



# THE COAST DOMESTIC TRAVEL (2018)



TOTAL VISITORS	<b>15.10 MILLION</b> (+2.4% YoY)
SHARE OF GEORGIA TRAVEL	<b>14.12%</b> (-0.53 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	<b>\$153.60</b> (+13.0% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	<b>2.22 DAYS</b> (-2.6% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	<b>325 MILES</b> (+1.2% YoY)
TYPE OF TRIP	<b>BUSINESS = 16%</b> <b>LEISURE = 84%</b>
VISITOR ORIGIN	<b>GEORGIA RESIDENTS = 31.4%</b> <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Savannah; Jacksonville, FL; Augusta; and Macon</i> <b>NON-GEORGIA RESIDENTS = 68.6%</b> <i>Top 5 Non-Georgia Resident Origin DMAs: Jacksonville, FL; Savannah; Orlando-Daytona Beach-Melbourne, FL; Nashville, TN; and Charleston, SC</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	<b>CULTURE (41%); LIBATION AND CULINARY (34%); FAMILY/LIFE EVENTS (32%)</b>
DEMOGRAPHICS	<b>AVERAGE AGE = 52 YEARS</b> <b>AVERAGE PARTY SIZE = 1.92 PEOPLE</b> <i>Party Composition: Adult Travelling Alone (34%); M/F Couples (46%); Adults with Children (9%)</i> <b>AVERAGE HOUSEHOLD INCOME = \$103,300</b> <b>MEDIAN HOUSEHOLD INCOME = \$83,200</b> <b>MARRIED: 77%</b> <b>CHILDREN IN HOUSEHOLD: 30%</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