



# VISIT NORTH CAROLINA OVERVIEW

May 2022



## AGENDA

Who We Are  
State of the  
Visitation Trends  
How We Market to Visitors  
Outdoor NC / Year of the Trail



# What is an EDPNC?

## Economic Development

**Business  
Start-up**

**Business  
Recruitment**

**Product  
Export  
Assistance**

**Tourism  
Development**

**Business  
Growth &  
Retention**

The Economic Development Partnership of North Carolina 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 in new business recruitment, existing employer support, international trade and export assistance, small business start-up counseling, and tourism promotion.

# Visit North Carolina Program Goals

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.*



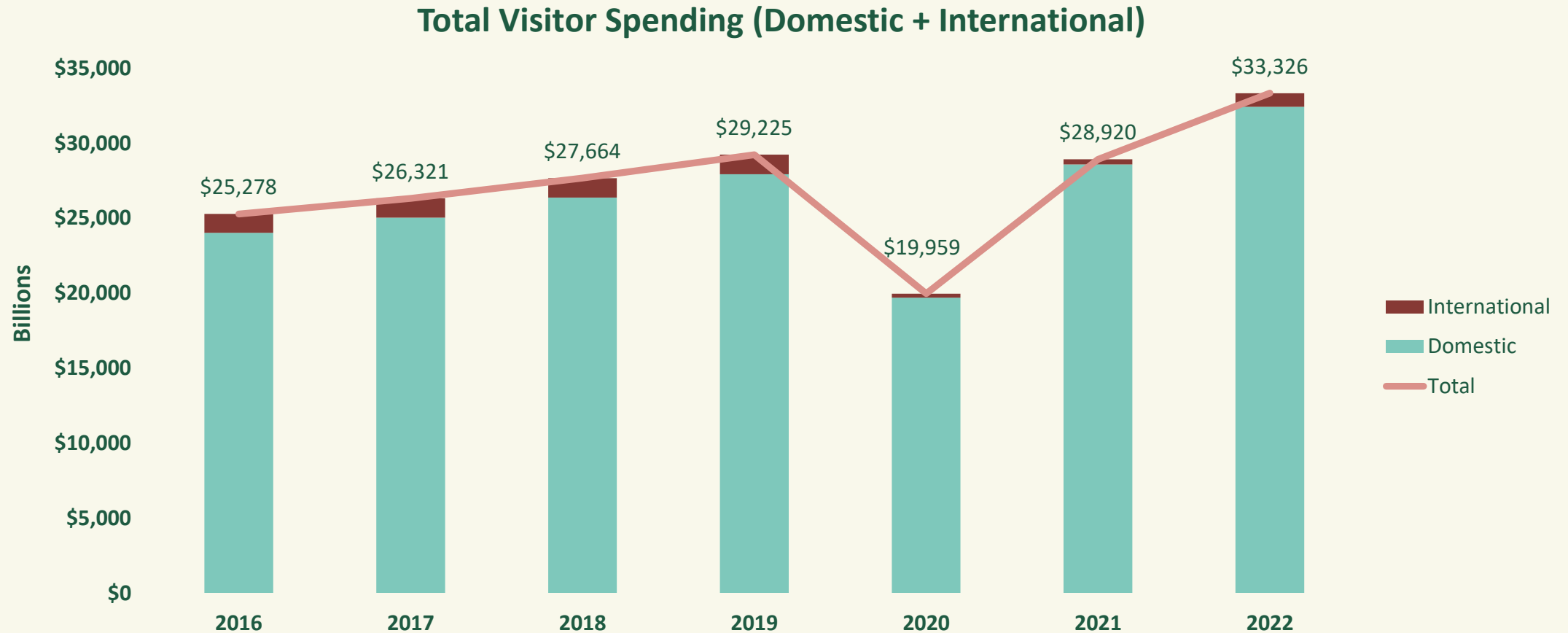


# 2022 Statewide Direct Visitor Impact

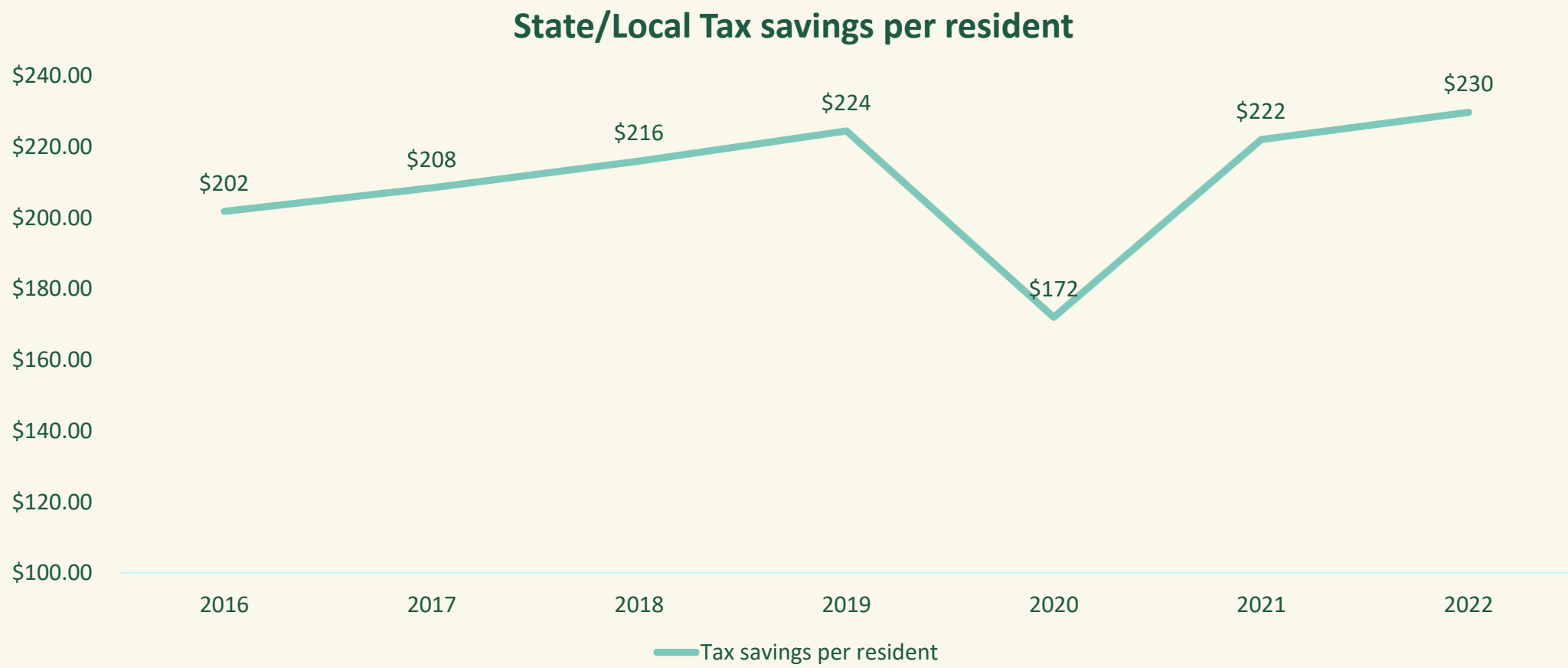
- **\$33.3 Billion** in Visitor Spending
  - +15%
- More Than **216,000** Jobs
  - +10%
- **\$1.7 Billion** in Federal Tax Revenues
  - +9%
- **\$1.3 Billion** in State Tax Revenues
  - +7%
- **\$1.2 Billion** in Local Tax Revenues
  - +4%



