

FAST FACTS

2005 North Carolina Visitor & Trip Profile

Top States of Origin for 2005 NC Overnight Visitors

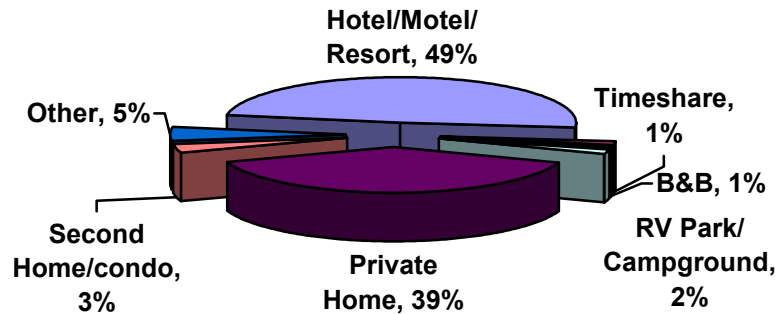
NC	43%	NY	4%	MD	3%
SC	8%	FL	4%	OH	2%
VA	8%	TN	4%	NJ	2%
GA	6%	PA	3%	TX	2%

Visitor Activities In North Carolina

Dining	28%	Museum/Art Exhibit	4%
Shopping	20%	Concert/Play/Dance	4%
Touring/Sightseeing	19%	Watch Sports Event	4%
Entertainment	18%	Gamble	4%
Beach/Waterfront Activities	12%	Nature/Culture	3%
Nightlife	9%	Group Tour	3%
Historic Site	6%	Theme/Amusement Park	3%
National/State Park	6%	Golf	3%
Festival/Craft Fair	5%	Hunt/Fish	3%

- The average number of activities a visitor participated in while visiting North Carolina was 1.6.
- Approximately 70% of overnight visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 30% of overnight visitors in 2005. Business includes meetings and conventions.

Lodging Choices of NC Overnight Visitors



- Eight-seven percent of all travelers came by auto to North Carolina. Four percent came by plane.
- The average party size of a 2005 NC visitor was 2.2 persons. Approximately 21% of parties included children in their visits to North Carolina, while 79% did not. For those parties with children, the average number of children per party was 2.0.

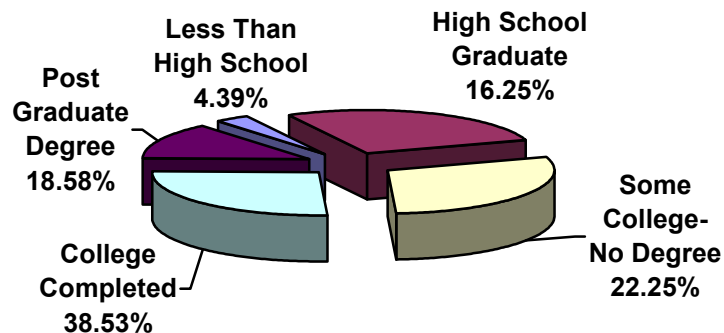
2005 Trip Duration

United States	2.1 nights
NC Portion	1.3 nights

2005 Overnight Trip Duration

United States	3.9 nights
NC Portion	3.0 nights

Education Level of NC Visitors



- Seventy-five percent of 2005 NC visitors are married, 13% have never been married and 11% are divorced, widowed or separated.
- The average age of the 2005 NC visitor is 46 years.
- The average household income of a 2005 NC visitor is over \$66,000.
- Eleven percent of NC visitors in 2005 are retired.