

2023 NORTH CAROLINA VISITOR PROFILE

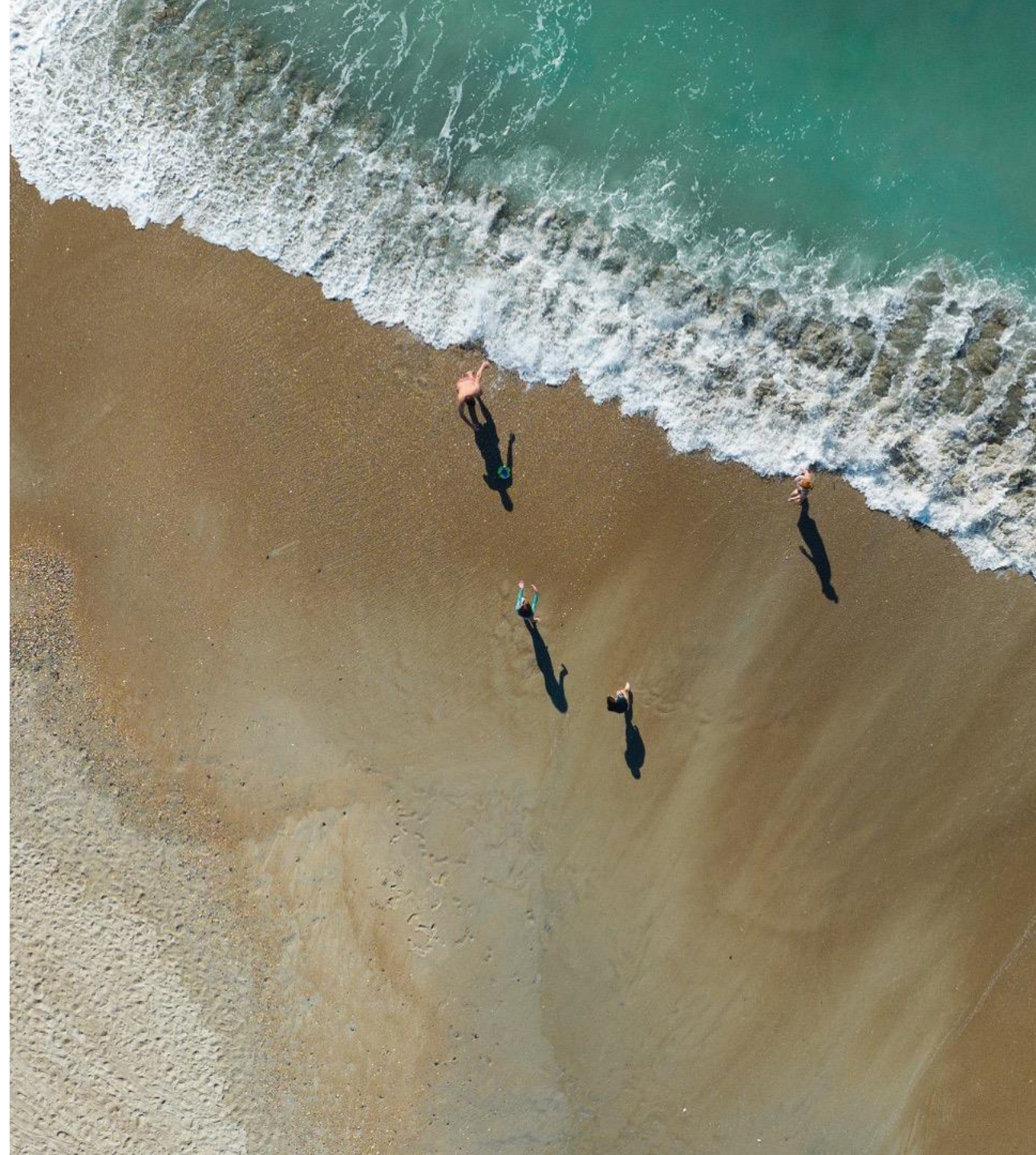
A Publication of Visit North Carolina

A Unit of the Economic Development Partnership of North Carolina



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2023 NORTH CAROLINA VISITOR PROFILE

- Visit North Carolina contracts with research company OmniTrak Group, Inc. for data on North Carolina visitors through its TravelTrakAmerica product.
- Each month, TravelTrakAmerica research program conducts over 9,000 Internet-based interviews among past 12-month travelers who have traveled more than 50 miles from their homes (excluding commuters).
- From this sample, data from 3,000 – 4,000 past month travelers are 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 research staff of Visit North Carolina created this report based on this data from TravelTrakAmerica.
- The purpose of this report is to profile the average North Carolina visitor, both overnight visitors and daytrippers. The report also includes comparisons between out-of-state and resident visitors where applicable.
- At the end of the report, an appendix offers definitions of key travel terms.

TOTAL VISITOR SUMMARY

- In 2023, approximately 43 million person-trips were taken in North Carolina and the state ranked #5 in the U.S. in terms of domestic visitation.
- Eighty-four percent of all domestic visitors came to North Carolina for leisure purposes, while seven percent came to conduct business.
- Most travelers to and within North Carolina in 2023 visited during the summer followed closely by fall and spring.
- The party size for the average North Carolina visitor party was 2.5 in 2023. 23 percent of travel parties included children under the age of 18.
- The average North Carolina visitor party trip expenditure was \$813 in 2023. Overnight visitors spent \$1,024 while daytrip parties spent \$223 on average.
- The top states of origin in 2023 were NC, SC, VA, GA, FL, NY, PA, TN, MD and NJ.

NORTH CAROLINA OVERNIGHT VISITOR SUMMARY

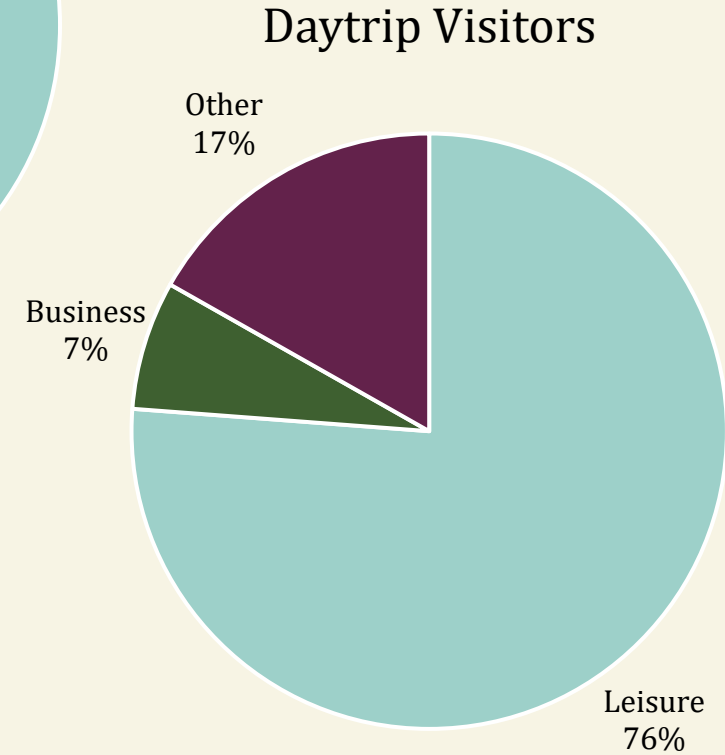
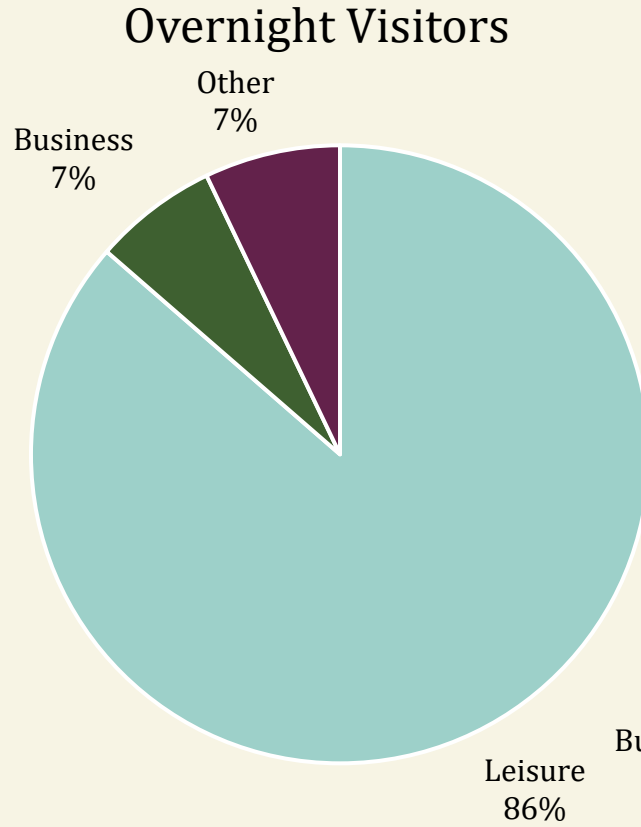
- In 2023, approximately 30.5 million overnight person-trips were taken in North Carolina.
- Eighty-six percent of domestic overnight visitors came to North Carolina for leisure purposes, while seven percent came to conduct business.
- The majority of travelers to and within North Carolina in 2023 visited during the summer closely followed by fall and spring.
- The party size for the average North Carolina overnight visitor party was 2.6 in 2023. 24 percent of travel parties included children under the age of 18.
- The average North Carolina overnight visitor party trip expenditure was \$1,024 in 2023.
- The top states of origin of overnight visitors in 2022 were NC, SC, VA, GA, FL, PA, NY, TN, MD, and NJ.