# Impact of Domestic & International Travel on North Carolina



# Effect of Visitor Spending on North Carolina Residents' Tax Savings





# VISITOR SPENDING





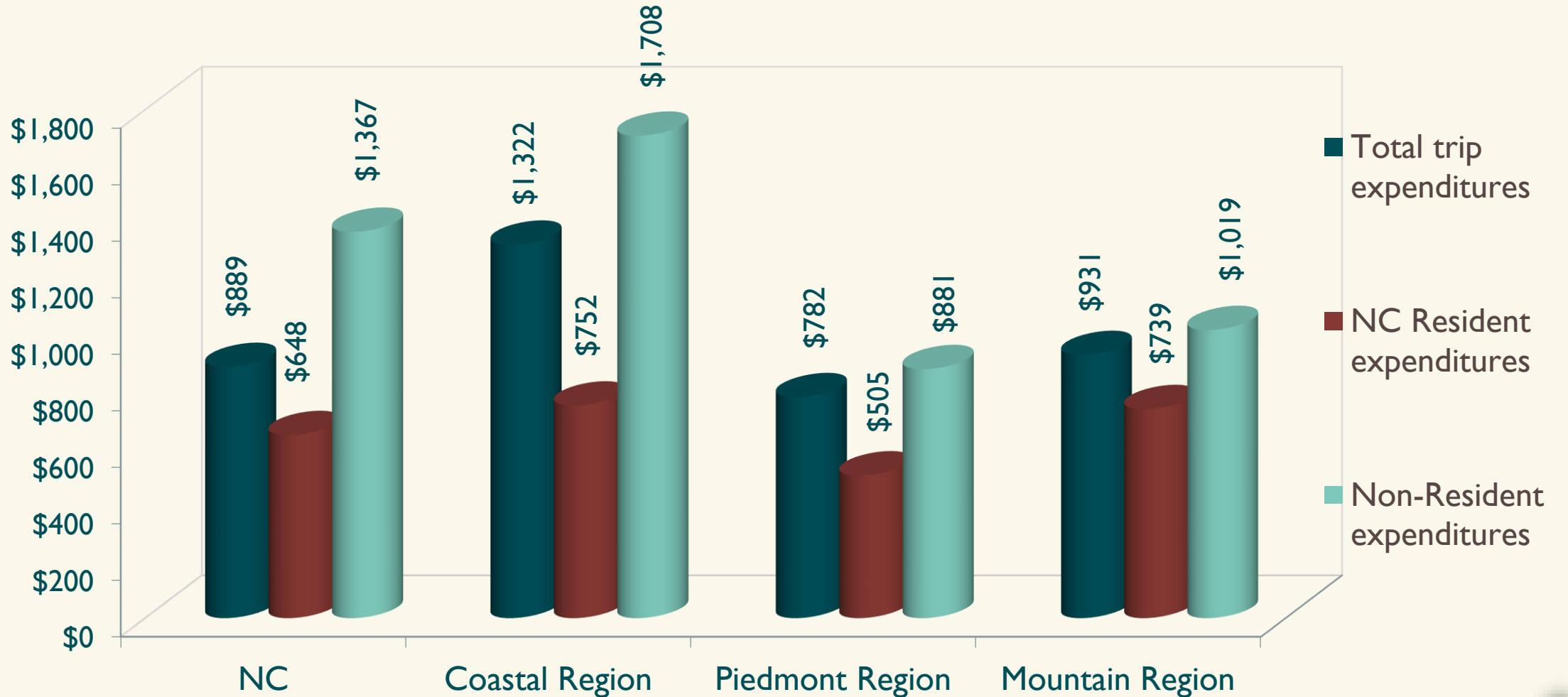
# 2022 Year End Lodging Data

	NC Commercial Lodging	Airbnb/HomeAway entire home rentals (AirDNA)	Vacation Rentals (KeyData)
Occupancy	Up 8%	Down 7%	Down 14%
