

VISIT NORTH CAROLINA OVERVIEW

NC Beach, Inlet and Waterway Association

May 10, 2024

Visit North Carolina



The EDPNC Mission

The EDPNC improves the economic well-being and quality of life for all North Carolinians.

We do this by collaborating with state, regional, local, and private-sector partners on new business recruitment, existing employer support, international trade and export assistance, small business star up counseling, and tourism promotion.

Our Teams



Business
Recruitment



International
Trade



Existing Industry
& Expansions



Travel & Tourism



Small Business
Advisors

TOURISM IS ECONOMIC DEVELOPMENT (2022)

- More than **40 Million** visitors
- **\$33.3 Billion** in Visitor Spending
+15% over 2021
- More Than **216,900 Jobs**
+10% over 2021
- **\$1.3 Billion** in State Tax Revenues
+6.5%
- **\$1.2 Billion** in Local Tax Revenues
+3.5%
- Visitor spending adds \$6.7 Million per day to state and local tax revenues



5TH MOST VISITED STATE

2023 Visitation Rank

Market Share

1. California



2. Florida



3. Texas



4. New York



5. NORTH CAROLINA



6. Pennsylvania



7. Tennessee



8. Georgia



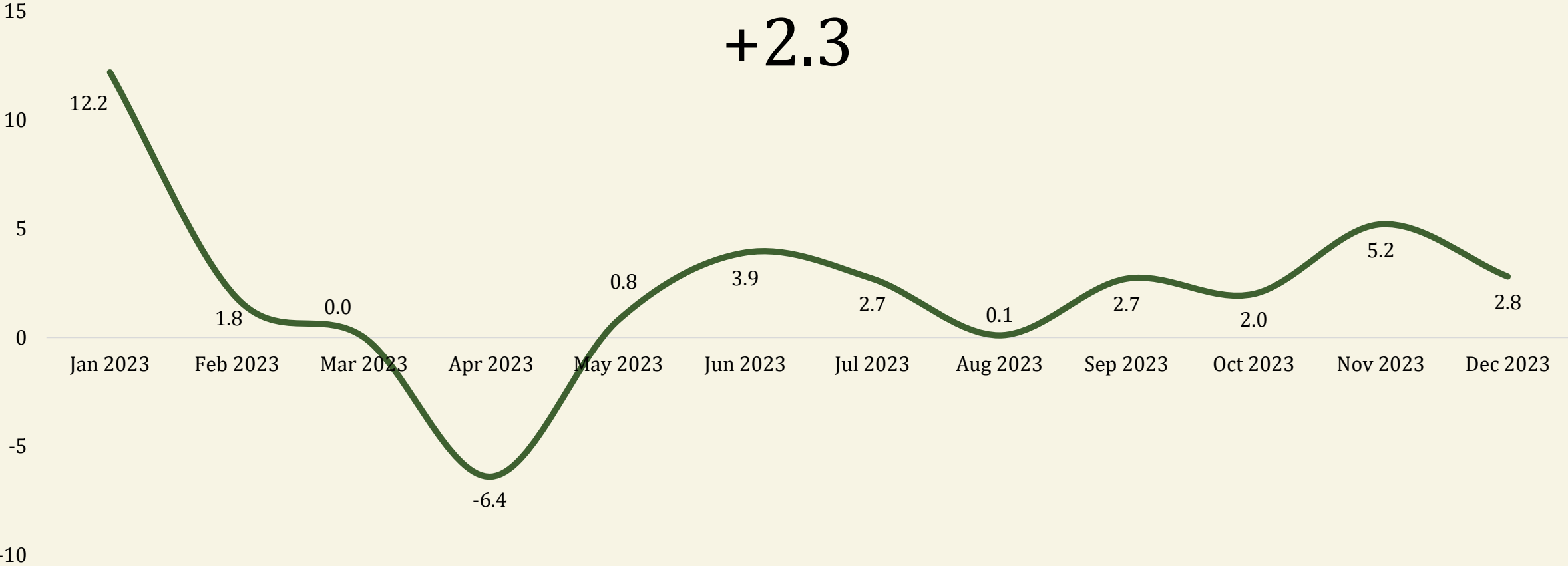
9. Michigan



10. Ohio



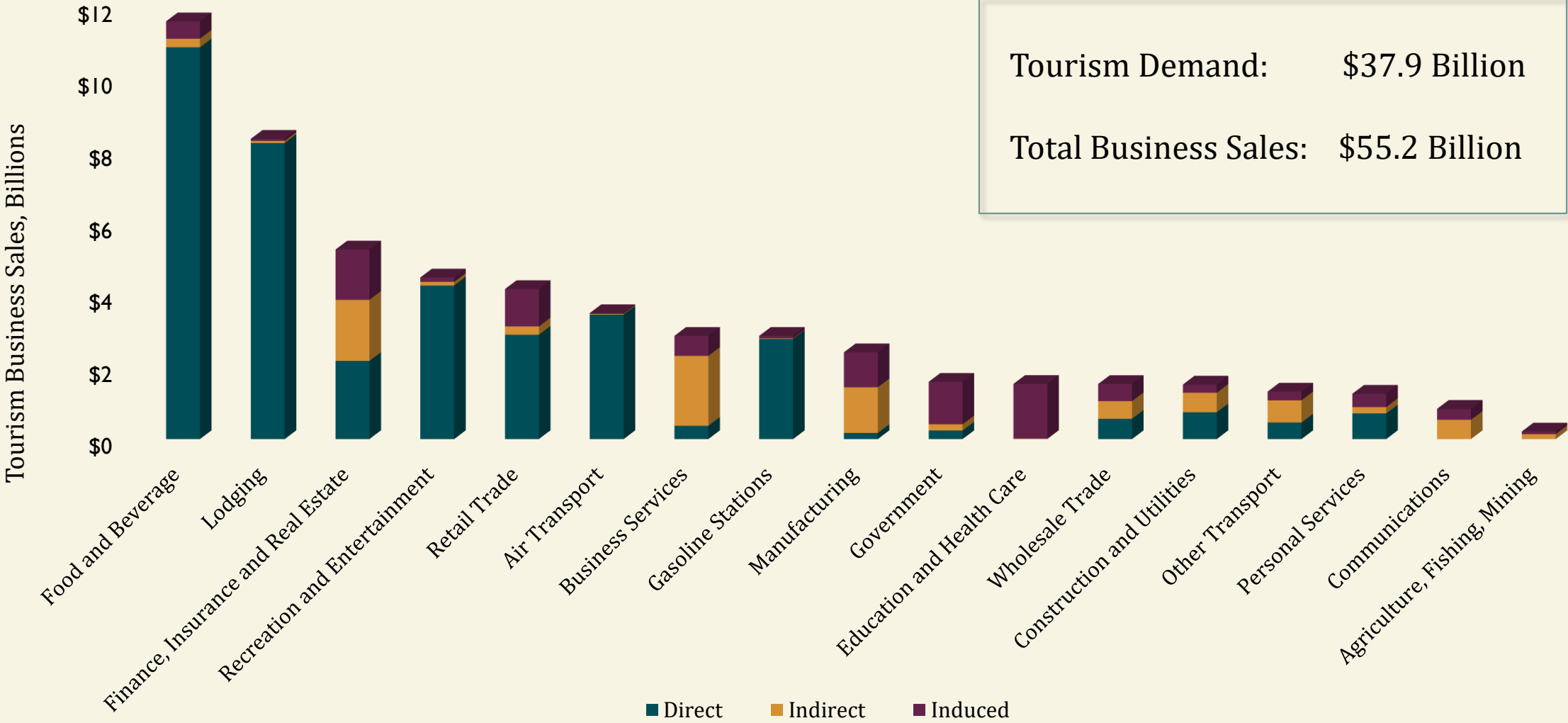
2023 VISITOR ECONOMY INDEX



Visitor Economy Index is comprised of commercial lodging demand and revenues, AirDNA demand and revenues, available credit card data and visitor device counts