NORTH CAROLINA DAYTRIP VISITOR SUMMARY

- In 2023, approximately 10.9 million daytrips were taken in North Carolina.
- Seventy-six percent of all daytrippers came to North Carolina for leisure purposes, while seven percent came to conduct business.
- The majority of daytrippers to and within North Carolina in 2023 visited during the fall closely followed by summer and winter.
- The party size for the average North Carolina daytrip visitor party was 2.3 in 2023. 20 percent of travel parties included children under the age of 18.
- The average North Carolina day visitor party trip expenditure was \$223 in 2023.
- The top states of origin of daytrip visitor parties in 2022 were NC, SC, VA, GA, TN, NY, FL, MD and AL.

PRIMARY PURPOSE OF VISIT TO NORTH CAROLINA

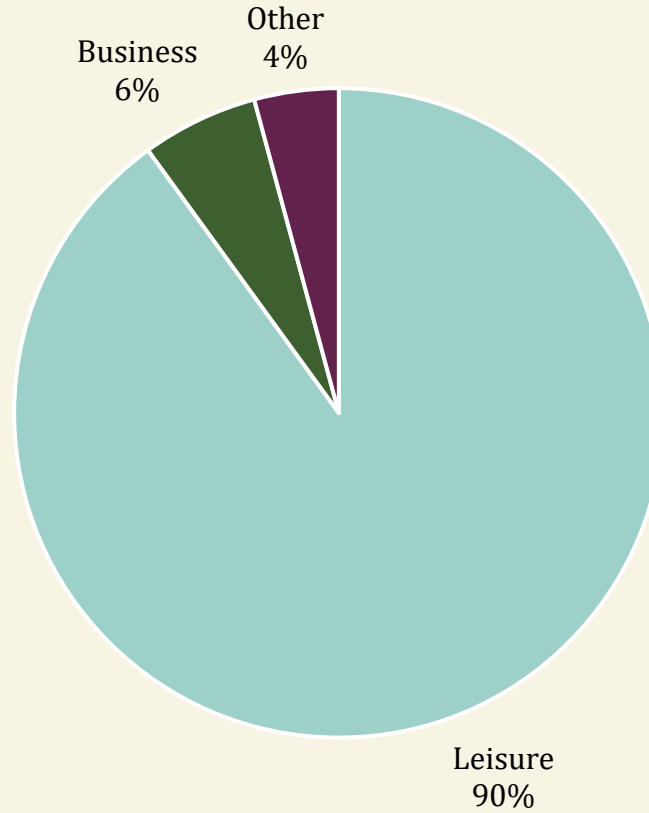
- The majority of NC visitors traveled to and within the state for leisure purposes, both overnights and daytrippers.
- Approximately 7% of overnights and daytrippers were business travelers in 2023.



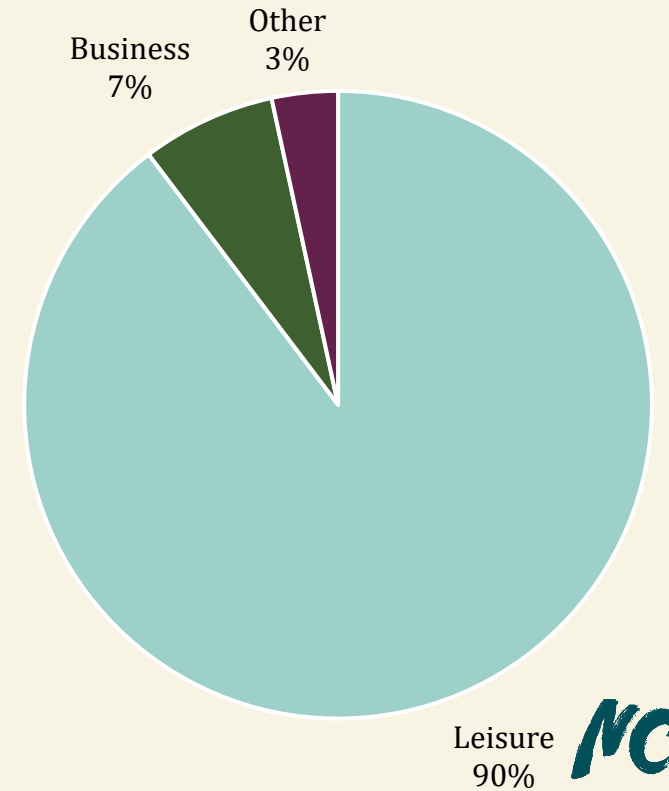
PRIMARY PURPOSE OF VISIT TO NORTH CAROLINA

- A slightly larger proportion of out-of-state travelers to North Carolina were business travelers than that of residents in 2023.

Resident Overnight Visitors



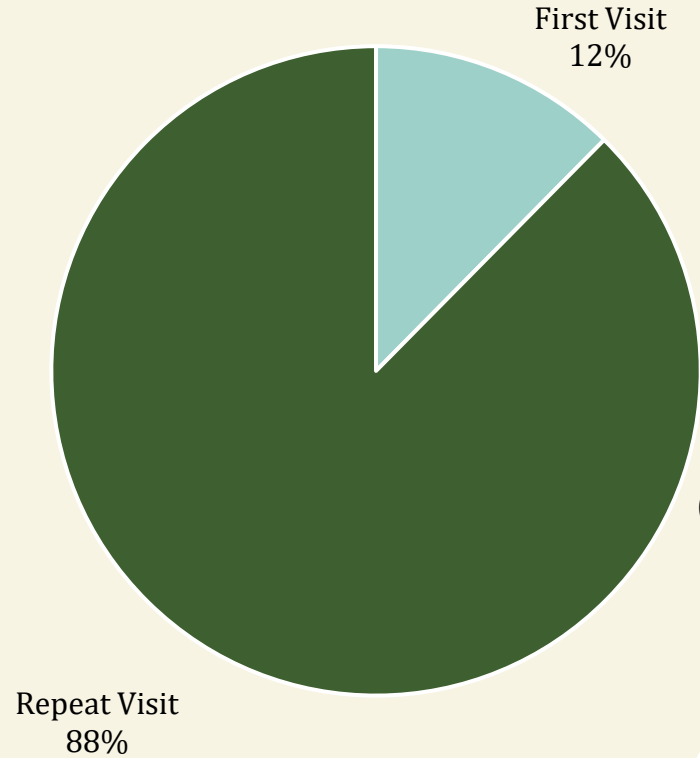
Out-of-State Overnight Visitors



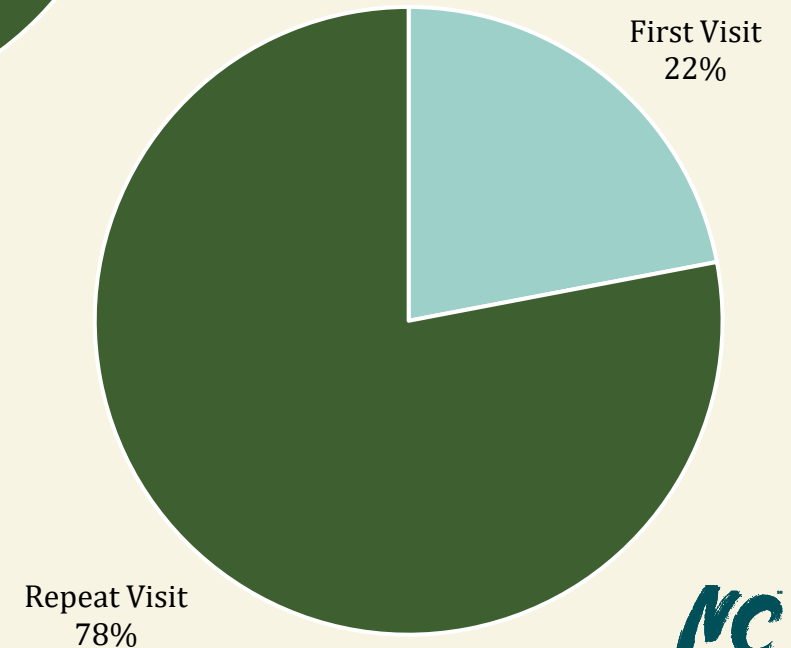
FIRST OVERNIGHT VISIT TO NORTH CAROLINA

- More out-of- state visitors were first time visitors to the state in 2023.
- The majority of overnight visitors, both resident and out-of-state, were repeat visitors.