Room Rates	Up 14%	Up 5%	Up 15%
RevPAR	Up 22%	Down 2%	Down 1%
Revenues	Up 23%	Up 27%	Up 7%
Demand	Up 9%	Up 21%	Down 7%
Supply	Up 1%	Up 30%	Up 7%

Sources: STR, AirDNA, KeyData 2023



# Average Overnight Trip Expenditures



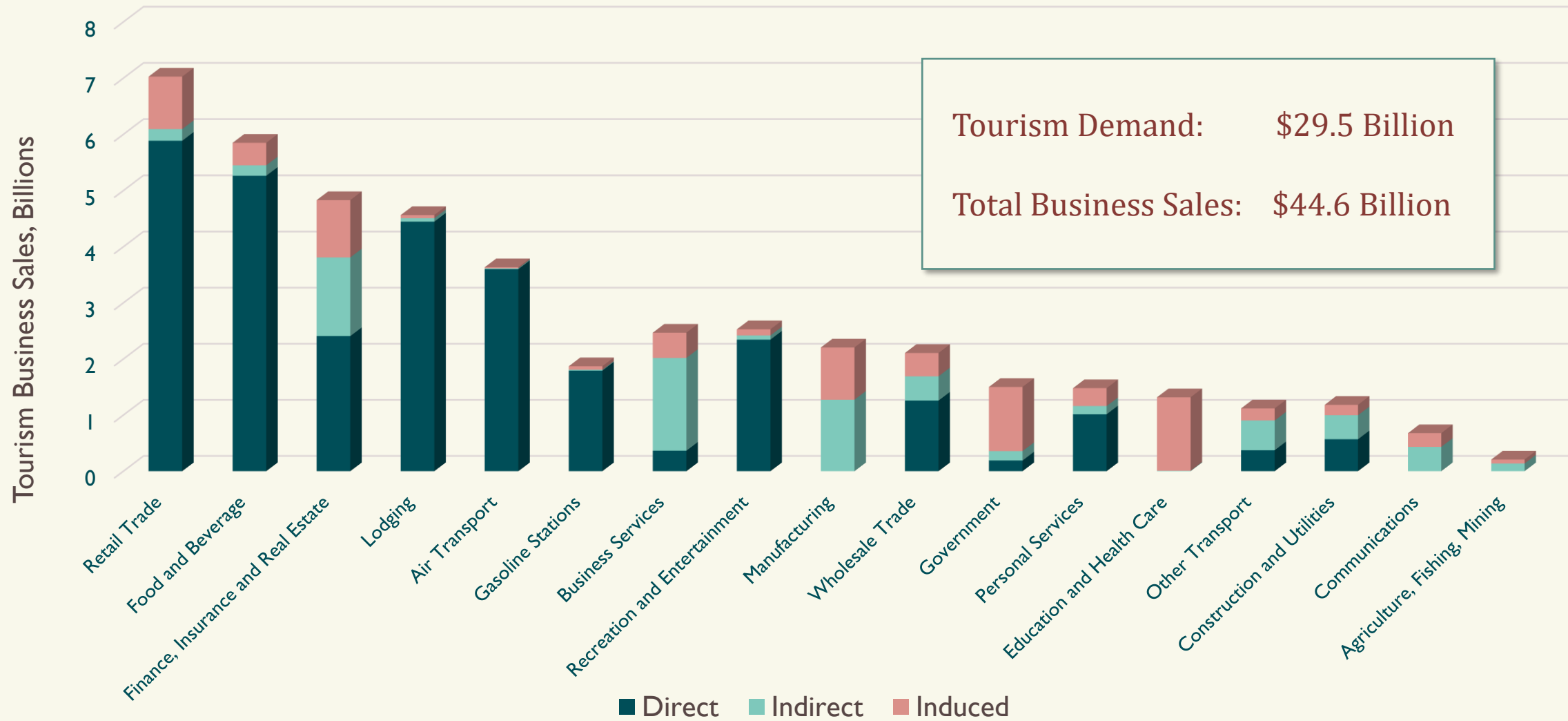
# NC claimed the 6<sup>th</sup> most visited state for domestic travelers in 2022

