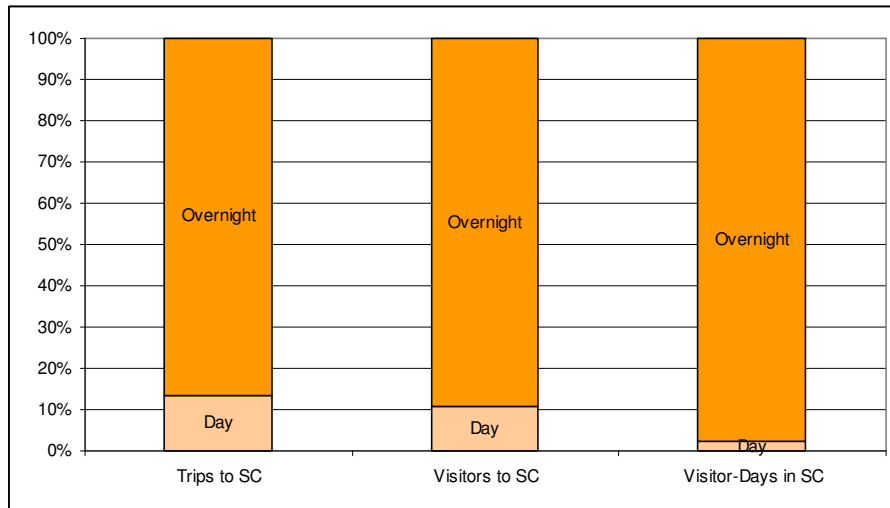


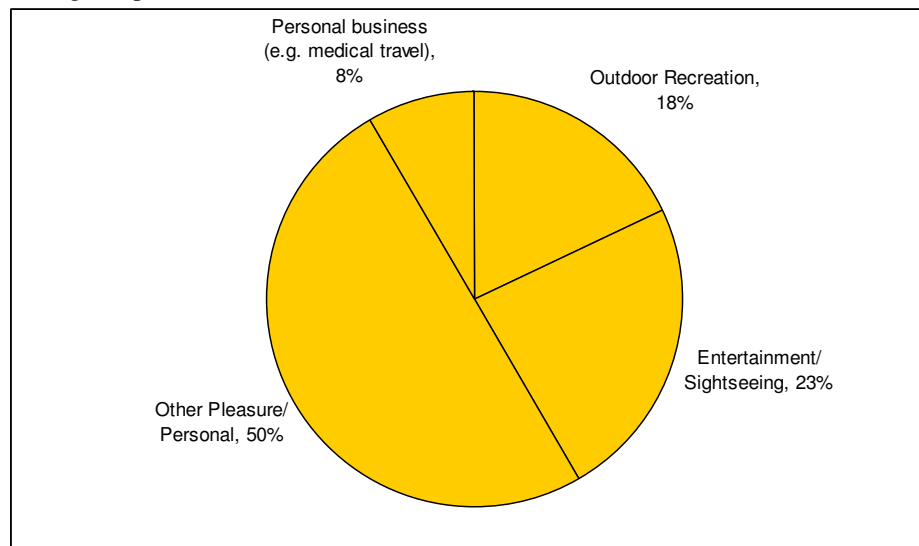
# Domestic Leisure Travel to South Carolina from Out-of-State

Domestic leisure travel parties traveling to South Carolina from out-of-state account for 30% of all domestic trips in South Carolina annually. This is 34% of domestic visitors and 44% of domestic visitor-days in South Carolina annually. Their median party size is 2 people, and they stay an average of 3.8 nights. Their average party expenditure is \$1,105 per trip, and children are present on 35% of these trips. Among domestic leisure travel parties from out-of-state, 87% drive to South Carolina, while 7% travel to South Carolina by air.

