

A Sharper Lens on the Georgia Visitor

2019 Visitation Trends

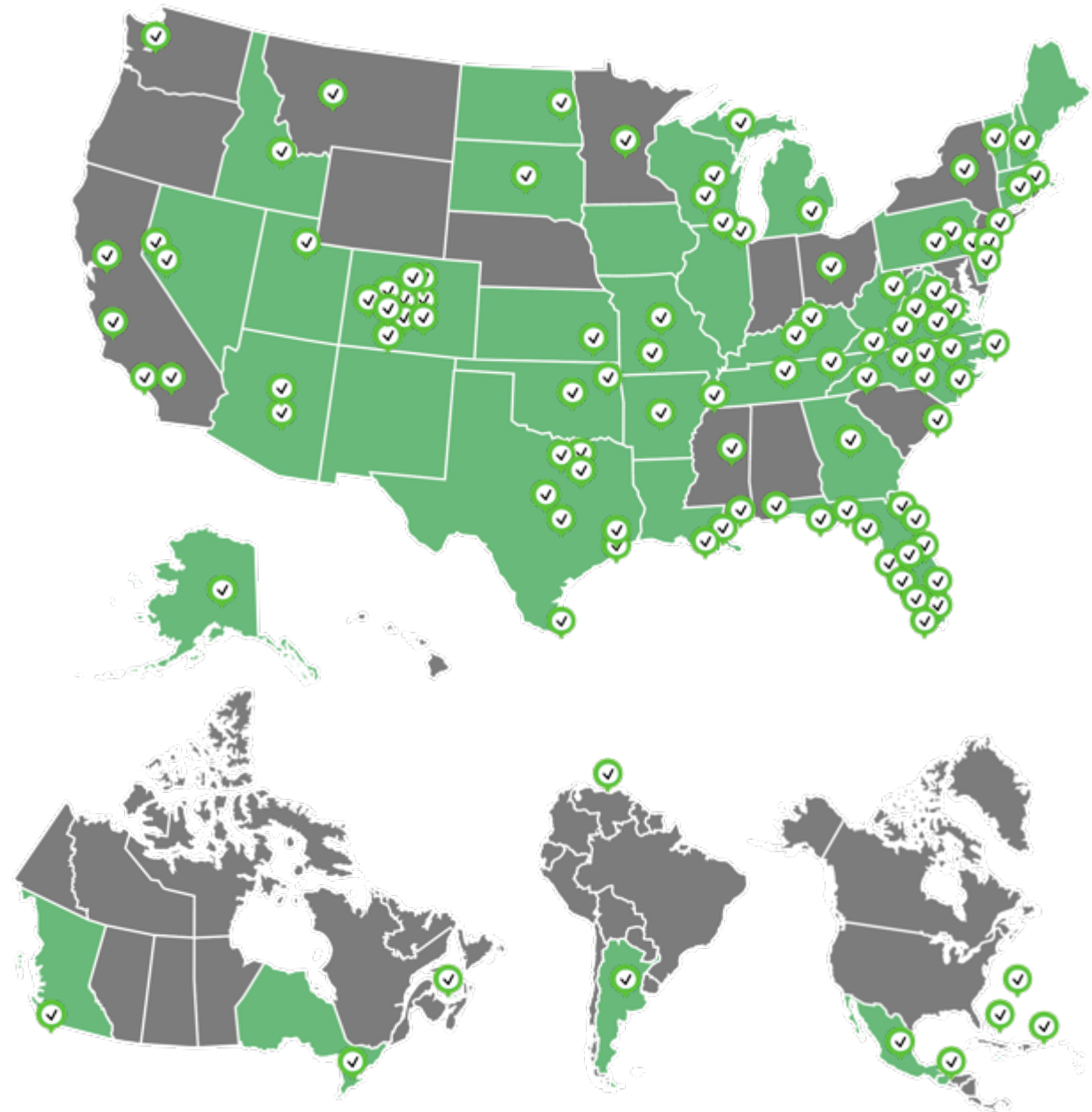
**EXPLORE
GEORGIA**

Arrivalist



Arrivalist Clients & Partners

- Brand USA
- 34 US States
- 90+ Cities
- 4 of the 10 Largest US Theme Parks
- 3rd Largest Casino in the US
- 10+ Travel & Tourism Attractions
- US Airports
- International destinations in Canada, Asia Pacific, South America and the Caribbean