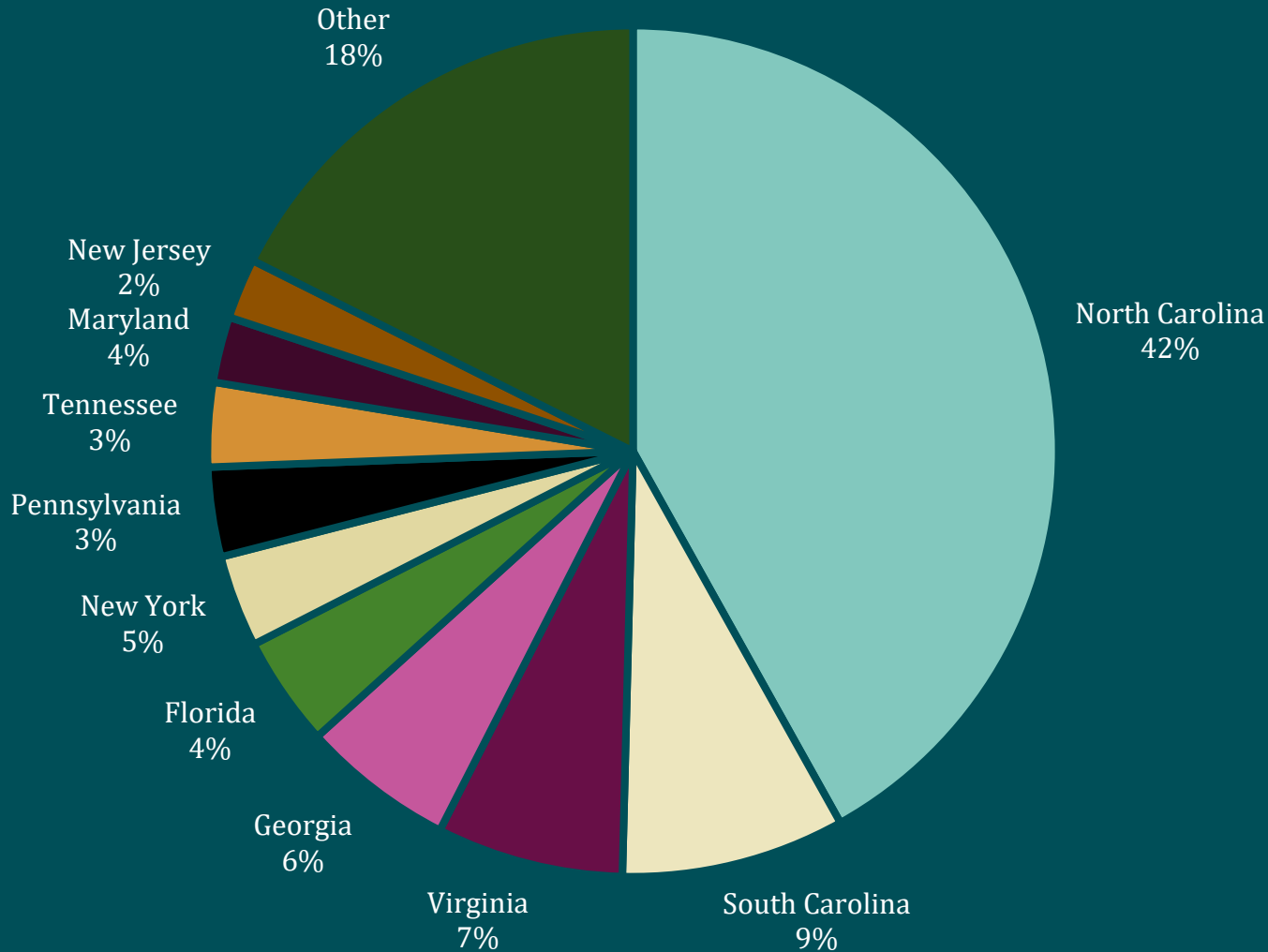
Resident Overnight Visitors



Out-of-State Overnight Visitors

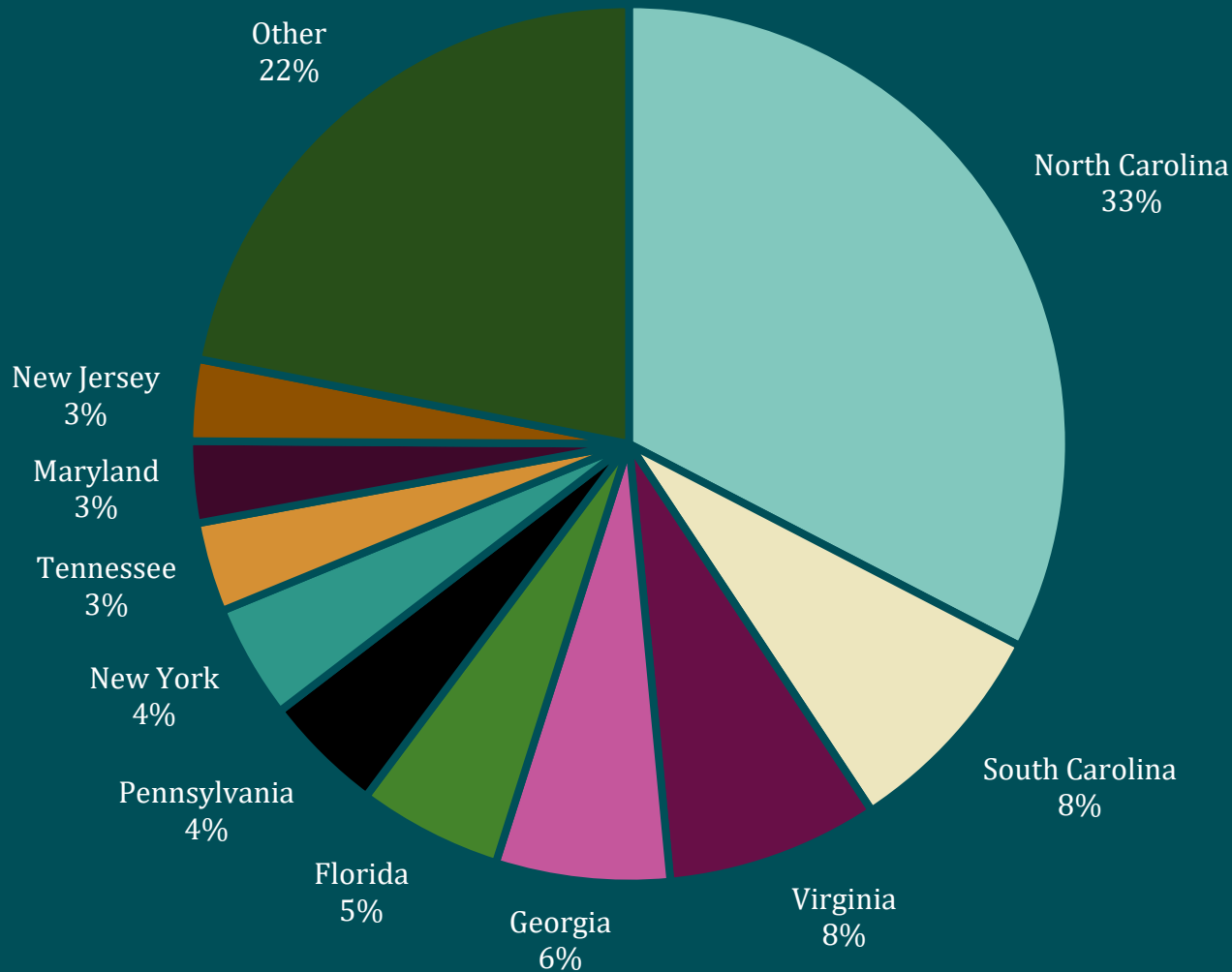


STATE OF ORIGIN OF NORTH CAROLINA VISITORS



- 42 percent of visitors in 2023 were in-state residents.
- Typically, the proportion of in-state visitors is between 35-45%.
- The next nine states represented 41 percent of visitors to NC.

