



HISTORIC HEARTLAND DOMESTIC TRAVEL (2018)



TOTAL VISITORS	9.77 MILLION (+1.5% YoY)
SHARE OF GEORGIA TRAVEL	5.85% (-1.23 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$102.20 (+10.6% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.95 DAYS (+21.1% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	174 MILES (-25.3% YoY)
TYPE OF TRIP	BUSINESS = 27% LEISURE = 73%
VISITOR ORIGIN	GEORGIA RESIDENTS = 69.0% <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Macon; Savannah; Chattanooga, TN; and Augusta</i> NON-GEORGIA RESIDENTS = 31.0% <i>Top 5 Non-Georgia Resident Origin DMAs: Tampa-St. Petersburg, FL; Birmingham, AL; Mobile, AL-Pensacola, FL; Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC; and Nashville, TN</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (34%); LIBATION AND CULINARY (17%); CULTURE (14%)
DEMOGRAPHICS	AVERAGE AGE = 53 YEARS AVERAGE PARTY SIZE = 1.77 PEOPLE <i>Party Composition: Adult Travelling Alone (57%); M/F Couples (22%); Adults with Children (11%)</i> AVERAGE HOUSEHOLD INCOME = \$97,700 MEDIAN HOUSEHOLD INCOME = \$76,300 MARRIED: 73% CHILDREN IN HOUSEHOLD: 38%

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

For more information contact:
ASHLEY BARFIELD, PHD
Director, Tourism Research
abarfield@georgia.org • 404.962.4087

Georgia Department of Economic Development, Tourism Division
75 Fifth Street, NW, Suite 1200 | Atlanta, Georgia 30308 - USA | +1.404.962.4000
ExploreGeorgia.org | MarketGeorgia.org