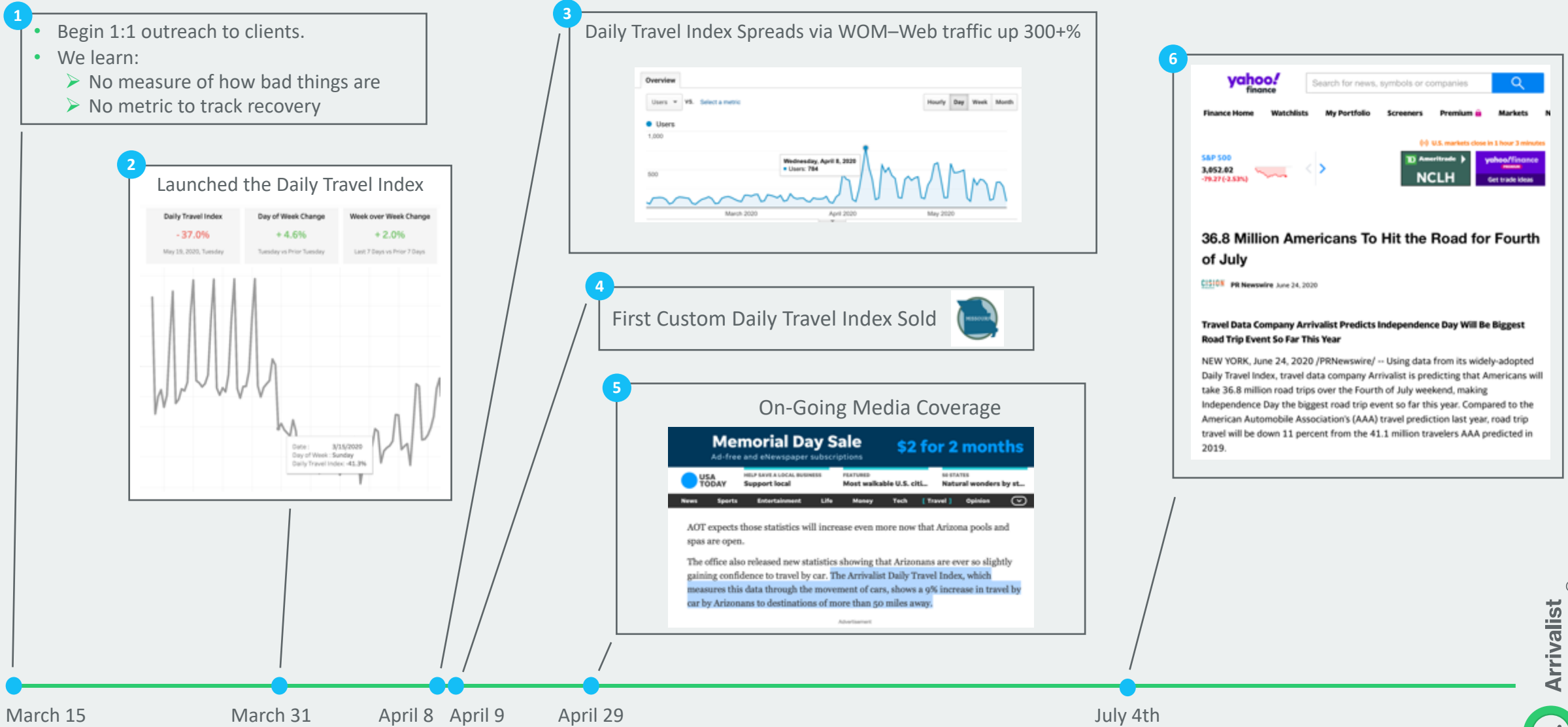


How Arrivalist Works

- Anonymized, multi-sourced GPS location data for millions of users, accurate to 30 feet
- Rigorously balanced to be an accurate representation of the US population
- Privacy Law Compliant (CCPA & GDPR)

