TOURISM VISITOR PROFILE FAST FACTS - 2016

Sources: TNS TravelsAmerica, 2017
             U.S. Travel Association, 2017

Top States of Origin for Overnight Visitors

- NC: 37%
- VA: 10%
- SC: 9%
- GA: 7%
- FL: 5%
- NY: 4%
- PA: 3%
- MD: 3%
- TN: 3%
- NJ: 3%

Activities of Overnight Visitors

- Historic sites/churches
- Museums
- Fine dining
- Theater/drama
- Wildlife viewing
- Fishing
- Shopping
- Beach
- Hiking/Backpacking
- National park/monuments/recreation areas
- Visit friends
- Old homes/mansions
- State park/monuments/recreation areas
- Urban sightseeing
- Other nature (photography, rockhounding, etc.)
- Craft breweries
- Wine tasting/winery tours
- Nightclubs/dancing
- Local/folks arts/crafts
- Casino/gaming
- Nature walks

TRIP PURPOSE

- Leisure: 89%
- Business: 8%
- Other: 3%

Average party size: 2.2

Average Age: 47

64% are married

36% have children in household

Bedroom data:

43% stay in a hotel/motel/resort
39% stay in a private home
7% stay in a rental home
5% stay in a personal second home
3% stay at a campground
2% stay in a rental condo
2% stay in shared economy lodging
1% stay in a B&B
6% stay in other lodging

3.2 nights

20% Longer Length of Stay

Resident Visitors

Out-of-state Visitors

89%

8%