- Domestic leisure travel parties from out-of-state on **day trips** account for 14% of out-of-state domestic leisure travel to South Carolina annually. They represent 11% of out-of-state domestic leisure visitors and 2% of out-of-state domestic leisure visitor-days. They have a median party size of 2 people. Their average party expenditure is \$216 per trip. Children accompany adults on 23% of these trips.
- Domestic leisure travel parties from out-of-state on **overnight trips** account for 86% of out-of-state domestic leisure travel to South Carolina annually. They represent 89% of out-of-state domestic leisure visitors and over 98% of out-of-state domestic leisure visitor-days. They stay an average of 4.4 nights with a median party size of 2 people. Their average party expenditure is \$1,206 per trip. Children accompany adults on 37% of these trips.

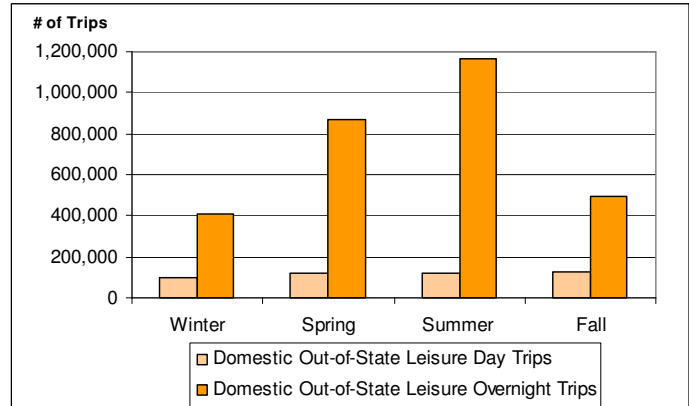
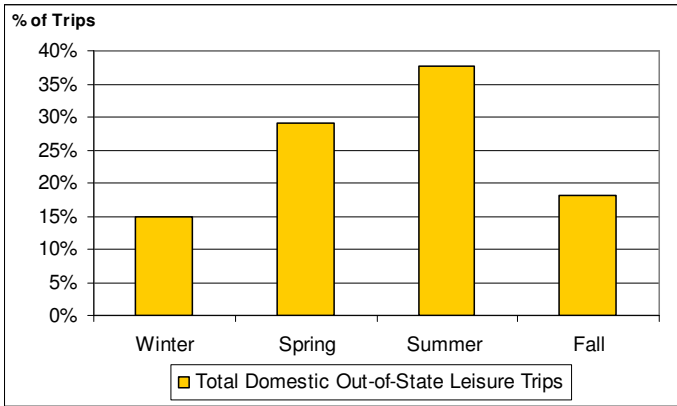


## Domestic Leisure Trips from Out-of-State by Primary Trip Purpose (day trips and overnight trips combined)



## Seasonality of Domestic Leisure Trips from Out-of-State

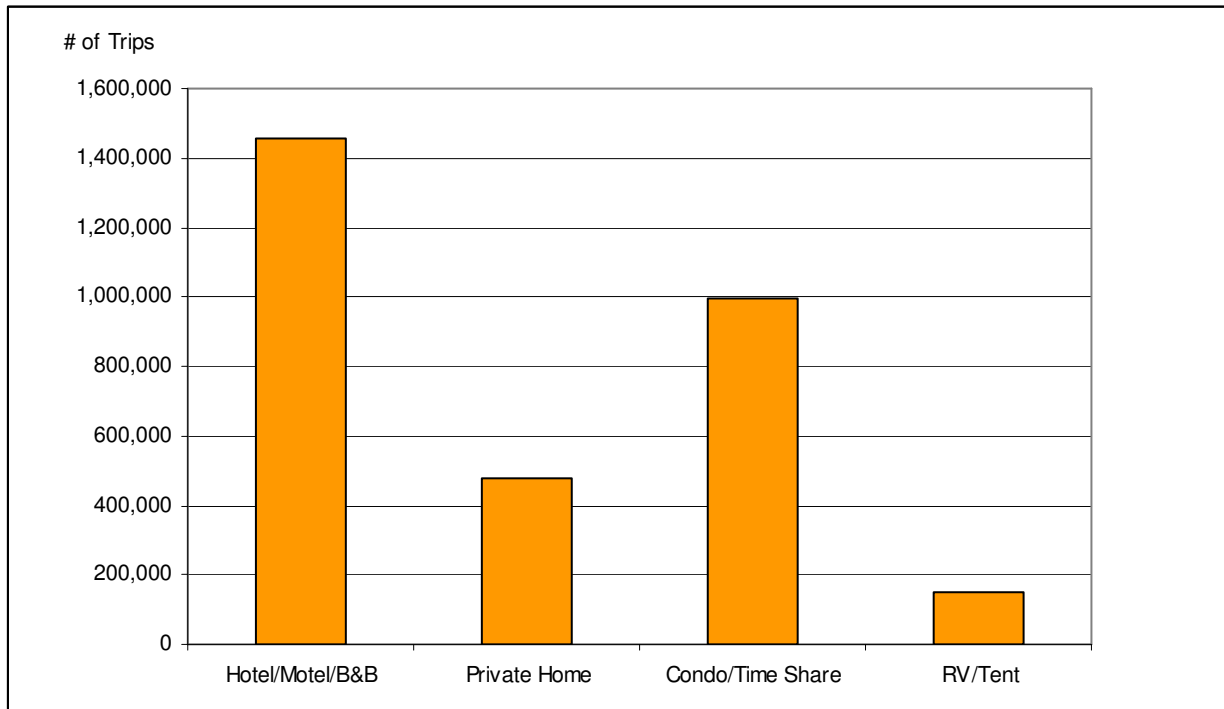
Domestic leisure travel from out-of-state is strongest in spring and summer with shoulder seasons in fall and winter.