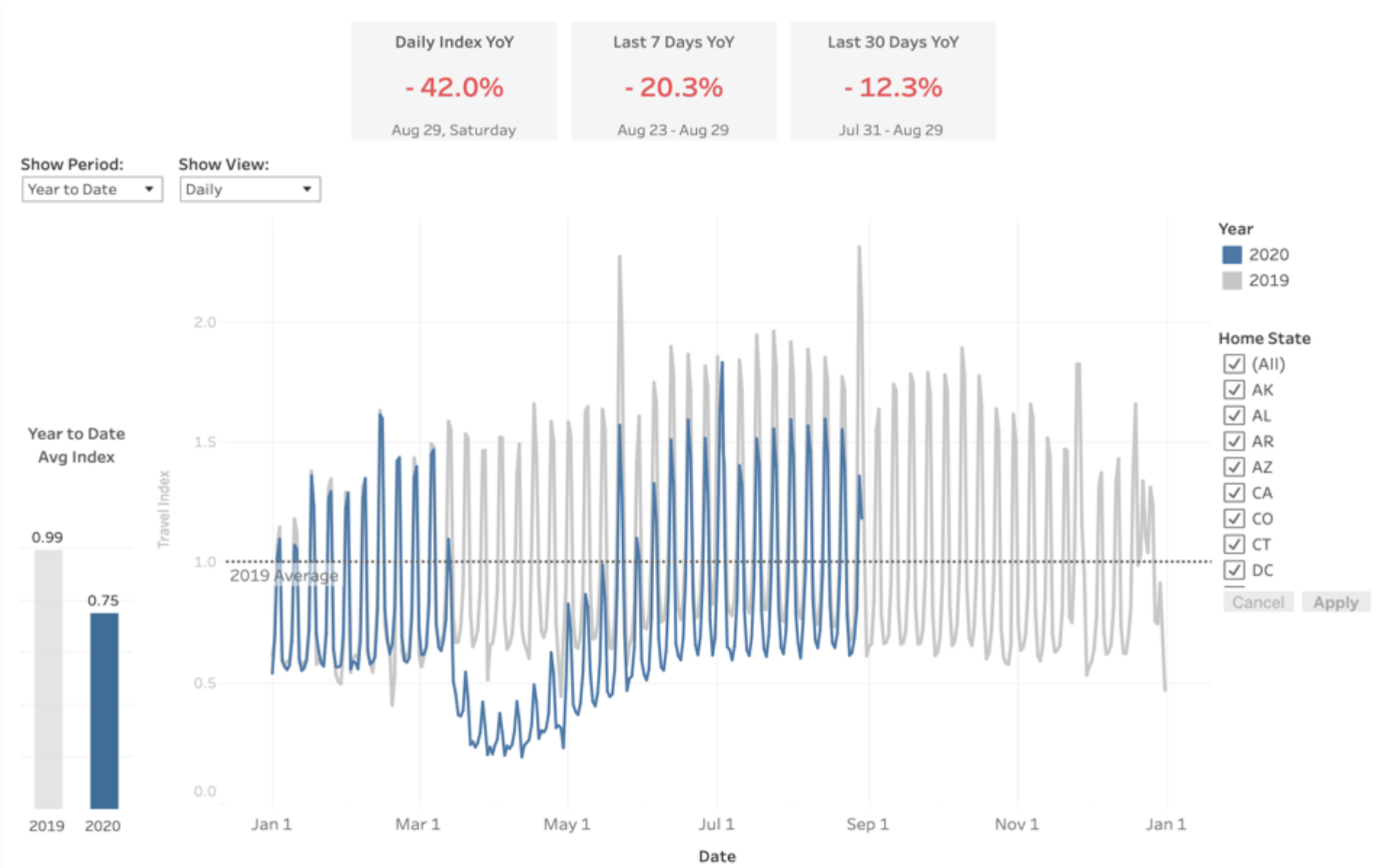


Rapid Development Case Study: The Daily Travel Index



Going Live Today: The Daily Travel Index

Arrival



Georgia's Daily Travel Index Leading the National Index

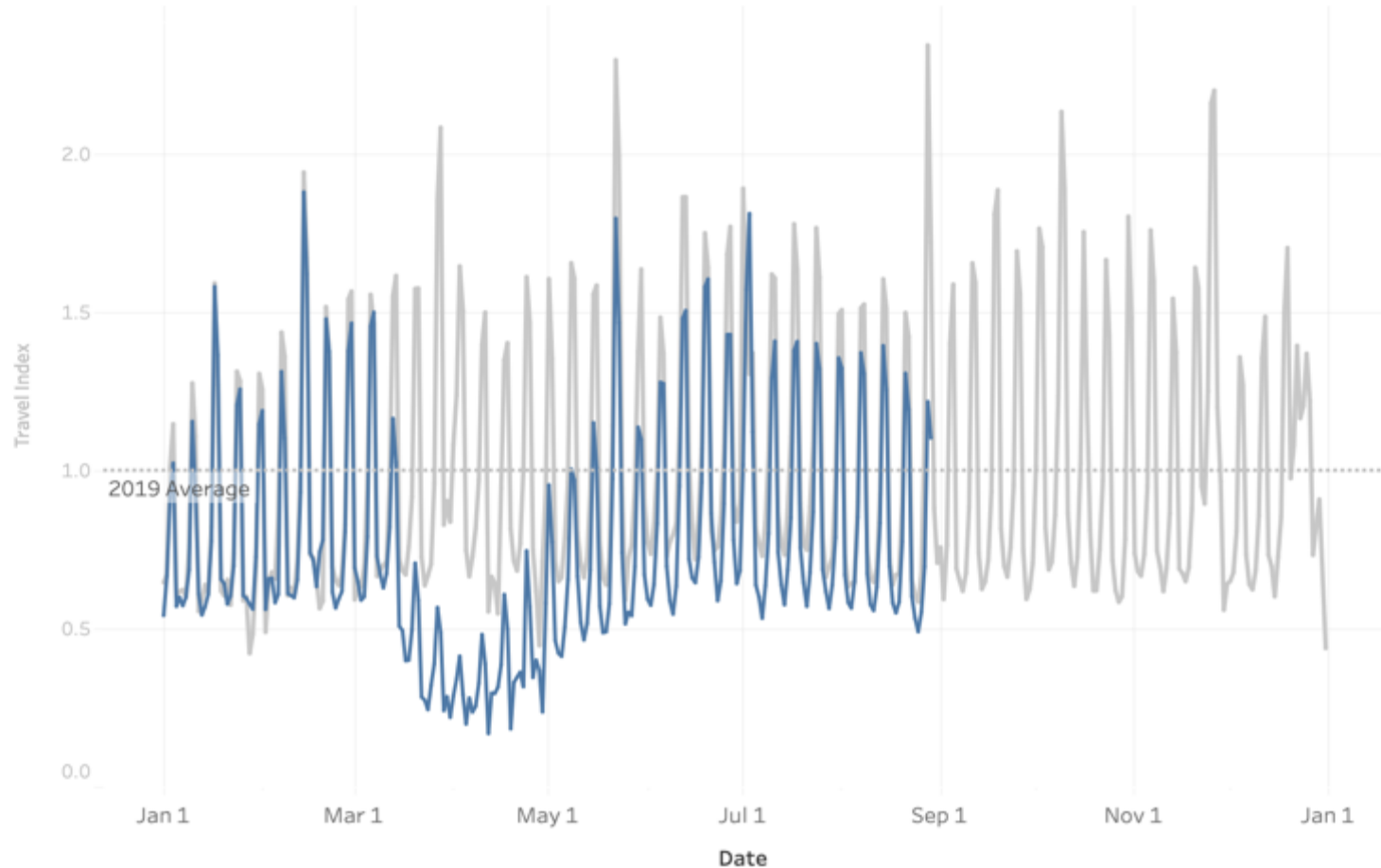
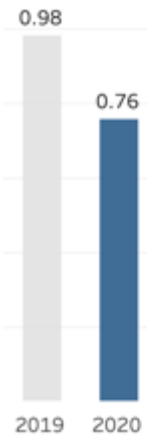
Arrival



Daily Index YoY - 36.0% Aug 29, Saturday	Last 7 Days YoY - 20.8% Aug 23 - Aug 29	Last 30 Days YoY - 9.8% Jul 31 - Aug 29
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Show Period: Show View:

