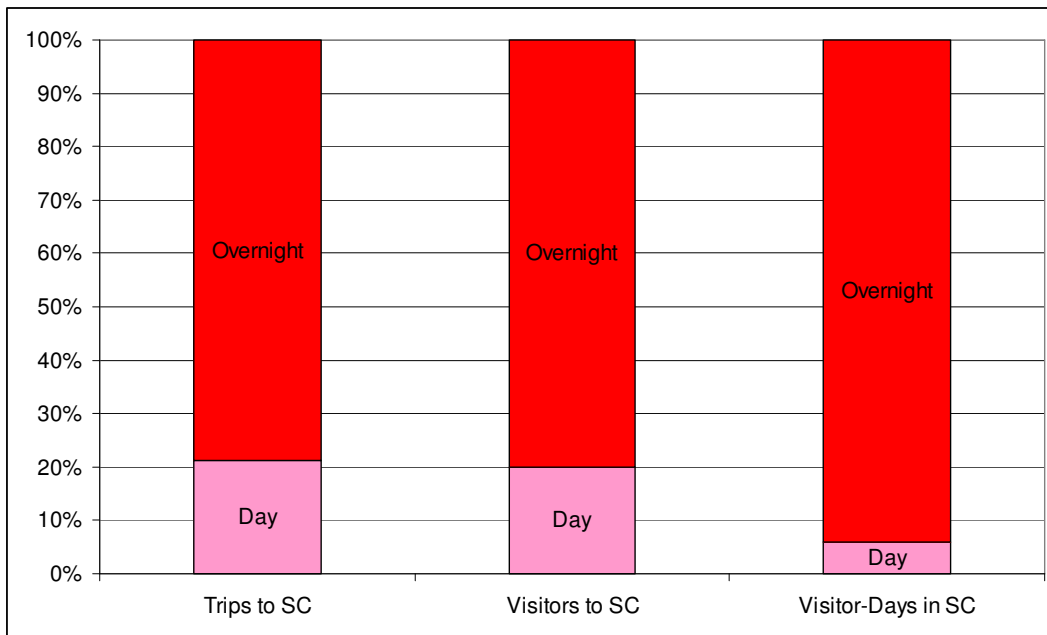


# Domestic Travel in South Carolina to Visit Friends and Relatives (VFR)

Domestic travel to visit friends and relatives generates 40% of all domestic trips to in South Carolina annually. This translates into 41% of all domestic visitors and 36% of all domestic visitor-days in South Carolina annually. Their median party size is 2 and 32% of these trips include children. Their average expenditure is \$396 per party during their trip. The average length of stay for domestic visitors to friends and relatives is 2.5 nights. Of travel parties visiting friends and relatives on day trips in South Carolina, 87% drive but 10% travel by air.

- Domestic travel parties visiting friends and relatives on **day** trips in South Carolina account for 21% of VFR trips to South Carolina annually. They represent 20% of the VFR visitors and 6% of the VFR visitor-days to South Carolina annually. They have a median party size of 2 people. Their average trip expenditure is \$91 per party. Children accompany adults on 35% of these trips.
- Domestic travel parties visiting friends and relatives on **overnight** trips in South Carolina account for 79% of VFR trips to South Carolina annually. They represent 80% of the VFR visitors and over 94% of the VFR visitor-days to South Carolina annually. They stay an average of 3.1 nights with a median party size of 2 people. Their average trip expenditure is \$466 per party. Children accompany adults on 31% of these trips.

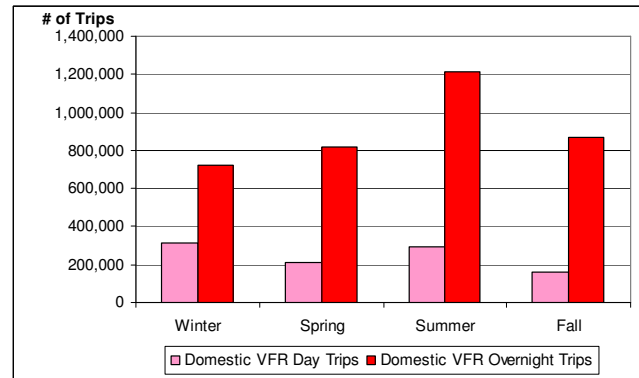
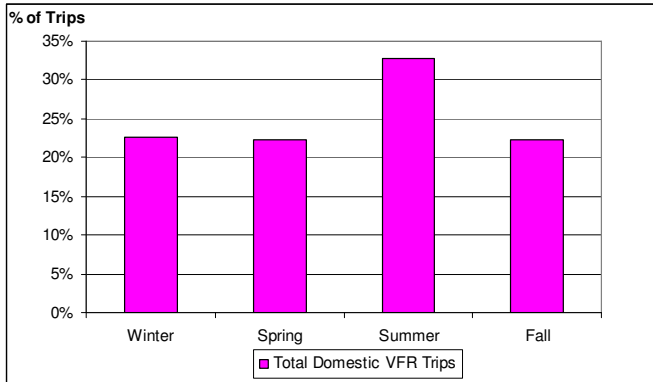


## Domestic Trips to Visit Friends and Relatives in South Carolina by Primary Trip Purpose

All of these travel parties cited visiting friends and relatives as their primary trip purpose. In some cases, South Carolina could be a secondary destination on their trip.