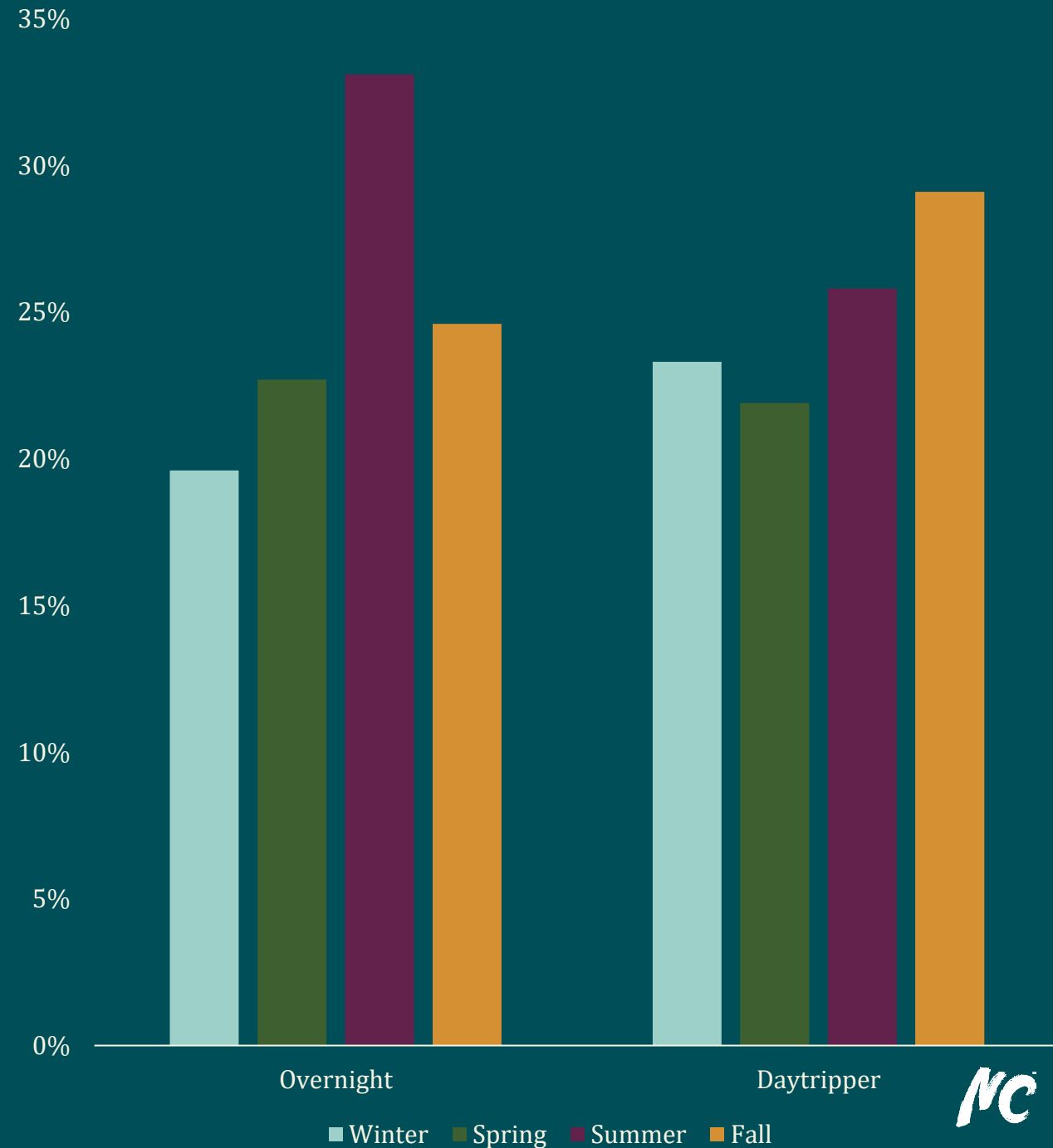
STATE OF ORIGIN OF OVERNIGHT VISITORS TO NORTH CAROLINA



- 33 percent of overnight visitors in 2023 were in-state residents.
- Typically, the proportion of in-state visitors is between 30-40%.
- The next nine states represented 46 percent of visitors to NC.

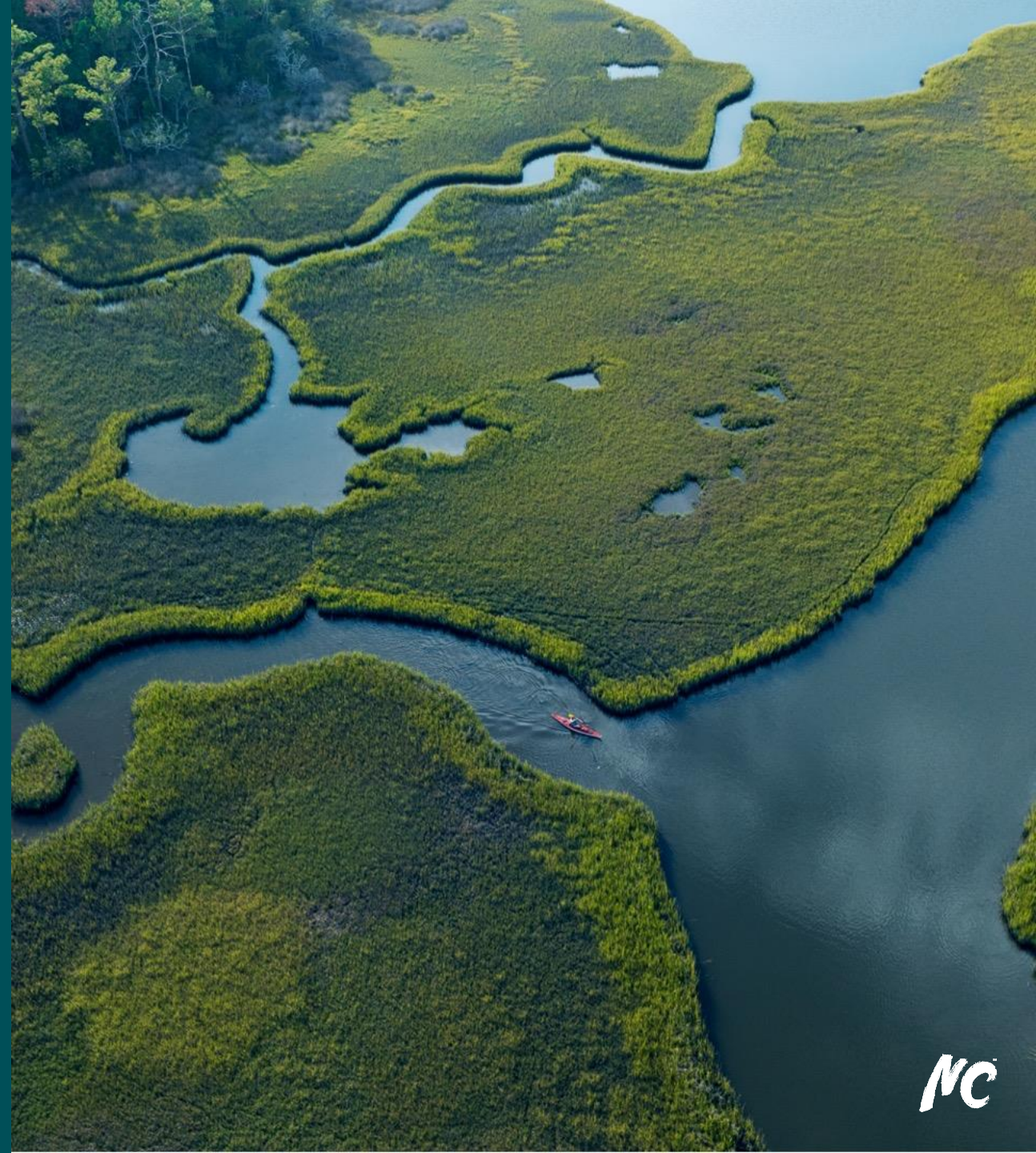
SEASON OF VISIT FOR VISITORS TO NORTH CAROLINA

- Overnight visitors were most likely to visit in the summer followed by fall and spring.
- Daytrip visitors were most likely to visit in the fall followed by summer and winter.



