



# MAGNOLIA MIDLANDS DOMESTIC TRAVEL (2018)



TOTAL VISITORS	<b>3.19 MILLION</b> (+1.9% YoY)
SHARE OF GEORGIA TRAVEL	<b>3.07%</b> (+1.49 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	<b>\$71.20</b> (+6.0% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	<b>1.56 DAYS</b> (-4.3% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	<b>97 MILES</b> (-48.4% YoY)
TYPE OF TRIP	<b>BUSINESS = 10%</b> <b>LEISURE = 90%</b>
VISITOR ORIGIN	<b>GEORGIA RESIDENTS = 74.8%</b> <i>Top 5 Georgia Resident Origin DMAs: Augusta; Savannah; Jacksonville, FL; Atlanta; and Macon</i> <b>NON-GEORGIA RESIDENTS = 25.2%</b> <i>Top 5 Non-Georgia Resident Origin DMAs: Jacksonville, FL; Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC; Charleston, SC; Mobile, AL-Pensacola, FL; and Chattanooga, TN</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	<b>FAMILY/LIFE EVENTS (51%); LIBATION AND CULINARY (20%); CULTURE (7%)</b>
DEMOGRAPHICS	<b>AVERAGE AGE = 42 YEARS</b> <b>AVERAGE PARTY SIZE = 2.46 PEOPLE</b> <i>Party Composition: Adult Travelling Alone (35%); M/F Couples (19%); Adults with Children (34%)</i> <b>AVERAGE HOUSEHOLD INCOME = \$54,200</b> <b>MEDIAN HOUSEHOLD INCOME = \$38,900</b> <b>MARRIED: 72%</b> <b>CHILDREN IN HOUSEHOLD: 72%</b>

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

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