

OVERNIGHT VISITOR PROFILE - 2025

AVERAGE OVERNIGHT VISITOR CHARACTERISTICS

49

Years Old

2.4

People per Party

59%

Married

40%

Have Children at Home

PURPOSE OF VISIT

90%
Leisure

7%
Business

3%
Other

ORIGIN STATE

34%

North Carolina

9%

Virginia

8%

South Carolina

7%

Florida

6%

Georgia

4%

New York

4%

Pennsylvania

3%

Tennessee

3%

Ohio

3%

California

LENGTH OF STAY

2.5

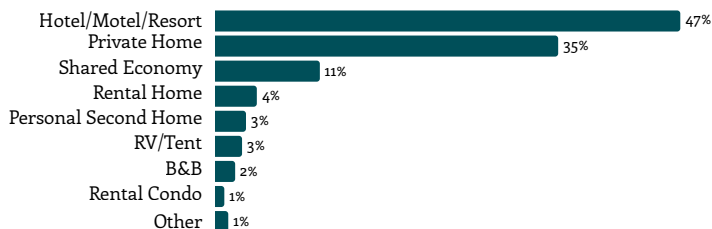
days
NC Residents

+36%
longer for
out-of-state

3.4

days
Out-of-State

ACCOMMODATIONS



TOP 20 ACTIVITIES*

Visiting Friends	40%	Wildlife Viewing	9%
Shopping	23%	State parks, Monuments, Rec Areas	9%
Beach	21%	Fishing	7%
Historic Sites	16%	Swimming	7%
Fine Dining	14%	Gardens	6%
Rural Sightseeing	12%	Craft Breweries	6%
Museums	11%	National Parks, Monuments, Rec Areas	6%
Hiking/Backpacking	11%	Swimming	6%
Unique Local Cuisine	10%	Gardens	5%
Local/Folk Arts/Crafts	9%	Craft Breweries	5%

*Percentages do not sum to 100%, as visitors may select more than one activity.
Source: OmniTrak-TravelTrakAmerica, 2026