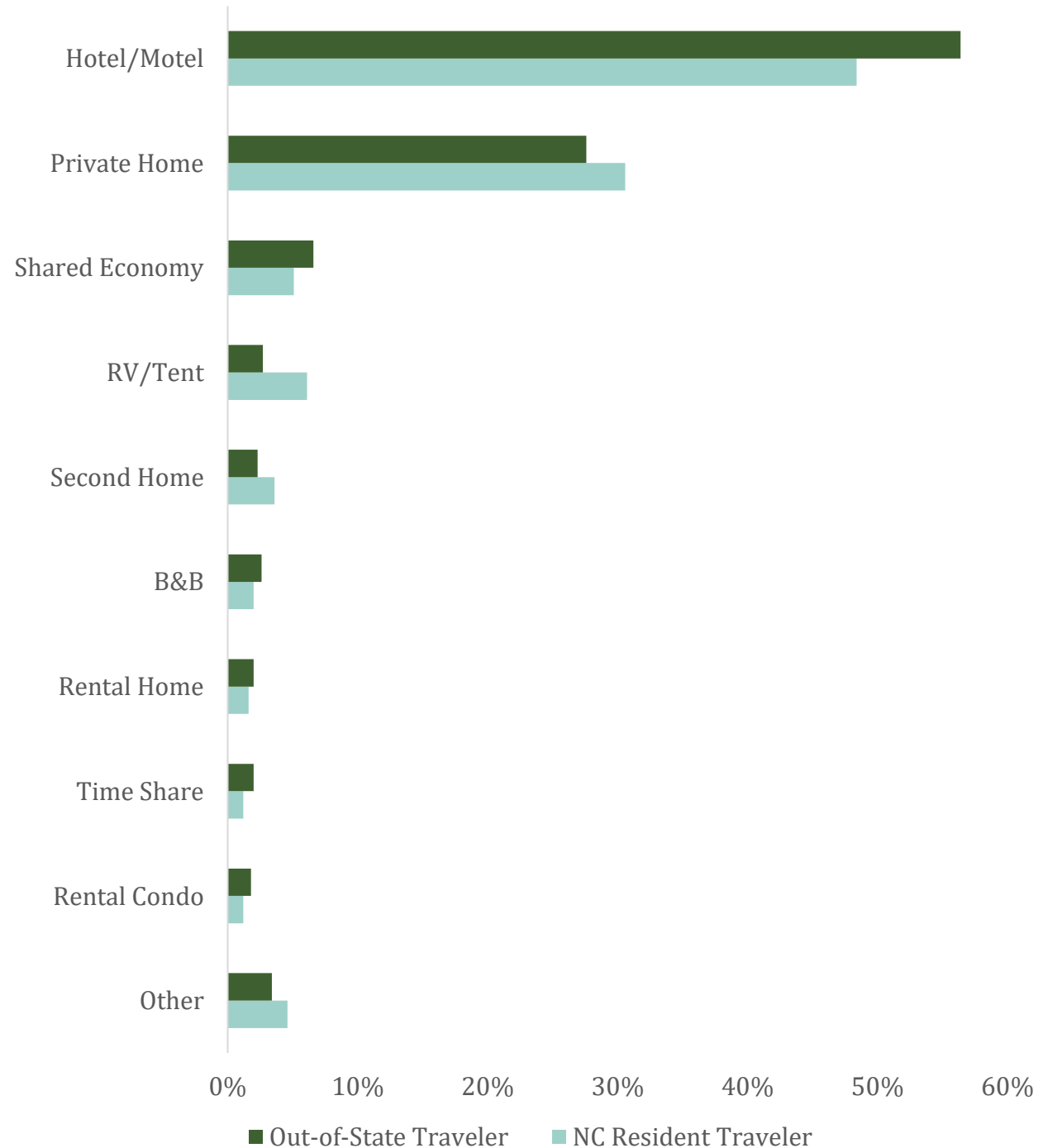
AVERAGE LENGTH OF STAY FOR NORTH CAROLINA OVERNIGHT VISITORS

- Overnight visitors- 3.4 nights
- Resident overnight visitors- 2.5 nights
- Out-of-state overnight visitors-3.9 nights
- Leisure overnight visitors-3.5 nights
- Business overnight visitors-2.5 nights



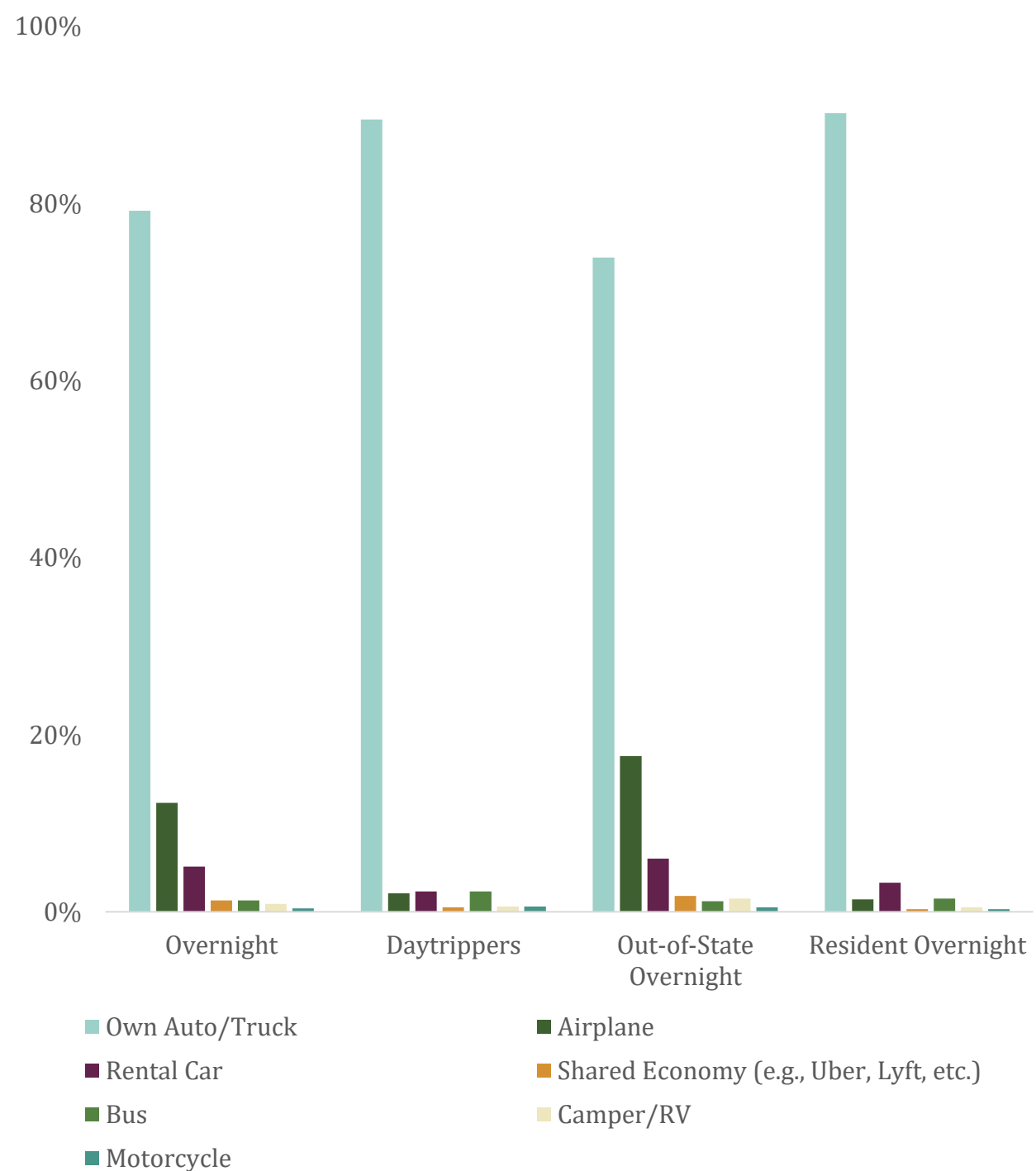
ACCOMMODATIONS USED IN NORTH CAROLINA

- Both out-of-state and NC resident travelers were most likely to use hotels/motels while traveling in the state, followed by private homes.
- Out-of-state visitors were likely to use a hotel/motel accommodation or private home.
- Out-of-state travelers were also slightly more likely to use a shared economy than resident visitors.
- Resident visitors were more likely to camp at an RV park or campground.



