



# HISTORIC HIGH COUNTRY DOMESTIC TRAVEL (2018)



TOTAL VISITORS	<b>6.99 MILLION</b> (+3.2% YoY)
SHARE OF GEORGIA TRAVEL	<b>4.36%</b> (-2.17 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	<b>\$76.10</b> (-11.1% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	<b>1.71 DAYS</b> (-5.5% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	<b>178 MILES</b> (-9.2% YoY)
TYPE OF TRIP	<b>BUSINESS = 8%</b> ..... <b>LEISURE = 92%</b>
VISITOR ORIGIN	<b>GEORGIA RESIDENTS = 54.6%</b> <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Chattanooga, TN; Macon; Savannah; and Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC</i> ..... <b>NON-GEORGIA RESIDENTS = 45.4%</b> <i>Top 5 Non-Georgia Resident Origin DMAs: Knoxville, TN; Birmingham, AL; Chattanooga, TN; Lima, OH; and Nashville, TN</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	<b>FAMILY/LIFE EVENTS (55%); CULTURE (17%); OUTDOOR SPORTS (17%)</b>
DEMOGRAPHICS	<b>AVERAGE AGE = 52 YEARS</b> ..... <b>AVERAGE PARTY SIZE = 1.81 PEOPLE</b> <i>Party Composition: Adult Travelling Alone (43%); M/F Couples (36%); Adults with Children (9%)</i> ..... <b>AVERAGE HOUSEHOLD INCOME = \$83,600</b> ..... <b>MEDIAN HOUSEHOLD INCOME = \$75,900</b> ..... <b>MARRIED: 81%</b> ..... <b>CHILDREN IN HOUSEHOLD: 21%</b>

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