Year to Date Avg Index



Year
 2020
 2019

- Home State
- AK
 - CA
 - CO
 - CT
 - DC
 - DE
 - FL
 - GA
 - HI
 - IA

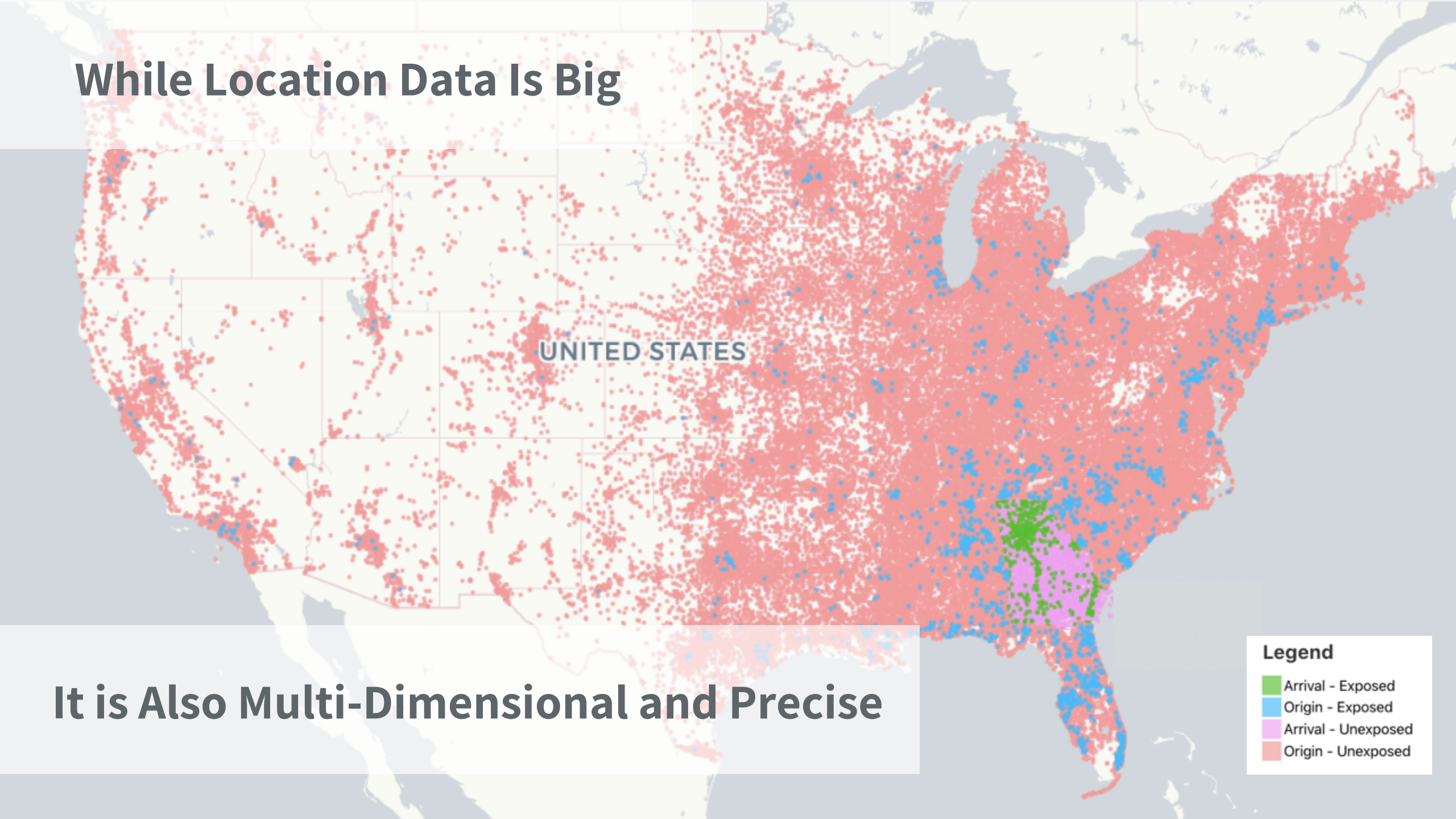
While Location Data Is Big

UNITED STATES

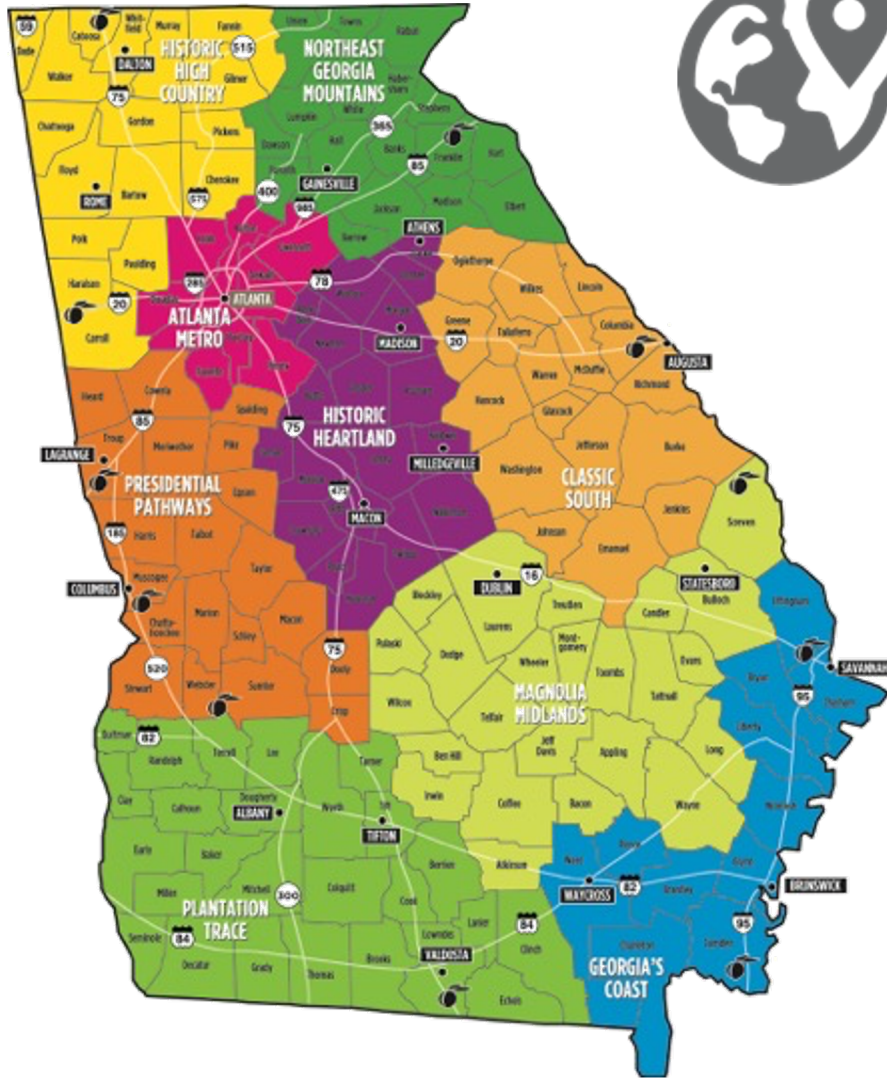