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

## Overnight Domestic Leisure Trips from Out-of-State by Accommodation Type

The most popular types of accommodation among overnight domestic leisure travel parties from out-of-state are hotels/motels/B&Bs and condos/time shares.



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

## Leisure Activity Participation for Domestic Leisure Travel from Out-of-State

The most popular activities among domestic leisure travel parties from out-of-state are visiting beaches, shopping, and fine dining. Activities with less than 1.5% participation are not detailed below.

### Most Popular Activities (25%+ Participation)

Activity	Participation Rate
Beach	53%
Shopping	37%
Fine Dining	28%

### 2<sup>nd</sup> Tier Activities (5%-24% Participation)

Activity	Participation Rate
Golf	14%
Urban Sightseeing	14%
Rural Sightseeing	13%
Visiting Friends	10%
Visiting Relatives	10%
Historic Sites/Churches	9%
Theme Park	8%
Wildlife Viewing	8%
Nightclub/Dancing	7%
Old Homes/Mansions	6%
Biking	6%
State/National Park	6%
Gardens	6%
Museums	6%
Fishing (Fresh/Saltwater)	5%

### 3<sup>rd</sup> Tier Activities (2%-4% Participation)

Activity	Participation Rate
Musical Theatre	4%
Bird Watching	4%
Zoos	4%
Theatre/Drama	4%
Art Galleries	3%
Special Events/Festivals (e.g. Mardi Gras, Hot Air Balloon)	3%
Tennis	3%
Hiking/Backpacking	2%
Casino/Gaming	2%
Wine Tasting/Winery Tour	2%
Camping	2%
Family/friend event/reunion	2%
Nature Travel/Ecotouring	2%
Motor Boat/Jet Ski	2%

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

## Top States of Origin for Domestic Leisure Trips from Out-of-State

66% of domestic leisure trips from out-of-state come from the five states listed below.

State of Origin	% of Domestic Leisure Trips from Out-of-State
North Carolina	31%
Georgia	15%
Virginia	9%
Ohio	7%
Pennsylvania	4%

## Top States of Origin for Domestic Leisure Day Trips from Out-of-State

Below are the top five states of origin for domestic leisure day trips from out-of-state which generate 69% of those trips.

State of Origin	% of Domestic Leisure Day Trips from Out-of-State
North Carolina	37%
Georgia	12%
Virginia	8%
New York	7%
Florida	6%

## Top States of Origin for Domestic Leisure Overnight Trips from Out-of-State

The top five states of origin for domestic leisure overnight trips from out-of-state are listed below and generate 67% of those trips.

State of Origin	% of Domestic Leisure Overnight Trips from Out-of-State
North Carolina	30%
Georgia	16%
Virginia	9%
Ohio	7%
Pennsylvania	5%