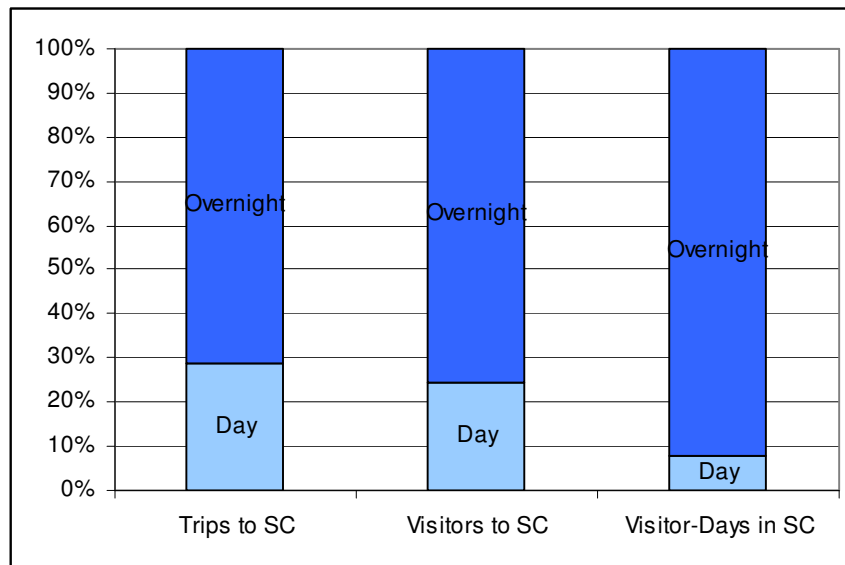


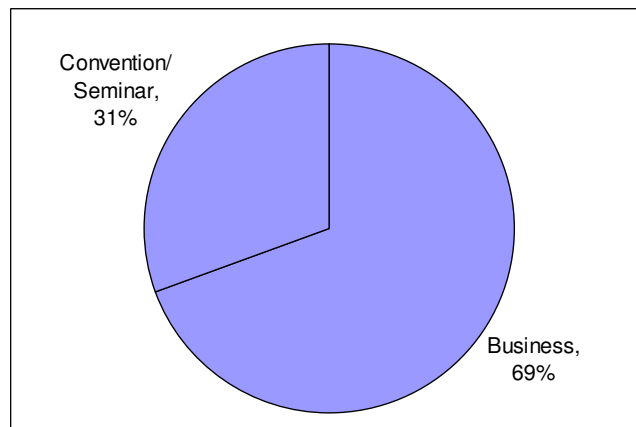
Domestic Business Travel in South Carolina

Domestic business travel to South Carolina accounts for 13% of all trips annually. This translates into 9% of all visitors and 7% of all visitor-days in South Carolina annually. The median party size on these trips is 1 person and around 6% of trips include children. Their average expenditure is \$559 per party during their trip. The average length of stay of domestic business travel parties is 2.2 nights. Among travel parties on business trips to South Carolina, 73% drive while 13% travel by airplane.

- Of all domestic business trips in South Carolina each year, 29% are **day trips**. This also translates into 24% of all business visitors and 8% of domestic business visitor-days in South Carolina annually. Their median party size is 1 person and 1% of these trips include children. They spend an average of \$167 per party while on their trip.
- Of all domestic business trips in South Carolina each year, 71% are **overnight trips**, with stays of one night or more. This translates into 76% of domestic business visitors and 92% of domestic business visitor-days in South Carolina annually. The median party size of overnight business visitors is 1 person and 8% of these trips include children. They stay an average of 3.1 nights and spend an average of \$683 per party while on their trip.

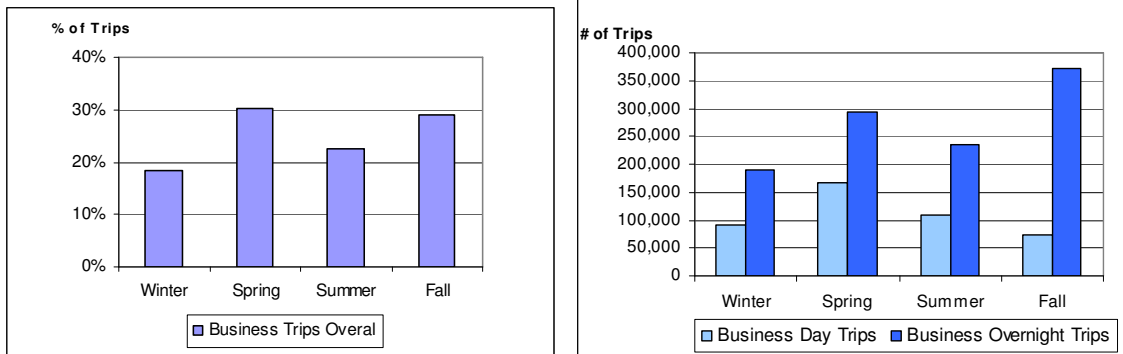


Domestic Business Trips to South Carolina by Primary Trip Purpose (day trips and overnight trips combined)



