



CLASSIC SOUTH DOMESTIC TRAVEL (2018)



TOTAL VISITORS	5.15 MILLION (+3.7% YoY)
SHARE OF GEORGIA TRAVEL	4.95% (+1.33 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$76.30 (+2.3% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.93 DAYS (0.0% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	212 MILES (-16.9% YoY)
TYPE OF TRIP	BUSINESS = 11% LEISURE = 89%
VISITOR ORIGIN	GEORGIA RESIDENTS = 36.7% <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Augusta; Jacksonville, FL; Macon; and Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC</i> NON-GEORGIA RESIDENTS = 63.3% <i>Top 5 Non-Georgia Resident Origin DMAs: Augusta; Columbia, SC; Philadelphia, PA; Columbus; Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (45%); CULTURE (19%); LIBATION AND CULINARY (17%)
DEMOGRAPHICS	AVERAGE AGE = 50 YEARS AVERAGE PARTY SIZE = 2.17 PEOPLE <i>Party Composition: Adult Travelling Alone (31%); M/F Couples (36%); Adults with Children (23%)</i> AVERAGE HOUSEHOLD INCOME = \$67,800 MEDIAN HOUSEHOLD INCOME = \$47,900 MARRIED: 62% CHILDREN IN HOUSEHOLD: 37%

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

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