## 2022 Visitation Rank

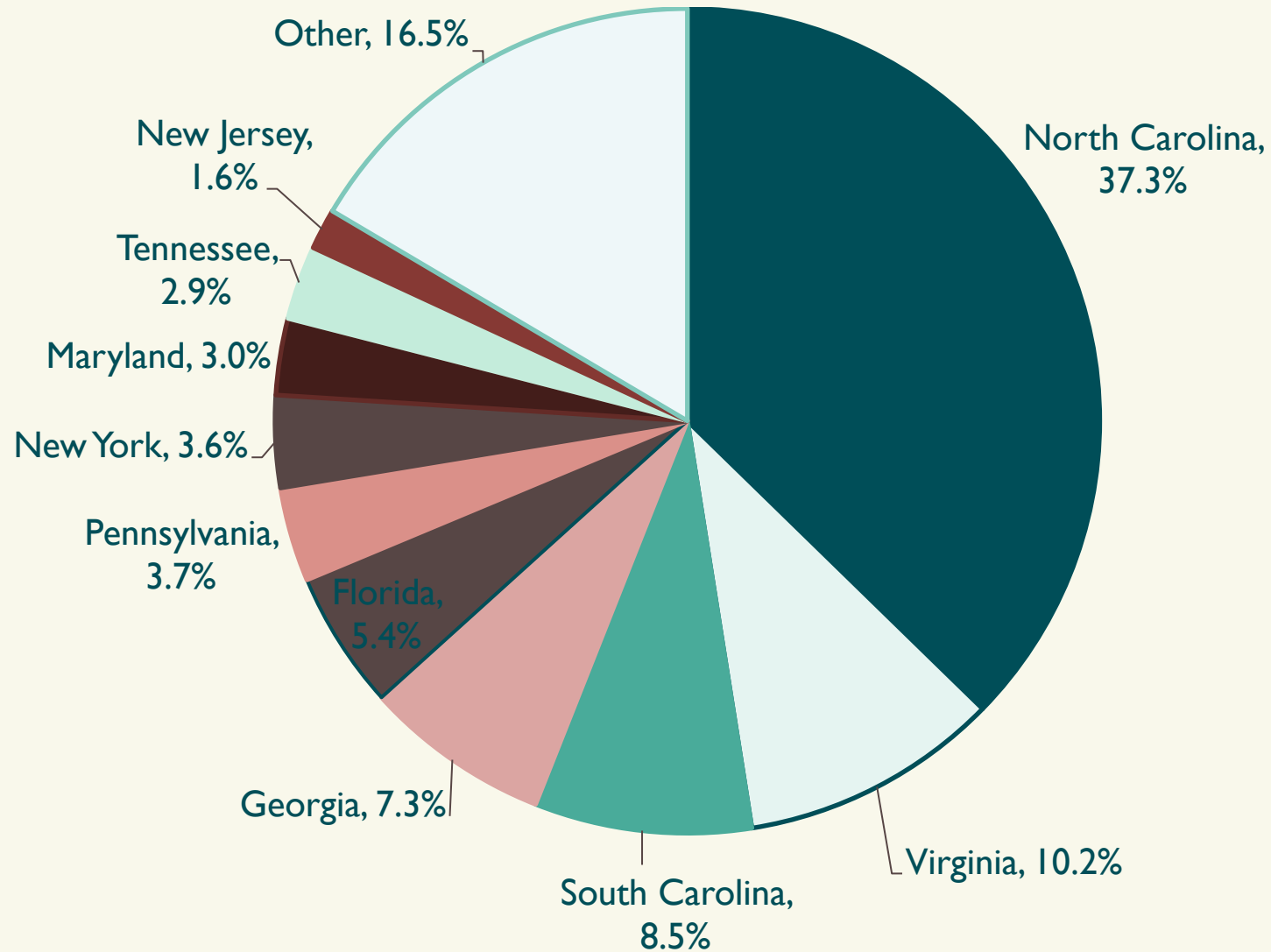
1. California
2. Florida
3. Texas
4. New York
5. Tennessee
- 6. NORTH CAROLINA**
7. Pennsylvania
8. Georgia
9. Michigan
10. Ohio