Seasonality of Domestic Business Trips to South Carolina

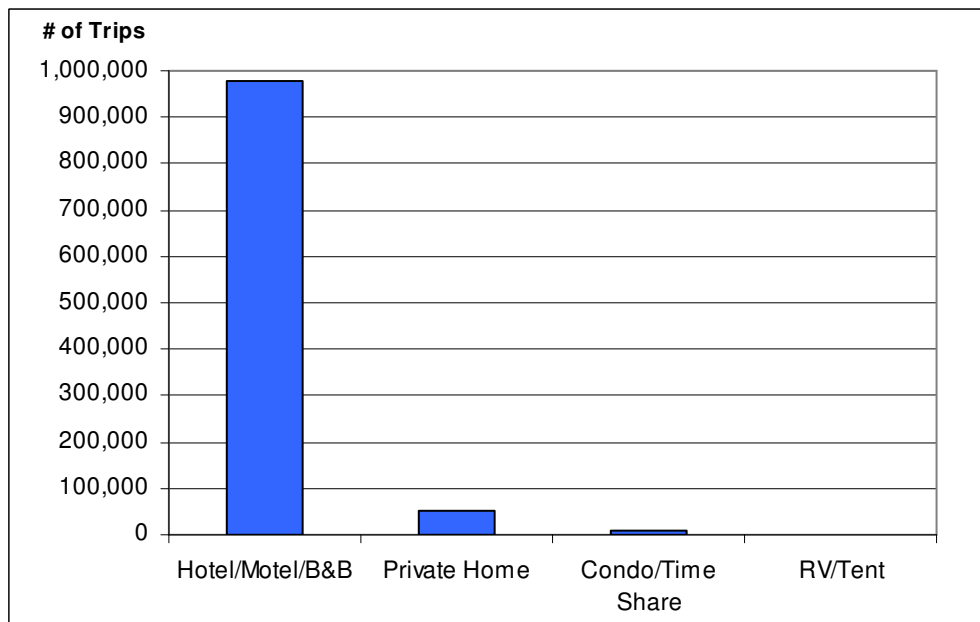
Spring and Fall appear to be the strongest seasons for domestic business trips to South Carolina.



(*Winter: Dec, Jan Feb; Spring: Mar, Apr, May; Summer: Jun, Jul, Aug; Fall: Sep, Oct, Nov*)

Overnight Domestic Business Trips in South Carolina by Accommodation Type

Most overnight domestic business travel parties in South Carolina stay in hotels, motels, and B&Bs during their trip.



Note: Visitors can stay in multiple accommodation types during their trip.

Leisure Activity Participation for Domestic Business Trips in South Carolina (day trips and overnight trips combined)

Domestic travel parties on business in South Carolina exhibit below average participation in leisure activities. They most often report participation in fine dining, visiting the beach, and shopping. Activities with less than 1.0% participation are not detailed below.

Very Popular Activities (5%+ Participation)

Activity	Participation Rate
Fine Dining	10%
Beach	8%
Shopping	6%

2nd Tier Activities (2%-4% Participation)

Activity	Participation Rate
Visiting Friends	3%
Urban Sightseeing	3%
Nightclub/Dancing	3%
Art Galleries	2%
Nature Travel/Ecotouring	2%
Spa/Health Club	2%
Rural Sightseeing	2%
Musical Theatre	2%
Golf	2%
Gardens	2%
Historic Sites/Churches	2%
Wildlife Viewing	2%
State/National Park	2%

3rd Tier Activities (1% Participation)

Activity	Participation Rate
Bird Watching	1%
Old Homes/Mansions	1%
Hiking/Backpacking	1%
Theme Park	1%
Youth/Amateur/Collegiate Sports Events	1%
Fishing (Fresh/Saltwater)	1%
Skiing/Snowboarding	1%
Motor Boat/Jet Ski	1%
Zoos	1%

Note: Visitors can participate in multiple activities during their trip. Values are rounded to the nearest whole percent.

Top States of Origin for Domestic Travel Parties in South Carolina on Business Trips (day trips and overnight trips combined)

South Carolina, Georgia, and North Carolina top the list of states of origin for domestic travel parties on business trips in South Carolina. The five states below generate 85% of business travel to South Carolina.

State of Origin	% of Domestic Business Trips
South Carolina	35%
Georgia	23%
North Carolina	20%
Virginia	4%
Tennessee	4%

Top States of Origin for Domestic Day Travel Parties in South Carolina on Business Trips

South Carolina, Georgia, and North Carolina top the list of states of origin for domestic travel parties on business trips in South Carolina. The five states below generate 84% of business travel to South Carolina.

State of Origin	% of Domestic Business Day Trips
South Carolina	44%
Georgia	18%
North Carolina	14%
Virginia	5%
California	4%

Top States of Origin for Domestic Overnight Travel Parties in South Carolina on Business Trips

South Carolina, Georgia, and North Carolina top the list of states of origin for domestic travel parties on business trips in South Carolina. The five states below generate 86% of business travel to South Carolina.

State of Origin	% of Domestic Business Overnight Trips
South Carolina	32%
Georgia	24%
North Carolina	22%
Tennessee	4%
Virginia	4%