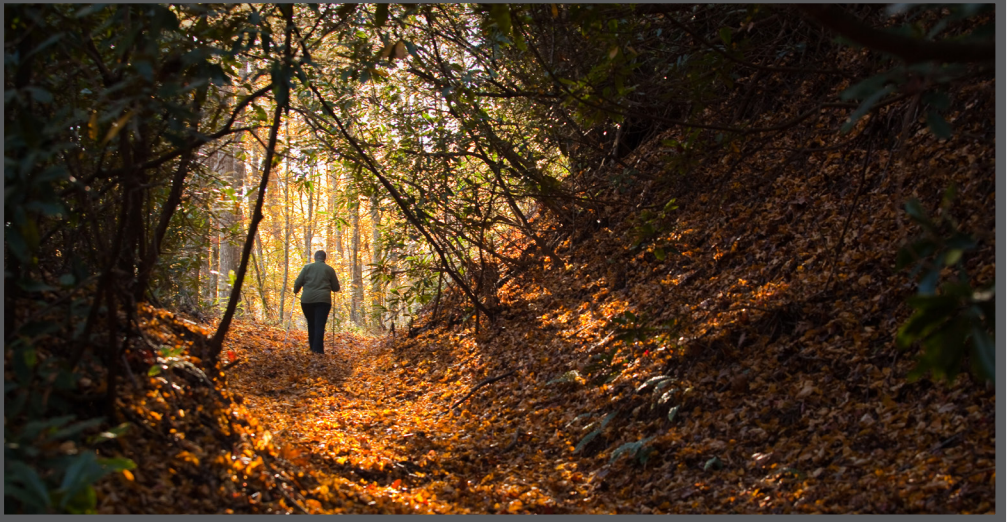




NORTHEAST GEORGIA MOUNTAINS DOMESTIC TRAVEL (2018)



TOTAL VISITORS	7.29 MILLION (0.0% YoY)
SHARE OF GEORGIA TRAVEL	5.94% (+1.20 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$93.90 (+7.9% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.54 DAYS (-10.5% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	142 MILES (-15.0% YoY)
TYPE OF TRIP	BUSINESS = 26% LEISURE = 74%
VISITOR ORIGIN	GEORGIA RESIDENTS = 62.7% <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC; Macon; Savannah; and Chattanooga, TN</i> NON-GEORGIA RESIDENTS = 37.3% <i>Top 5 Non-Georgia Resident Origin DMAs: Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC; Augusta; Birmingham, AL; Tampa-St. Petersburg, FL; and Columbus-Tupelo-West Point, MS</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (57%); CULTURE (28%); LIBATION AND CULINARY (25%)
DEMOGRAPHICS	AVERAGE AGE = 54 YEARS AVERAGE PARTY SIZE = 1.68 PEOPLE <i>Party Composition: Adult Travelling Alone (48%); M/F Couples (37%); Adults with Children (6%)</i> AVERAGE HOUSEHOLD INCOME = \$79,200 MEDIAN HOUSEHOLD INCOME = \$58,500 MARRIED: 74% CHILDREN IN HOUSEHOLD: 32%

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

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