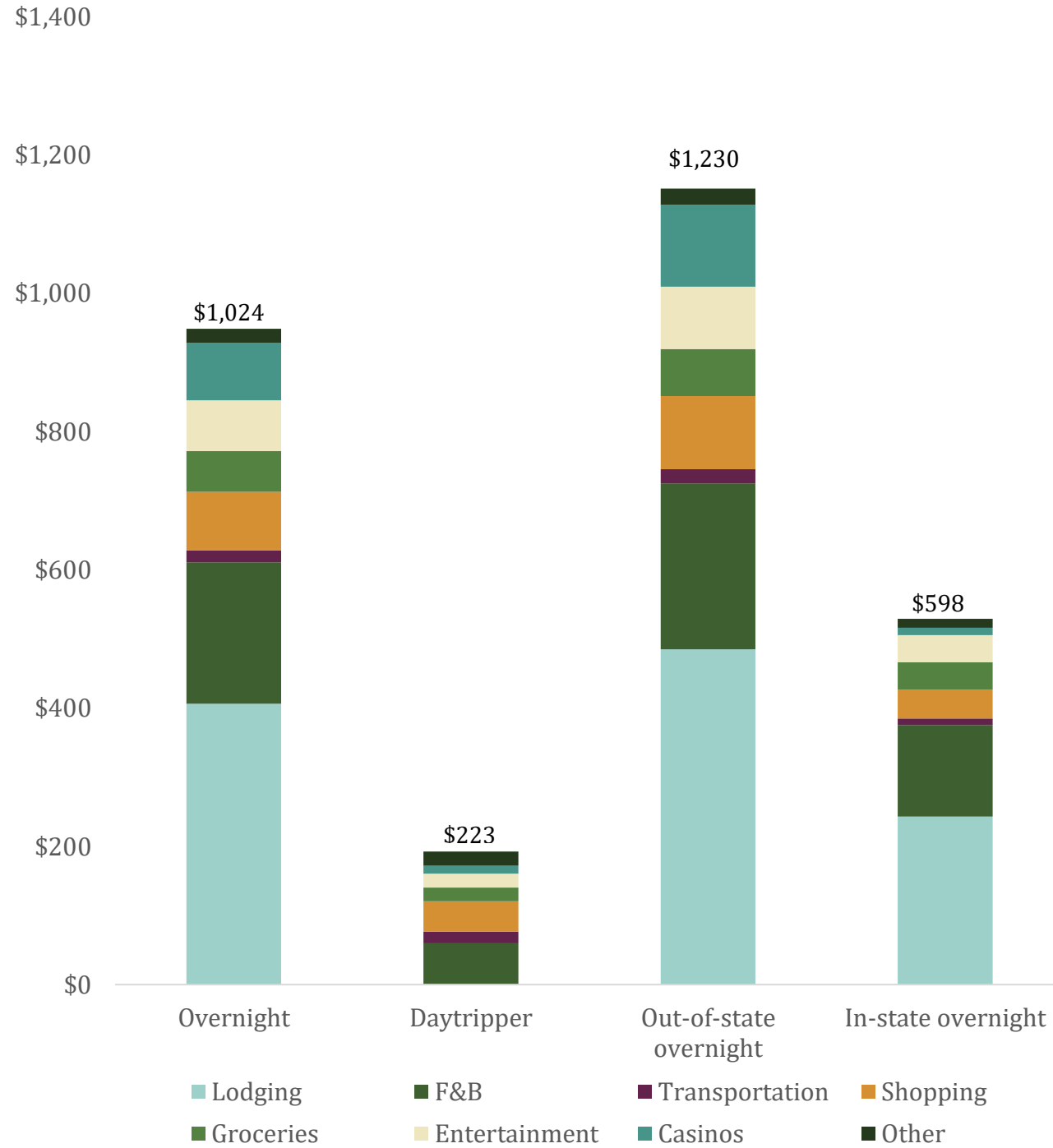
TRANSPORTATION USED TO TRAVEL TO NORTH CAROLINA

- Not surprisingly, most North Carolina visitors traveled to and within the state via automobile, either personal or rented.
- 18 percent of out-of-state overnight travelers flew to the state in 2023, a figure that has grown in recent years.



AVERAGE TRIP SPENDING FOR NC VISITOR PARTIES BY TYPE OF VISITOR

- The top categories for spending for overnight visitors include lodging, food and beverage and transportation.
- Overnight visitors spent 128% more on average than daytrip visitors in 2023.
- Out-of-state overnight visitors spent 69% more than resident overnight travelers in 2023.



TOP ACTIVITIES PARTICIPATED IN BY NC VISITORS IN 2023

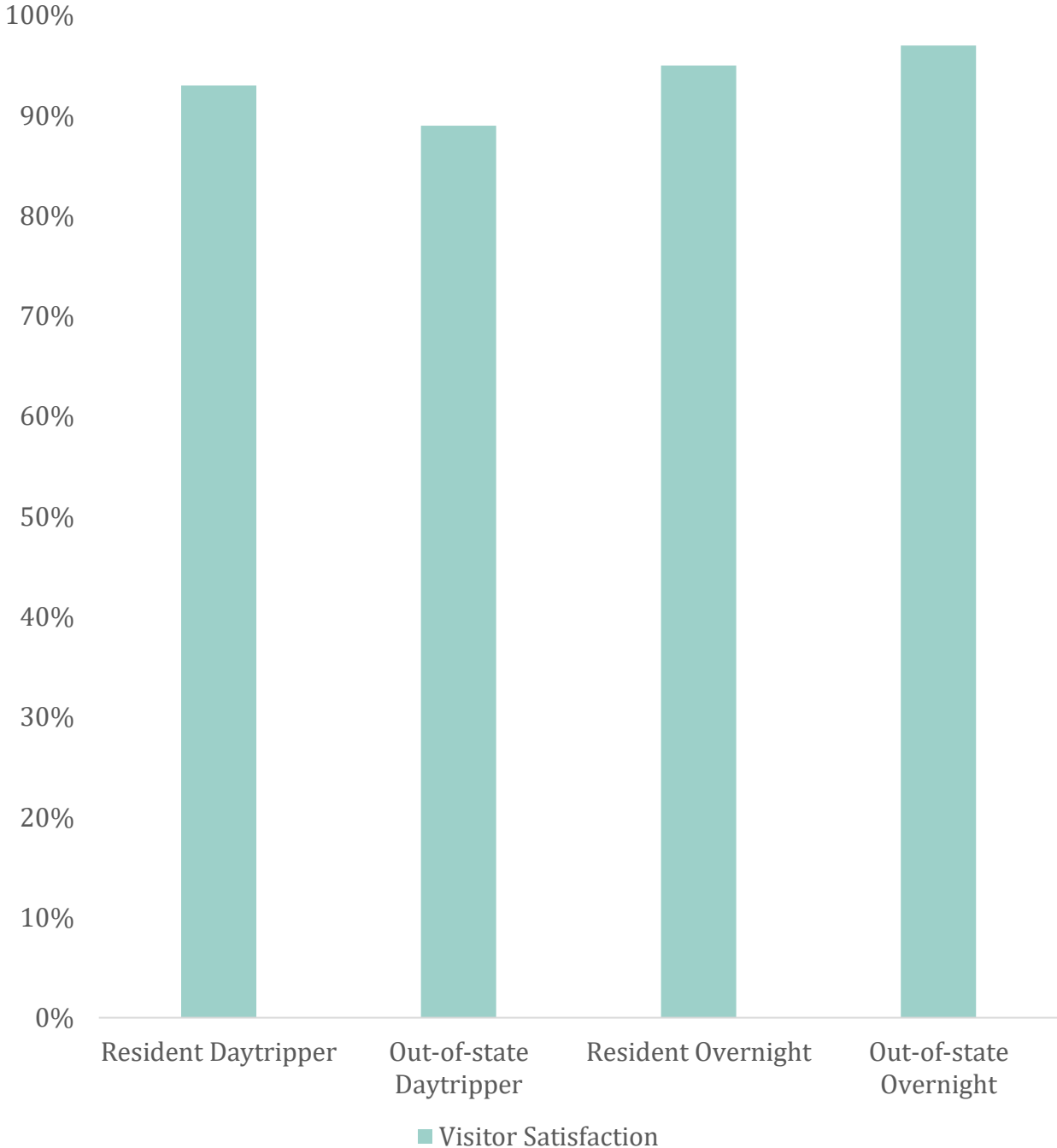
- Top activities of overnights and daytrippers were similar in 2023.
- The top activities for both were visiting friends/relatives and shopping.
- Visiting a beach, shopping, and rural sightseeing were also popular, as were many outdoor activities.

**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.*

Overnight		Daytrippers	
Visiting friends/relatives	40%	Visiting friends/relatives	27%
Shopping	27%	Shopping	14%
Beach	20%	Historic sites	9%
Historic sites	16%	Rural sightseeing	9%
Rural sightseeing	14%	Beach	8%
Fine dining	14%	Fine dining	8%
Local/folk arts/crafts	12%	Hiking/Backpacking/Canyoneering	5%
Hiking/Backpacking/Canyoneering	11%	State park/Monuments/Recreation Areas	5%
Museums	11%	Museums	5%
Wildlife viewing	10%	Wildlife viewing	4%
State park/Monuments/Recreation Areas	10%	Swimming	4%
Unique local cuisine	10%	Sports Event- Youth/Amateur/Collegiate/Other	4%
Swimming	9%	Other nature (photography, rockhound, etc)	4%
National Park/ Monuments/Recreation Areas	9%	Local/folk arts/crafts	3%
Craft breweries	8%	Urban sightseeing	3%
Urban sightseeing	8%	Gardens	3%
Gardens	7%	Bird watching	3%
Fishing	7%	Zoo/Aquariums/Aviaries	3%
Other nature (photography, rockhound, etc)	6%	Unique local cuisine	3%
Zoo/Aquariums/Aviaries	5%	National Park/ Monuments/Recreation Areas	3%
Art galleries	5%	Theater/Drama	3%