# Tourism Impact on All Other Sectors



# State of Origin of NC Overnight Visitors



# Top 40 NC Counties for Visitor Spending (2021)

	County	Tier		County	Tier		County	Tier		County	Tier
1	Mecklenburg	3	11	Carteret	3	21	Macon	3	31	Davidson	2
2	Buncombe	2	12	Cumberland	1	22	Haywood	2	32	Orange	3
3	Wake	3	13	Cabarrus	3	23	Nash	1	33	Rowan	1
4	Dare	2	14	Currituck	3	24	Catawba	2	34	Transylvania	3
5	Guilford	2	15	Watauga	3	25	Gaston	2	35	Wayne	1
6	Brunswick	2	16	Jackson	2	26	Rutherford	1	36	Randolph	1
7	New Hanover	2	17	Henderson	3	27	Pitt	2	37	Pender	3
8	Forsyth	2	18	Onslow	2	28	Johnston	3	38	Union	3
9	Durham	3	19	Swain	1	29	Avery	2	39	Craven	2
10	Moore	3	20	Iredell	3	30	Alamance	2	40	Robeson	1

\*tiers reflect 2021 tiers as defined by the NC Department of Commerce

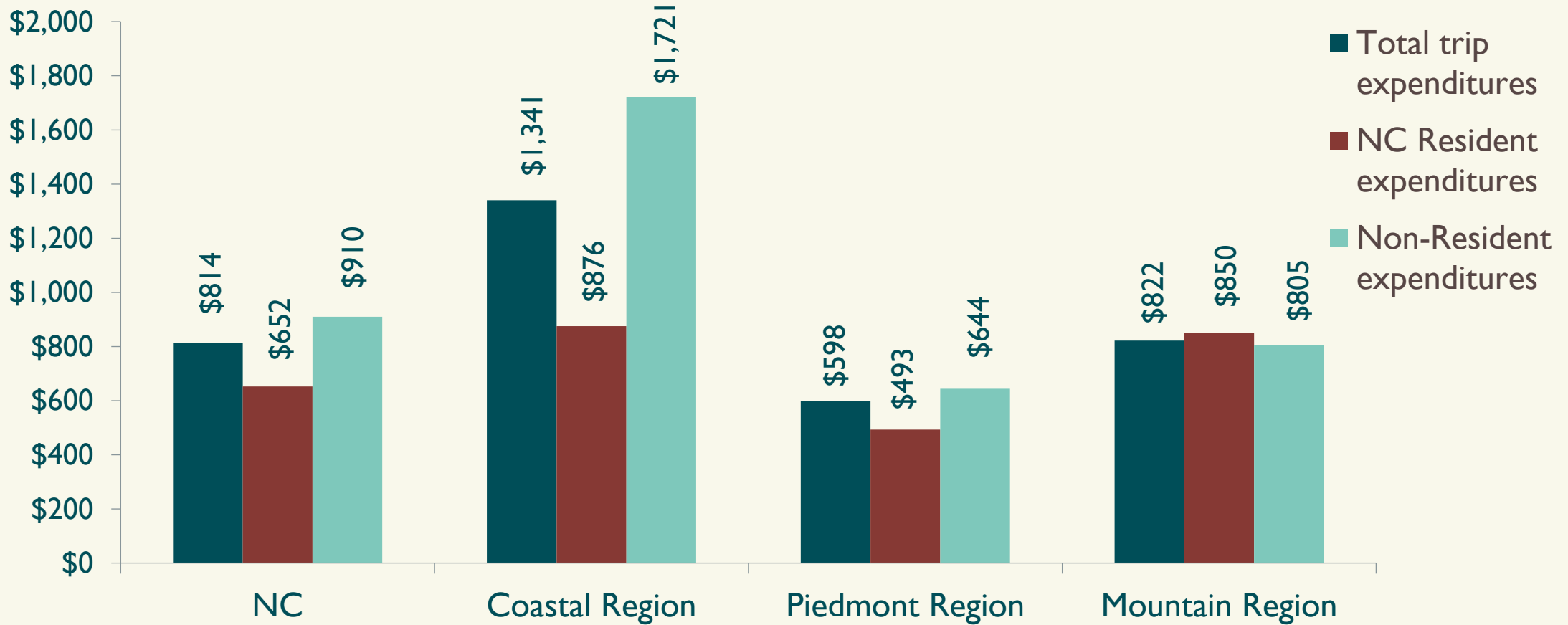




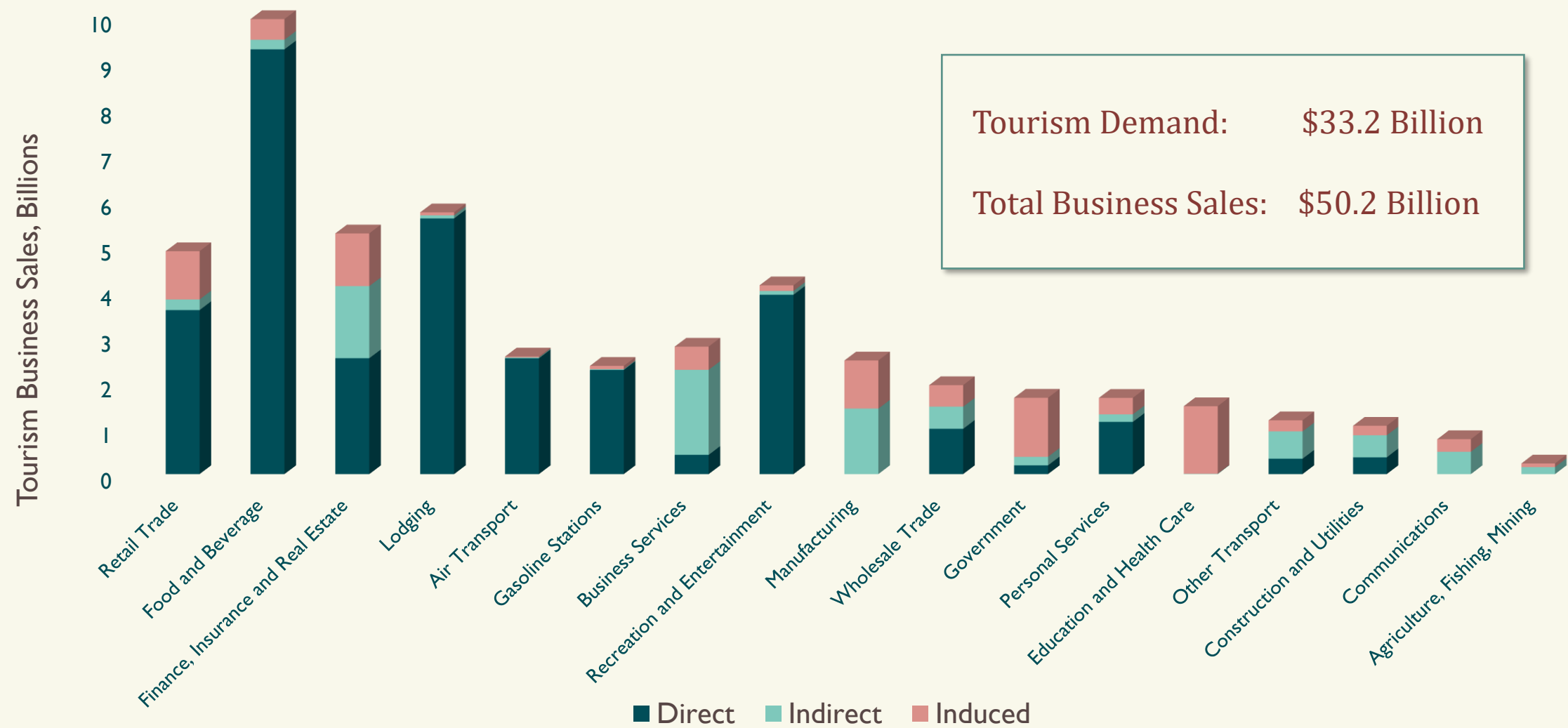
# VISITATION TRENDS



# Average Overnight Trip Expenditures



# Tourism Impact on All Other Sectors (2021 data)





An aerial photograph of a beach scene. Three people are walking away from the camera towards the ocean. The person in the middle is wearing a blue swimsuit, the person on the left is wearing a purple swimsuit, and the person on the right is wearing a blue swimsuit. Their shadows are cast long and dark on the sand. The ocean waves are visible in the upper half of the image, with white foam. The text "HOW WE MARKET" is overlaid in white, bold, sans-serif capital letters on the left side of the image.

