



NC MOVES 2015

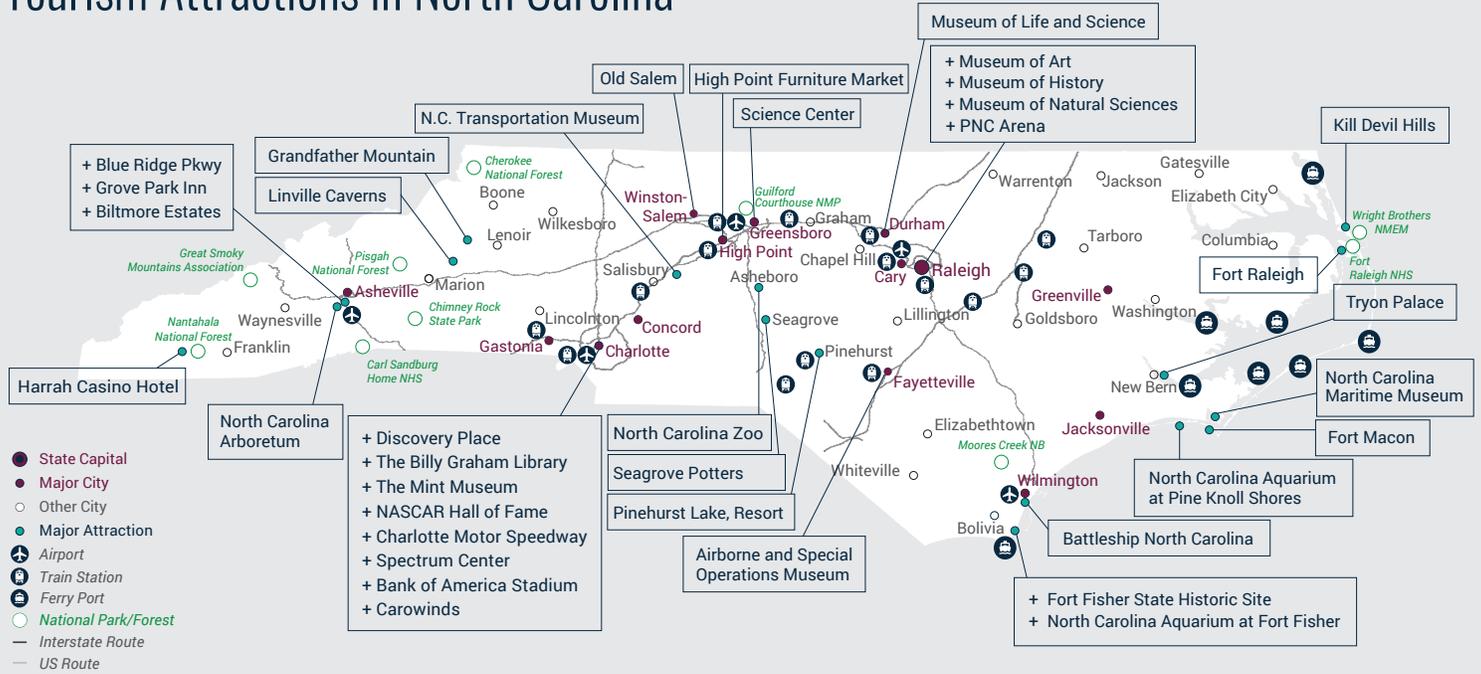
CONNECTING YOUR COMMUNITY,
YOUR VOICE AND YOUR FUTURE.

DRIVERS AND OPPORTUNITIES

Tourism and Travel



Tourism Attractions in North Carolina



Where did North Carolina Visitors Go in 2017?*

29%

of N.C. visitors go to the Mountain region.

68%

of N.C. visitors go to the Piedmont region.

23%

of N.C. visitors go to the Coastal region.

\$65M

In daily visitor spending, with annual visitor spending totaling nearly 24 billion in 2017.

North Carolina is the 6th most visited state in terms of domestic tourism.



90%
arrive by car



7%
arrive by plane

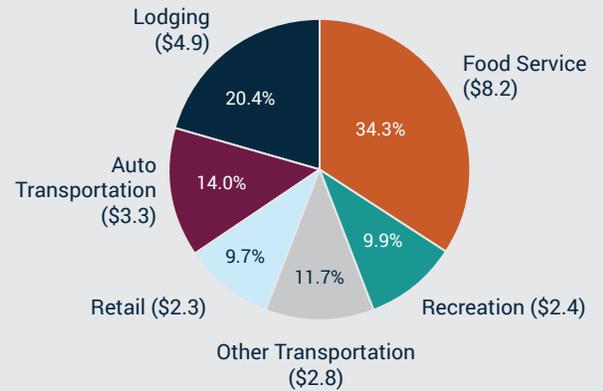
Source: VisitNC - 2017 NC Visitor Profile, NC Regional Travel Summary, NC Economic Impact Fast Facts
*Note that the regional volume totals do not sum to the statewide volume total, as some visitors travel to multiple geographic regions in one visit.

Findings and Future Direction

- Investments in North Carolina airports support the state's economy and should be a focus to serve future business and personal trips.
- Being able to easily reach North Carolina's destinations plays an important role in attracting visitors.
- Choices for travel (reliable public transit, convenient options and well-connected sidewalks and greenway paths) are important to both residents and visitors.
- Visitor/Welcome Centers and roadside management efforts, such as anti-litter campaigns, Adopt-A-Highway and the wildflower program, improve the North Carolina visitors' experience.
- Tourism industry coordination with NCDOT, transportation providers and planning agencies is essential to supporting growth of tourism.
- Technology is quickly changing the way that visitors experience North Carolina as services like Airbnb and Uber offer convenient alternatives to hotels and travel.

North Carolina's Wildflower Program

Impact of Tourism by Sector (in billions)



\$512 Annual household tax savings from tourism spending

1/50 North Carolina residents directly employed by tourism

Source: VisitNC 2017 Economic Impact Study

Learn more at
**ncdot.gov/
ncmoves**

For information about the NC Moves 2050 Plan:

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NC MOVES 2050
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