



PLANTATION TRACE DOMESTIC TRAVEL (2018)



TOTAL VISITORS	5.72 MILLION (-2.2% YoY)
SHARE OF GEORGIA TRAVEL	4.33% (-0.75 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$85.20 (+5.4% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.67 DAYS (+0.6% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	220 MILES (+12.2% YoY)
TYPE OF TRIP	BUSINESS = 34% LEISURE = 66%
VISITOR ORIGIN	GEORGIA RESIDENTS = 59.2% <i>Top 5 Georgia Resident Origin DMAs: Tallahassee, FL-Thomasville, GA; Atlanta; Columbus; Chattanooga, TN; and Albany</i> NON-GEORGIA RESIDENTS = 40.8% <i>Top 5 Non-Georgia Resident Origin DMAs: Dothan, AL; Detroit, MI; Orlando-Daytona Beach-Melbourne, FL; Tallahassee, FL-Thomasville, GA; and Tampa-St. Petersburg, FL</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (21%); CULTURE (12%); LIBATION AND CULINARY (10%)
DEMOGRAPHICS	AVERAGE AGE = 48 YEARS AVERAGE PARTY SIZE = 1.64 PEOPLE <i>Party Composition: Adult Travelling Alone (61%); M/F Couples (22%); Adults with Children (10%)</i> AVERAGE HOUSEHOLD INCOME = \$69,400 MEDIAN HOUSEHOLD INCOME = \$54,700 MARRIED: 51% CHILDREN IN HOUSEHOLD: 34%

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

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