HOW WE MARKET

# Visit North Carolina Programs

## Visit NC

- Advertising
- Public Relations
- Group Travel
- Sports Event Marketing
- Industry Leadership
- International Marketing
- VisitNC.com
- Tourism Development
- Retire NC Program
- Research
- Community Outreach
- Social Media Outreach
- Film
- Publications

## Commerce Visitor Services

- Welcome Centers
- Fulfillment
- Call Center
- Warehouse





# Outdoor NC Initiative

A statewide, partner-driven initiative that encourages visitors and residents to spend time enjoying and caring for North Carolina's vast natural, outdoors experiences.





OUTDOOR **NC**<sup>SM</sup> MAKE IT YOUR NATURE





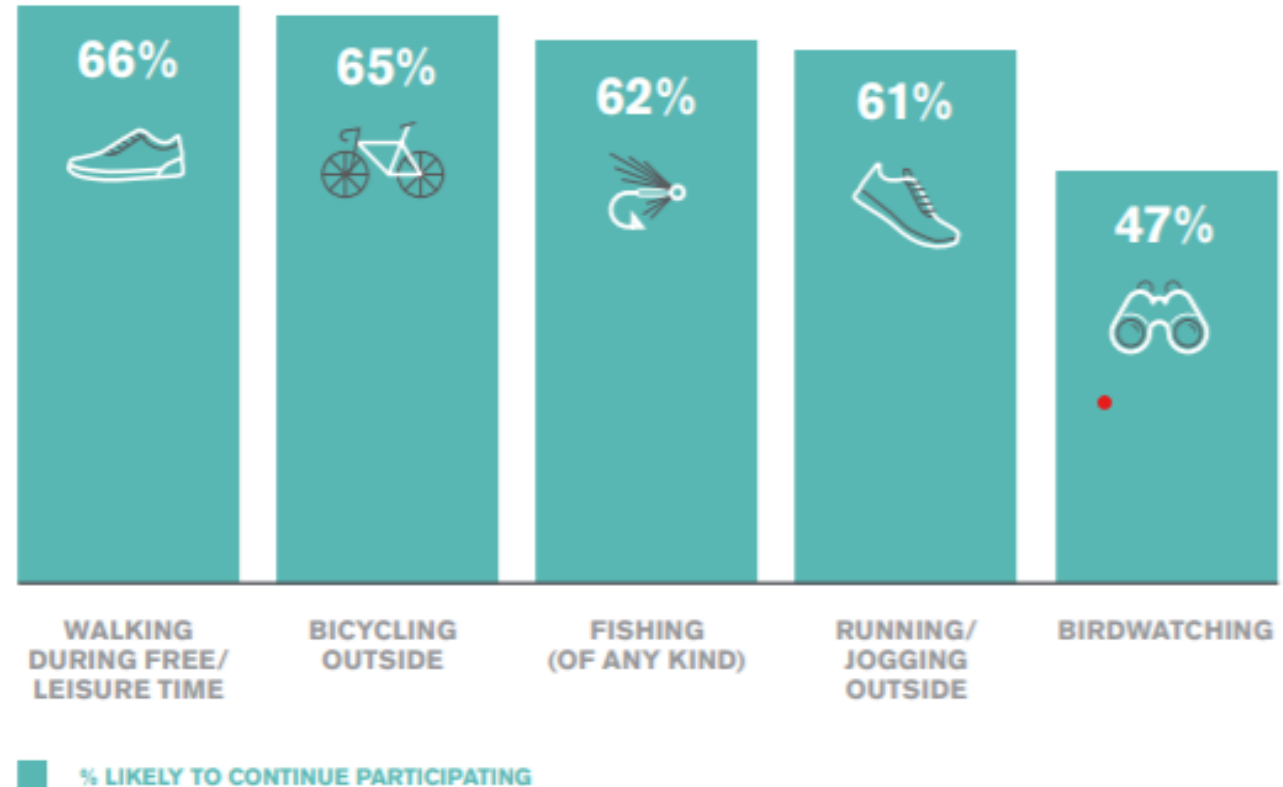
# Make It Your Nature

We all want North Carolina's outdoor spaces to be beautiful and pristine for generations to come, but to make that happen we need to own the impact we have on the environment around us. That's why it's up to each of us to learn the 7 principles of Leave No Trace and make it part of our nature.



# Increased Participation

How likely are new participants to continue their outdoor activities after the pandemic?





# North Carolina's Outdoor Recreation Industry

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- **\$11.8 BILLION** In Consumer Spending
- **120,000** Direct Jobs
- **\$10 BILLION** to the state's GDP





# Economic Benefits of Outdoor Recreation

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- Draw visitors who spend money at local businesses
- Attract new talent and investments
- Increase property values
- Improve quality of life and public health, particularly in low-income neighborhoods





# Coastal Principles

## MAKE IT YOUR NATURE TO PROTECT NORTH CAROLINA'S COASTAL OUTDOOR SPACES

The North Carolina outdoors is really a reflection of you. That's why Outdoor NC and Leave No Trace have partnered together to make it easy for you to help preserve the natural beauty of our state.