SATISFACTION WITH VISIT TO NORTH CAROLINA

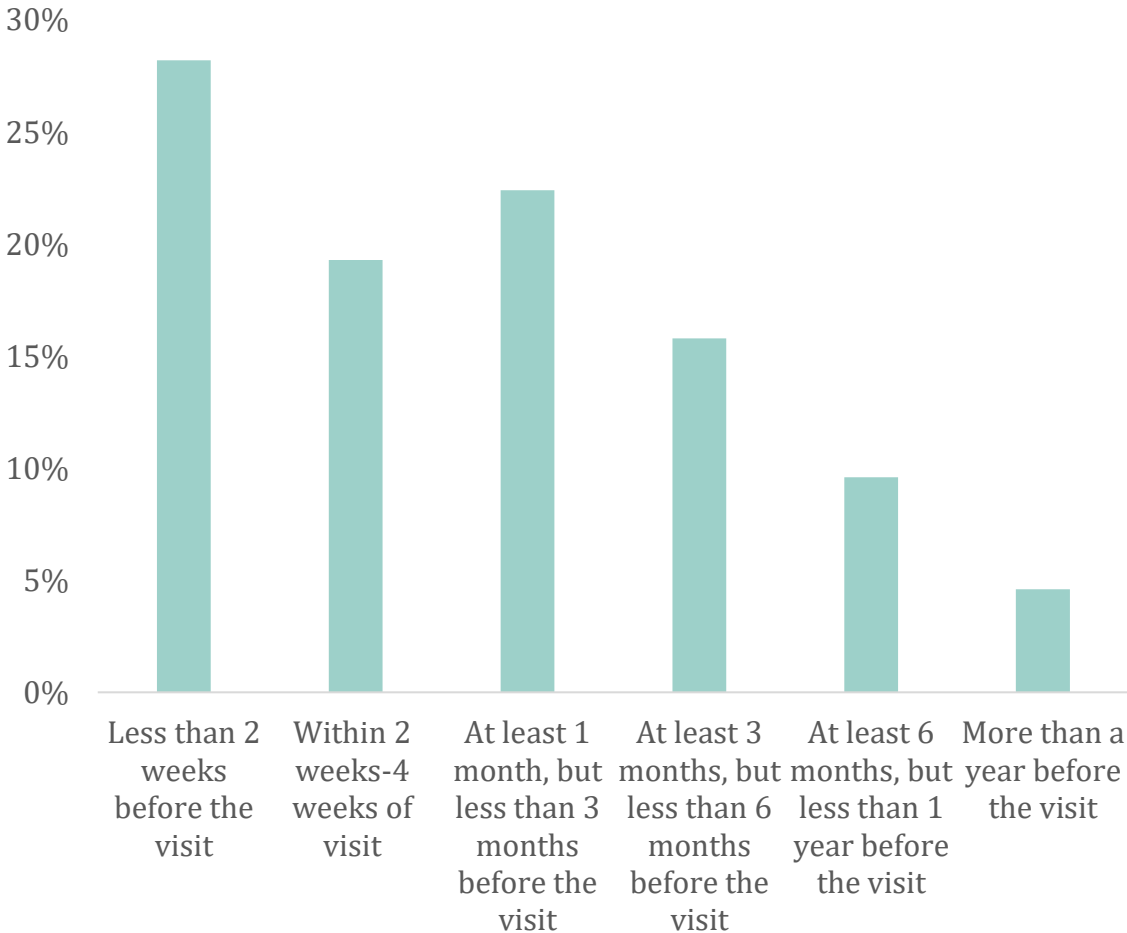
Visitors to and within North Carolina reported high satisfaction rates with their visits in 2023.



**Note that responses to this question ranked a satisfaction on a scale of 1-10. Totals are averaged from those ranking 6 or higher in satisfaction.*

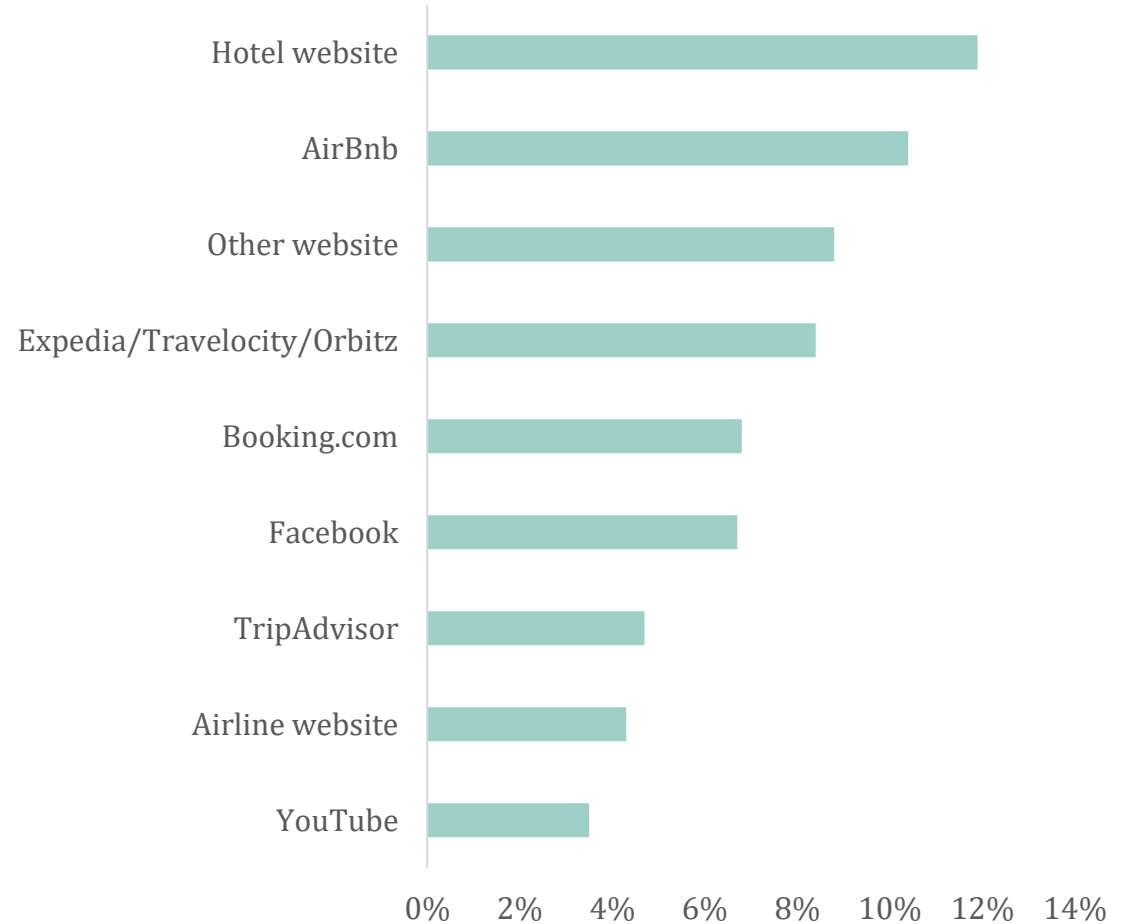
ADVANCE DECISION FOR OVERNIGHT VISIT TO NORTH CAROLINA

- In 2023, 48% of overnight visitors made the decision to visit within 4 weeks of the visit.
- Nearly 70% of overnight visitors decided on a visit less than 3 months out.



