

North Carolina tourism industry worksheet

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- <http://www.nccommerce.com>
- Tourism Services
- Promote Travel & Tourism Industry
- Tourism Research
- Regional Travel Summary

(Website: <http://www.nccommerce.com/NR/rdonlyres/62941F72-A743-4BA2-8343-74E65039C3EE/0/2008NorthCarolinaRegionalTravelSummary.pdf>)



1. What percent of the tourism revenue is attributed to historic sites and churches? (p. 61)

North Carolina –
Coastal Region –

Piedmont Region –
Mountain Region –

2. How does the number of visitors vary from season to season within each region? (p. 57)

	Winter	Spring	Summer	Fall
North Carolina				
Coastal Region				
Piedmont Region				
Mountain Region				

The _____ region sees a larger proportion of total visitors during the spring and summer, while the _____ region has a larger portion of visitors during the summer and fall.

3. From what state does the largest number of visitors come to see this region?

Region	Reference	Most	2 nd Most	3 rd Most
Coastal	Page 6			
Piedmont	Page 34			
Mountain	Page 52			

4. What cities/areas are the top advertising markets for tourist attractions by region? (p. 63)

	Top	Second	Third
Coastal Region			
Piedmont Region			
Mountain Region			

5. How can a promoter use tourist statistics to increase the number of visitors to historic sites in North Carolina?

North Carolina tourism industry worksheet – answer key

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6. What percent of the tourism revenue is attributed to historic sites and churches? (p. 61)

North Carolina – 7.8%
Coastal Region – 16.6%

Piedmont Region – 5.4 %
Mountain Region – 14 %

7. How does the number of visitors vary from season to season within each region? (p. 57)

	Winter	Spring	Summer	Fall
North Carolina	18.9 %	24.4 %	32.6 %	24 %
Coastal Region	15.2 %	21.7 %	45.6 %	17.4 %
Piedmont Region	22.9 %	24.1 %	27.2 %	25.7 %
Mountain Region	12.9 %	23.4 %	29.7 %	34 %

The **coastal** region sees a larger proportion of total visitors during the spring and summer, while the **mountain** region has a larger portion of visitors during the summer and fall.

8. From what state does the largest number of visitors come to see this region?

Region	Reference	Most	2nd Most	3rd Most
Coastal	Page 6	North Carolina (38.4 %)	Virginia (12.7 %)	Pennsylvania (6.7%)
Piedmont	Page 34	North Carolina (30.6 %)	Virginia (9.1 %)	South Carolina (7.6 %)
Mountain	Page 52	North Carolina (31%)	Georgia (13.5 %)	Florida (10.2 %)

9. What cities/areas are the top advertising markets for tourist attractions by region? (p. 63)

	Top	Second	Third
Coastal Region	Raleigh-Durham-Fayetteville (19.2%)	Washington, DC (9.1 %)	Greensboro-High Point-Winston Salem (7.3%)
Piedmont Region	Charlotte (9.2 %)	Raleigh-Durham-Fayetteville (8.4 %)	New York (5.4%)
Mountain Region	Charlotte (12.38 %)	Atlanta, GA (9.9 %)	Greenville-Spartanburg-Asheville (8.8%)

10. How can a promoter use tourist statistics to increase the number of visitors to historic sites in North Carolina?

- Create package deals with other attractions.
- Offer special promotions during seasons when most tourists are visiting the region.
- Focus advertising efforts in new markets (cities with low occurrence of tourism) in order to attract more visitors.