42.7%
Post Graduate College	19.5%	14.6%
<b>Annual Household Income</b>		
Less than \$25,000	15.5%	22.9%
\$25,000-\$49,999	23.5%	32.1%
\$50,000-\$74,999	20.9%	14.5%
\$75,000 & over	40.5%	30.9%
<b>Marital Status</b>		
Married	58.4%	53.2%
Never married	22.0%	18.2%
Divorced, widowed, separated	19.6%	28.5%
<b>Ethnicity</b>		
White	85.4%	86.1%
Black/African American	10.6%	9.6%
Asian or Pacific Islander	1.6%	1.7%
Other	2.4%	2.6%

## 2012 Top Advertising Markets

The top ten advertising markets for the overnights and daytrippers very similar, but differences can be noted in the ranks. Raleigh-Durham is the primary market for both overnights and daytrippers to and within the state.

NC Overnights	NC Daytrippers
Raleigh-Durham-Fayetteville (10.9%)	Raleigh-Durham-Fayetteville (22.6%)
Charlotte (10.0%)	Greensboro-High Point-Winston Salem (19.0%)
Greensboro-High Point-Winston Salem (6.9%)	Charlotte (16.5%)
Greenville-Spartanburg-Asheville (5.0%)	Greenville-Spartanburg-Asheville (13.3%)
Atlanta (4.9%)	Greenville-New Bern-Washington (7.7%)
New York (4.2%)	Atlanta (3.6%)
Washington, DC (Hagerstown, MD) (3.9%)	Norfolk-Portsmouth-Newport News (3.5%)
Greenville-New Bern-Washington (3.4%)	Wilmington (3.1%)
Norfolk-Portsmouth-Newport News (2.5%)	Roanoke-Lynchburg (2.2%)
Tampa-St. Petersburg-Sarasota (2.2%)	Columbia (1.8%)
Roanoke-Lynchburg (1.9%)	Myrtle Beach-Florence (1.2%)
Richmond-Petersburg (1.8%)	Tri-Cities, TN-VA (0.9%)
Columbia (1.6%)	Charleston, SC (0.7%)
Philadelphia (1.4%)	Bluefield-Beckley-Oak Hill (0.5%)

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)

## 2012 North Carolina Regional Travel Summary

### Glossary of Terms

Travel	A trip over 50 miles one-way from home <i>or</i> any night away from home
Overnight Visitor	A visitor who spent at least one night away from home during travel
Daytripper	A visitor who did not spend any nights away from home, but traveled at least 50 miles one-way from home
Designated Market Area	Also referred to as a DMA and is a term used by Nielsen Media Research to identify an exclusive geographic area of counties in which the home market television stations hold a dominance of total hours viewed. There are 210 DMA's in the U.S.