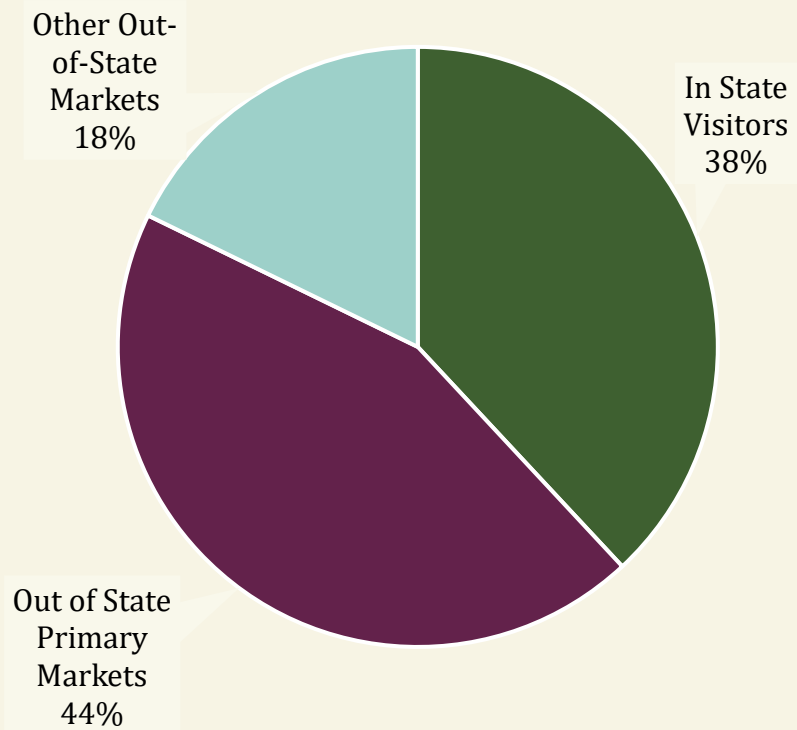


TOURISM IMPACT ON ALL OTHER SECTORS

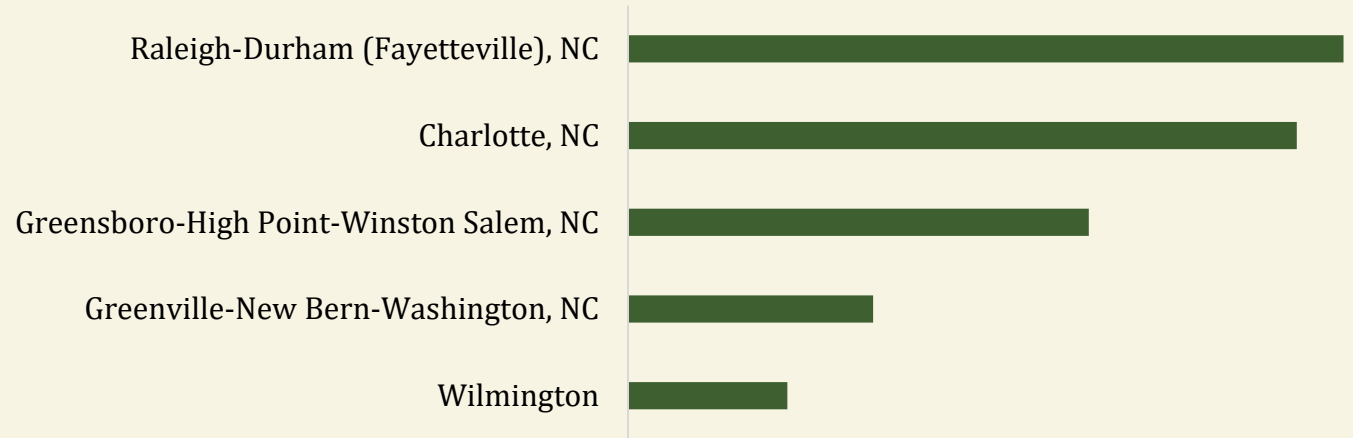


2023 NORTH CAROLINA VISITATION TRENDS

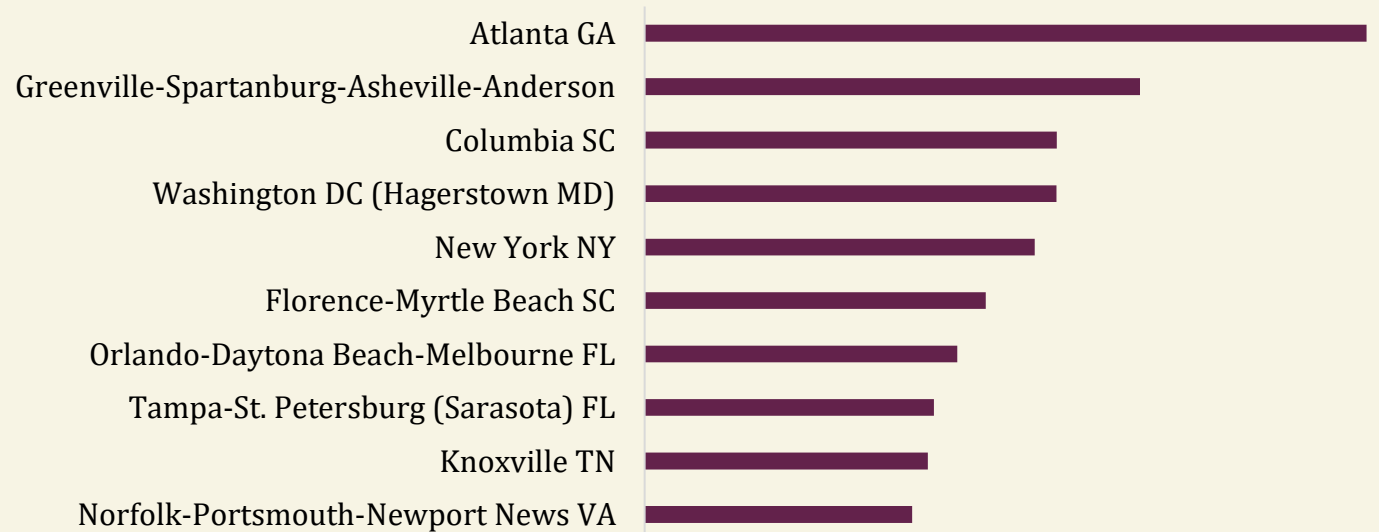
In-State vs. Out-of-State Visitors



Top 5 In-State Origin Markets

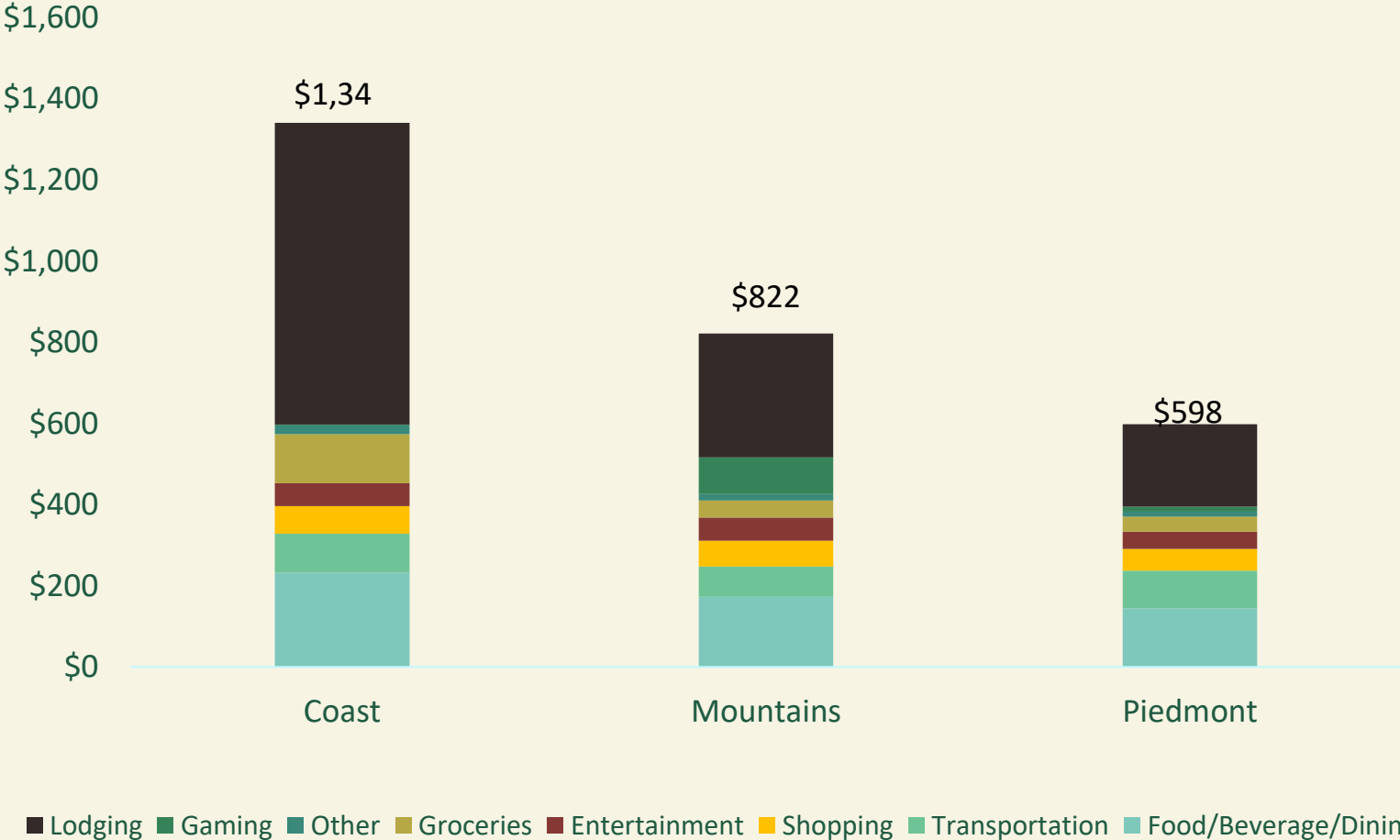


Top 10 Out-of-State Origin Markets



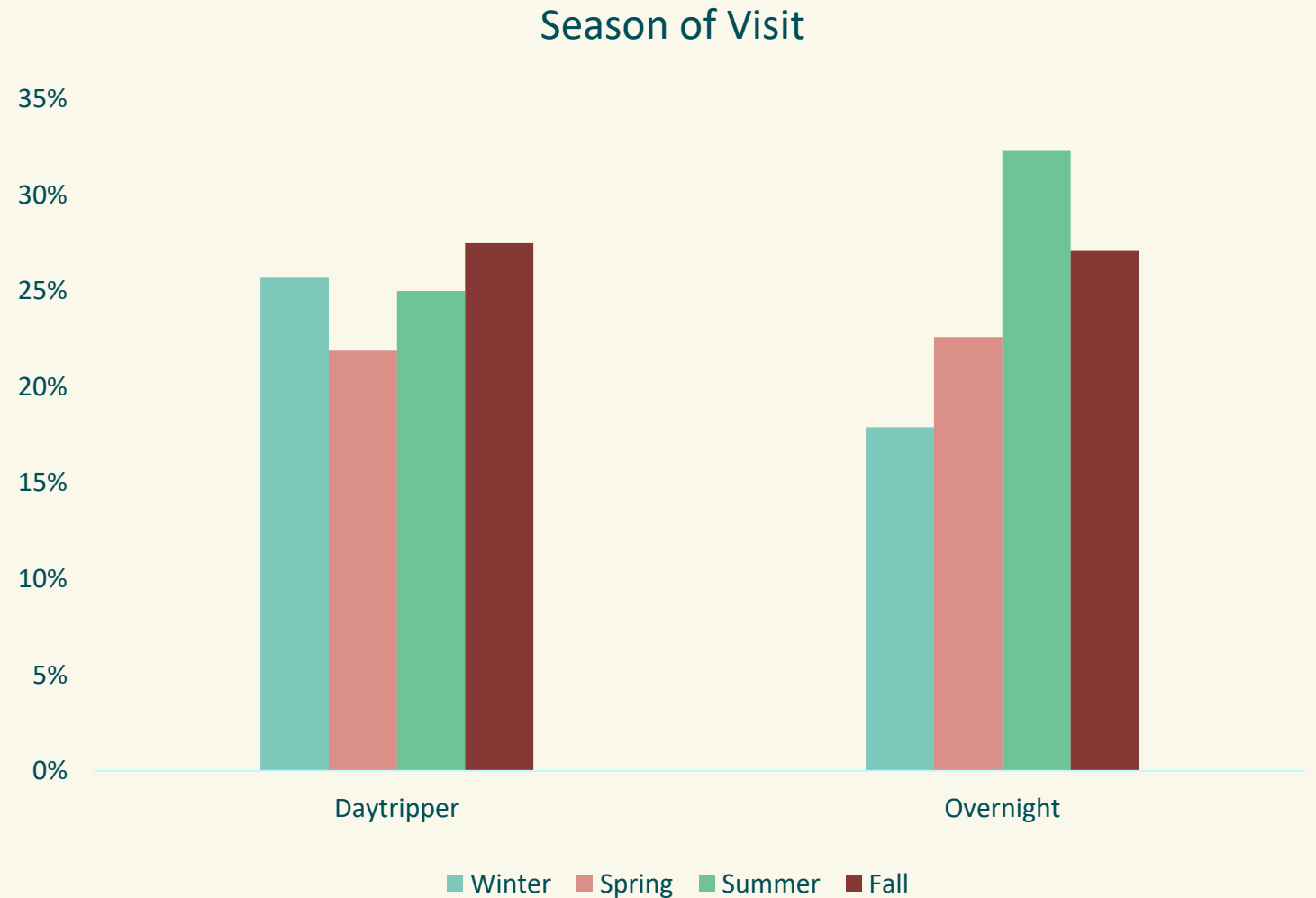
AVERAGE TRIP SPENDING BY REGION (OVERNIGHT VISITORS)

- Overnight visitors to the coast spent more per trip in 2022 than visitors to other regions.
