



PRESIDENTIAL PATHWAYS DOMESTIC TRAVEL (2018)



TOTAL VISITORS	5.85 MILLION (-2.5% YoY)
SHARE OF GEORGIA TRAVEL	3.09% (-2.17 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$84.60 (-5.6% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.74 DAYS (+1.8% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	209 MILES (+6.6% YoY)
TYPE OF TRIP	BUSINESS = 17% LEISURE = 83%
VISITOR ORIGIN	GEORGIA RESIDENTS = 48.7% <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Columbus; Albany; Savannah; and Macon</i> NON-GEORGIA RESIDENTS = 51.3% <i>Top 5 Non-Georgia Resident Origin DMAs: Columbus; Huntsville-Decatur, AL; Indianapolis, IN; Houston, TX; and Montgomery, AL</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (41%); CULTURE (24%); LIBATION AND CULINARY (21%)
DEMOGRAPHICS	AVERAGE AGE = 56 YEARS AVERAGE PARTY SIZE = 1.85 PEOPLE <i>Party Composition: Adult Travelling Alone (41%); M/F Couples (28%); Adults with Children (13%)</i> AVERAGE HOUSEHOLD INCOME = \$83,000 MEDIAN HOUSEHOLD INCOME = \$70,000 MARRIED: 81% CHILDREN IN HOUSEHOLD: 34%

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

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