

STATISTICS

WE'RE HEADED IN THE RIGHT DIRECTION.

Charlotte MSA Visitation:

Total Annual Visitors	18.8 million
Business	5.3 million
Leisure	13.5 million
Day Leisure	7.7 million
Overnight Leisure	5.8 million

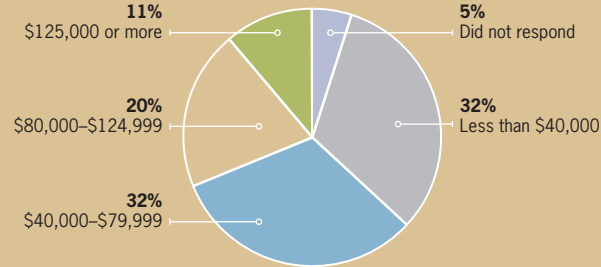
Charlotte MSA Annual Visitor Spending:

Total Annual Visitor Spending	\$3.8 billion
Business	\$1.7 billion
Leisure	\$2.1 billion
Day Leisure	\$800 million
Overnight Leisure	\$1.3 billion

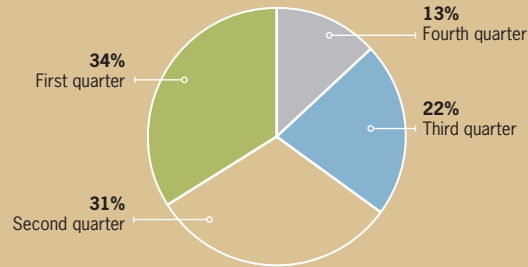
Charlotte Spending Per Person/Per Day:

Total	\$134.75
Lodging	\$41.00
Food	\$30.59
Transportation	\$30.05
Shopping	\$14.82
Entertainment	\$11.86
Miscellaneous	\$6.33

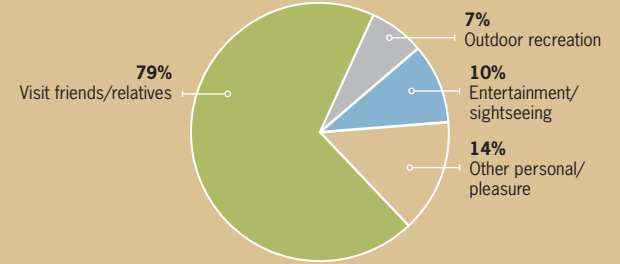
Charlotte Visitor Household Income:



Charlotte Visitor Trip Timing:



Leisure Purpose of Stay in Charlotte:



Top Leisure Activities in Charlotte:

1. Visiting Relatives
2. Visiting Friends
3. Shopping
4. Fine Dining
5. Rural Sightseeing
6. Nightlife
7. Urban Sightseeing
8. Visiting Historic Sites
9. Visiting Museums
10. Theme Parks
11. NASCAR/Motorsports