- However, the length of stay for coastal visitors is also longer.



SEASON TO VISIT

- Overnight visitors were most likely to visit in the summer season, followed by fall and spring.
- Daytrippers were more likely to visit in the fall, followed by winter and summer.



VISIT NORTH CAROLINA

The mission of Visit North Carolina is:

To unify and lead the state in positioning North Carolina as a preferred destination for travelers and film production and in maximizing economic vitality statewide.





WHAT WE'RE STRIVING FOR

Business Objectives:

1. Drive out-of-state and international travel to NC.
2. Inspire travelers and residents alike to discover new places and spend more dollars in state.
3. Become the premier & preferred destination on the East Coast for leisure travel.
4. Protect the natural beauty of our state to ensure it remains a top destination for outdoor travelers.
5. Elevate and amplify local DMO and partner messaging.
6. Become top choice retirement destination.

Communications Objectives:

1. Raise awareness.
2. Inform.
3. Stay relevant.
4. Extend an inclusive welcome.
5. **Inspire.**



OUTDOOR

NCSM

NC

THREE PILLARS OF OUTDOOR NC

Outdoor NC Principles & The Outdoor NC Alliance	Accessible Outdoors Program	Trail Town Program
<ul style="list-style-type: none">• Educates visitors on seven customized Outdoor NC Leave No Trace Principles.• Provides a wide variety of resources to help partners communicate this message.	<ul style="list-style-type: none">• Promotes access for people with all abilities.	<ul style="list-style-type: none">• Celebrates North Carolina Trail Towns and destination stewardship.



JOIN

THE MOVEMENT



Thank You!

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Visit North Carolina