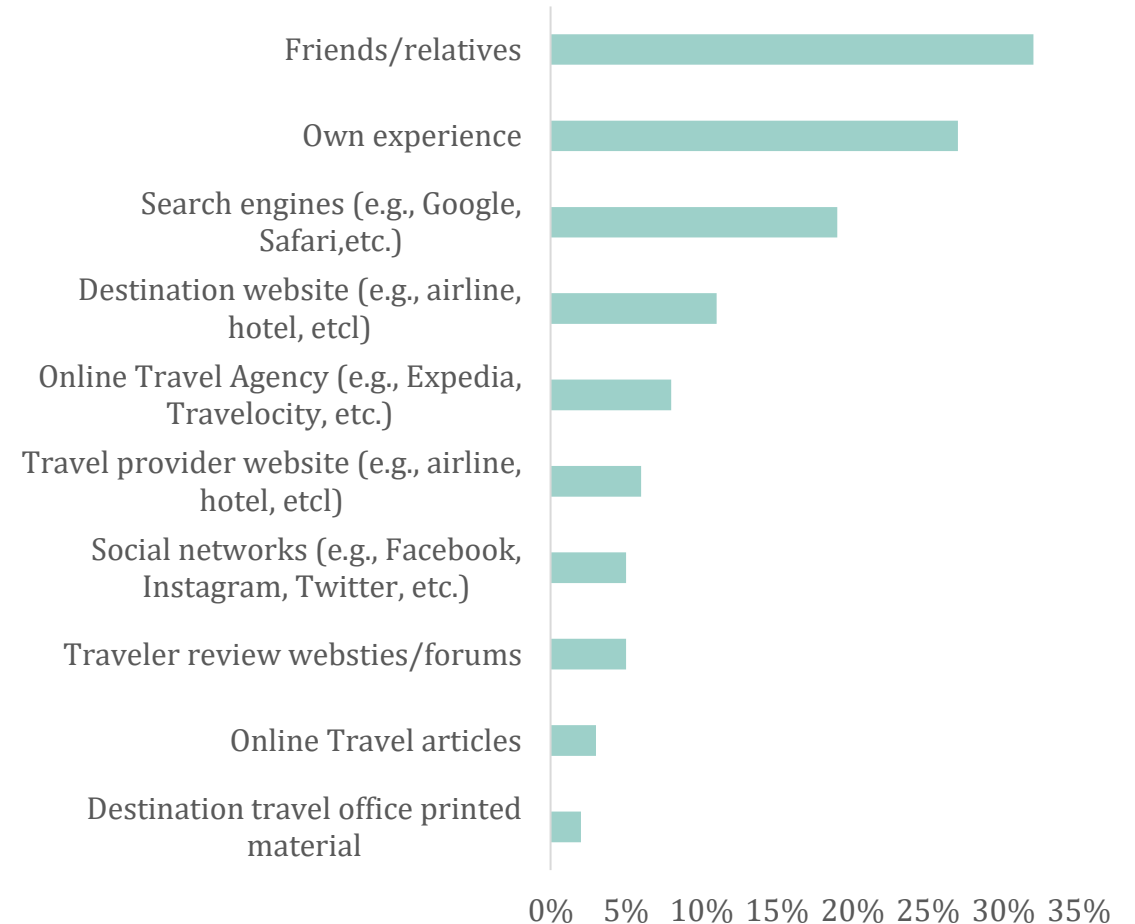
SOURCES USED TO RESEARCH AND SELECT DESTINATION FOR OVERNIGHT TRAVEL TO NORTH CAROLINA

- Hotel website, Airbnb and Expedia/Travelocity/Orbitz were the top methods traveler used to research and select destinations for travel in 2023.
- Booking.com and Facebook were also popular sources used by visitors for research and selecting a destination for travel in 2023.



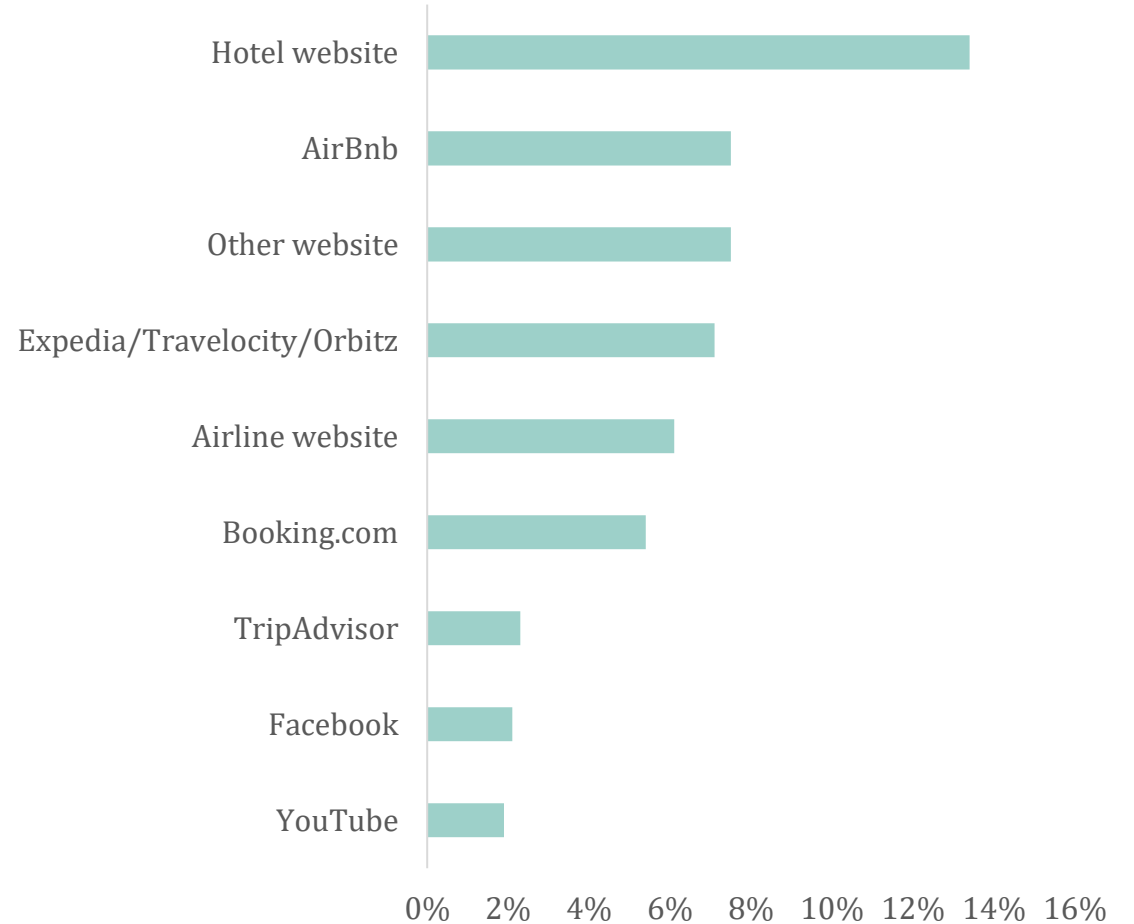
PLANNING SOURCES FOR OVERNIGHT TRAVEL TO NORTH CAROLINA

- Friends/relatives, own experience and search engines were the top sources of planning an overnight trip to NC in 2023.
- Visitors also used destination websites, online travel agencies and travel provider websites for planning.



BOOKINGS METHODS FOR OVERNIGHT TRAVEL TO NORTH CAROLINA

- Hotel website, Airbnb and Expedia/Travelocity/Orbitz were the top methods of booking travel in 2023.
- Airline website and Booking.com were also booking sources used by visitors in 2023.



TOP ADVERTISING MARKETS

- In-state markets and those close by were the top DMAs of origin in 2023.
- Atlanta, DC, New York and Philadelphia also ranked in the top ten.

DMA of Origin	2023 Percentage of Total Overnight Visitors
Raleigh-Durham –Fayetteville	11%
Charlotte	7%
Greensboro-High Point- Winton-Salem	6%
Atlanta	5%
Greenville- Spartanburg- Asheville-Anderson	5%
New York	4%
Washington DC	4%
Greenville- New Bern- Washington	3%
Philadelphia	3%
Norfolk-Portsmouth-Newport News	3%
Wilmington	2%
Tampa-Saint Petersburg-Sarasota	2%
Columbia, SC	2%
Roanoke-Lynchburg	2%
Knoxville	2%
Baltimore	2%
Florence-Myrtle Beach	2%
Richmond-Petersburg	1%
Orlando-Daytona Beach- Melbourne	1%
Minneapolis- Saint Paul	1%

TRAVEL PARTY CHARACTERISTICS

Average Party Size

Overnight visitor parties- 2.5, 24% of parties included children

Daytrip visitor parties- 2.3, 20% of parties included children

Resident overnight visitor parties- 2.5, 23% of parties included children

Out-of-state overnight visitor parties- 2.6, 25% of parties included children

Average Household Income

Overnight visitor parties- \$94K

Daytripper- \$78K

Resident visitor - \$81K

Out-of-state visitor- \$100K

Children in Household

Overnight visitor- 24%

Daytripper- 20%

Resident overnight visitor- 25%

Out-of-state- 23%



DEMOGRAPHICS OF A NORTH CAROLINA VISITOR

Average Age

Overnight visitor- 48 years

Daytripper- 47 years

Resident overnight visitor -46 years

Out-of-state overnight visitor- 48 years

Marital Status

Overnight visitor- 58% married

Daytripper- 58% married

Resident overnight visitor- 57% married

Out-of-state overnight visitor- 59% married

Ethnicity

Overnight visitor parties- 83% white, 12% black, 6% Hispanic, 2% Asian, 2% other

Daytrip visitor parties- 82% white, 12% black, 3% Asian, 2% Hispanic, 2% other

Resident overnight visitor parties- 83% white, 13% black, 4% Hispanic, 2% other

Out-of-state overnight visitor parties- 82% white, 12% black, 7% Hispanic, 3% Asian, 2% other

**Note that respondents could choose multiple answers and the totals do not equal 100%.*





GLOSSARY OF TERMS

Travel - A trip over 50 miles one-way from home *or* 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 DMAs in the USA.