



# ATLANTA METRO DOMESTIC TRAVEL (2018)



TOTAL VISITORS	<b>51.21 MILLION</b> (+3.9% YoY)
SHARE OF GEORGIA TRAVEL	<b>50.90%</b> (+2.07 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	<b>\$135.90</b> (+3.0% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	<b>2.14 DAYS</b> (-8.9% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	<b>325 MILES</b> (-7.9% YoY)
TYPE OF TRIP	<b>BUSINESS = 28%</b> ..... <b>LEISURE = 72%</b>
VISITOR ORIGIN	<b>GEORGIA RESIDENTS = 32.9%</b> <i>Top 5 Georgia Resident Origin DMAs: Atlanta, Columbus, Savannah, Augusta, and Macon</i> ..... <b>NON-GEORGIA RESIDENTS = 67.1%</b> <i>Top 5 Non-Georgia Resident Origin DMAs: Birmingham, AL; Nashville, TN; Orlando-Daytona Beach- Melbourne, FL; Tampa-St. Petersburg, FL; Mobile, AL-Pensacola, FL</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	<b>FAMILY/LIFE EVENTS (35%); CULTURE (23%); ATTRACTIONS (20%)</b>
DEMOGRAPHICS	<b>AVERAGE AGE = 48 YEARS</b> ..... <b>AVERAGE PARTY SIZE = 1.63 PEOPLE</b> <i>Party Composition: Adult Travelling Alone (59%); M/F Couples (19%); Adults with Children (12%)</i> ..... <b>AVERAGE HOUSEHOLD INCOME = \$101,600</b> ..... <b>MEDIAN HOUSEHOLD INCOME = \$81,900</b> ..... <b>MARRIED: 67%</b> ..... <b>CHILDREN IN HOUSEHOLD: 42%</b>

Source: 2018 Georgia Region Visitor Profile (D.K. Shifflet & Associates)

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