## Seasonality of Domestic Trips to Visit Friends and Relatives in South Carolina

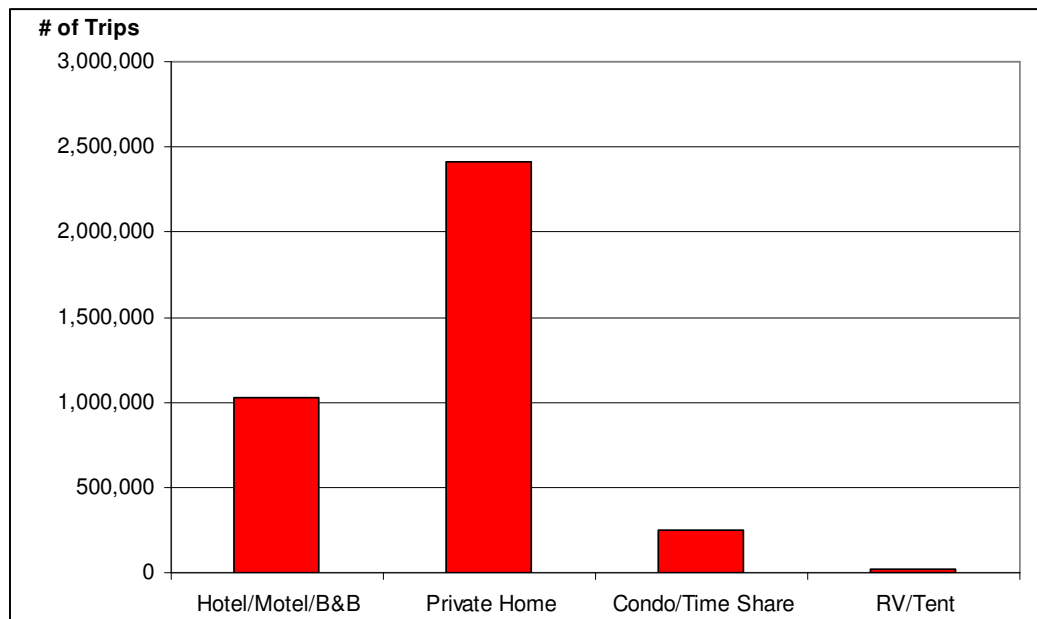
Summer is a key season for domestic travel to visit friends and relatives.



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

## Overnight Domestic Trips to Visit Friends and Relatives in South Carolina by Accommodation Type

Most domestic overnight travel parties visiting friends and relatives stay in the homes of those they visit.



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

## Leisure Activity Participation for Domestic Trips to Visit Friends and Relatives in South Carolina

The most popular leisure activities among domestic travel parties visiting friends and relatives in South Carolina are visiting relatives, visiting friends, shopping and visiting the beach. Activities with less than 1.5% participation are not detailed below.

### Very Popular Activities (20%+ Participation)

Activity	Participation Rate
Visiting Relatives	48%
Visiting Friends	27%
Shopping	21%
Beach	20%

### 2<sup>nd</sup> Tier Activities (5%-19% Participation)

Activity	Participation Rate
Fine Dining	15%
Rural Sightseeing	11%
Historic sites/churches	9%
Urban Sightseeing	9%
Family/friend event/reunion	7%
Old Homes/Mansions	7%
Gardens	5%
Museums	5%
Fishing	5%

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

Activity	Participation Rate
Wildlife Viewing	4%
Nightclub/Dancing	4%
Golf	4%
State/National Park	3%
Zoos	3%
Art Galleries	3%
Theme Park	3%
Biking	3%
Bird Watching	2%
Hiking/Backpacking	2%
Theatre/Drama	2%
Youth/Amateur/Collegiate Sporting Events	2%
Musical Theatre	2%
Special Events/Festivals (e.g. Mardi Gras, Hot Air Balloon Races)	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 VFR Trips in South Carolina**

70% of domestic travel parties in South Carolina on a trip to visit friends and relatives come from the states below.

State of Origin	% of Domestic VFR Trips
South Carolina	30%
North Carolina	17%
Georgia	13%
Florida	5%
New York	5%

## **Top States of Origin for Domestic VFR Day Trips in South Carolina**

90% of domestic travel parties in South Carolina on a day trip to visit friends and relatives come from the states below.

State of Origin	% of Domestic VFR Day Trips
South Carolina	51%
North Carolina	20%
Georgia	11%
New York	4%
Virginia	4%

## **Top States of Origin for Domestic VFR Overnight Trips in South Carolina**

66% of domestic travel parties in South Carolina on an overnight trip to visit friends and relatives come from the states below.

State of Origin	% of Domestic VFR Overnight Trips
South Carolina	24%
North Carolina	16%
Georgia	14%
Florida	6%
New York	6%