### PLAN AHEAD AND PREPARE

- Be attentive to weather conditions. Weather at the coast can change rapidly. Summer storms roll in quickly—if you see dark clouds, assume there is lightning and leave the water.
- Know the tide schedules, check the rip current reports and learn to identify them, be mindful of shorebreak, and watch for flags at the beach signifying water conditions.
- Red flags mean no swimming.
- Always swim near a lifeguard. Pack food, water and the right clothes to protect you from the elements.
- Remember to park only in designated parking areas. If that area is full, drive to another one.

### STICK TO TRAILS AND OVERNIGHT RIGHT

- Stick to designated trails to and from the beach or water, and durable surfaces on the beach such as sand, gravel and bare rock. Coastal grasses are fragile and can easily be impacted by visitors traveling across them.
- In coastal ecosystems, there can be entire marine microbiomes beneath your feet! Avoid rocks covered in barnacles, seaweed and other sensitive areas as much as possible.
- Camp only in designated areas.

### TRASH YOUR TRASH

- Trash can appear in many ways. We know that it gets washed up by the tides from the ocean/ rivers/sounds. We can all do our part by picking up our trash and food scraps and taking them with us, but also consider taking an extra bag with you to pick up anything that you find along the way. It will make it better for everyone, including the animals that often ingest trash after mistaking it for food which can cause harm to wildlife.
- Don't forget to pack out your pet's waste, as it contains harmful bacteria that can get into water sources and cause other animals or even humans to be sick.
- Pack it in and pack it out. Take your umbrellas, tents, chairs and other personal items off the beach at night.
- Many beaches require that all chains and umbrellas be removed daily for the safety of wildlife and so they don't wash into the ocean. Familiarize yourself with the local regulations.

### LEAVE IT AS YOU FIND IT

- Our rivers/sounds and ocean are home to many sensitive habitats for wildlife and plants—some endangered. Instead of gathering plants, moving rocks, taking shells and sand dollars, take a picture to share and to hold on to that memory.
- Leave rocks and shells as you find them to protect critters' sensitive habitats, prevent erosion and avoid other ecological impacts.
- Fill in sand holes, keep flashlights and outdoor house lights off so they are not a hazard to nesting sea turtles.

### BE CAREFUL WITH FIRE

- If you choose to have a fire at the beach, check on regulations, secure a permit if needed, dig a 3' x 3' x 2' hole and keep the fire small. If allowed, gather wood from the ground instead of breaking branches from trees. Buy firewood locally to avoid bringing in invasive species.
- Burn all wood to ash. Before leaving, check that the fire is completely out, ashes are cold and holes are filled in.

### KEEP WILDLIFE WILD

- The NC Coast is full of wildlife from black bears and wild mustang horses, to many different species of birds and marine life. All wildlife should be treated with respect in the natural areas you are visiting.
- Observe creatures from a distance. Getting too close causes undue stress and harm.
- Never feed wild animals, including sea gulls. It alters their natural behavior and puts them and you at risk. When in bear country, always be sure to properly store food, trash and any "smellables", such as lip balms and deodorant, to prevent any unwanted encounters.
- When fishing remember to clean up all lines, hooks and bait so the wildlife doesn't get hurt or tangled in it.

### BE CONSIDERATE OF OTHERS AND SHARE THE OUTDOORS

- People have a range of skill levels and different ideas about how to enjoy the outdoors. Respect others so that North Carolina's natural spaces will be welcoming and relaxing for all.
- Be mindful of your noise level so that others can listen to nature. Remember sound travels better over water, and winds can carry your sounds in other directions.



PENDER  
COUNTY NC  
*Find Your Treasure*



SCAN ME

OUTDOOR NC LEAVE NO TRACE

visit [ncoutdoornc.org](http://ncoutdoornc.org)  
@LeaveNoTraceLHT.org





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**THESE ARE OUR  
TRAILS. THIS IS  
OUR YEAR.**





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# COMMUNITY TOOLKIT

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The Year of the Trail Community Toolkit serves as a resource to support trail events and community engagement around trails across the state of North Carolina. It includes helpful resources, background and information about the state-level Year of the Trail campaign, the history, impact, and opportunities surrounding trails in NC, and a guide to hosting Year of the Trail events in local communities around the state. The Toolkit also includes downloadable resources that may help navigate NC Year of the Trail including Year of the Trail logos and branding assets, planning tools, templates and much more.



## THANK YOU

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