It is Also Multi-Dimensional and Precise

Legend

- Arrival - Exposed
- Origin - Exposed
- Arrival - Unexposed
- Origin - Unexposed

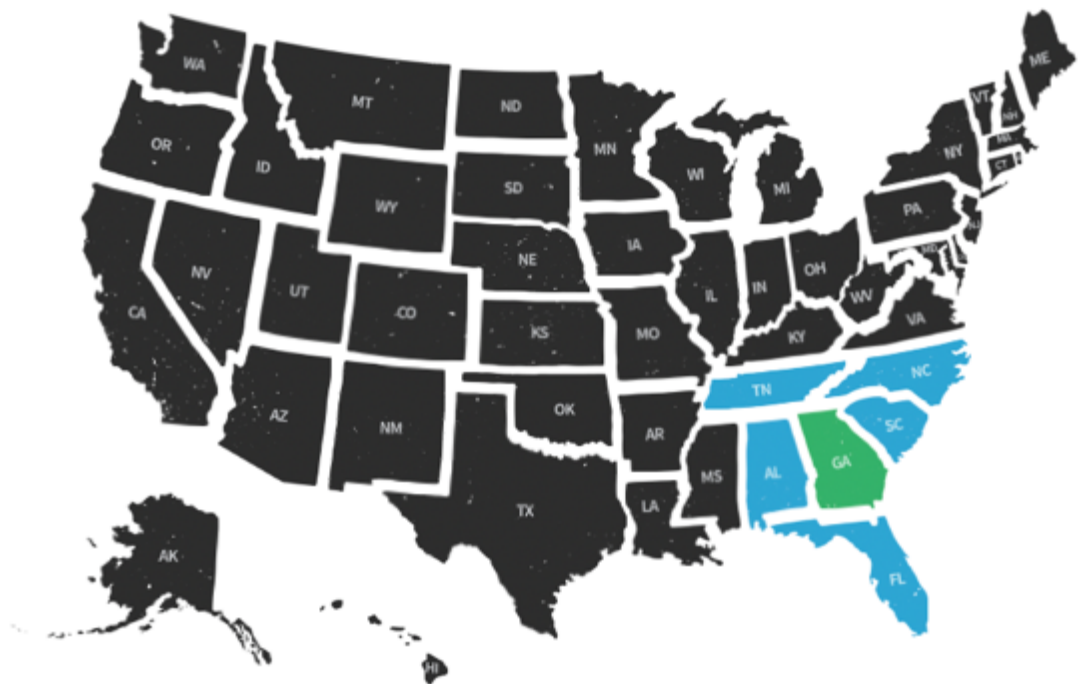


Arrivalist Data Answer The Fundamental Questions About Visitation To and Within Georgia

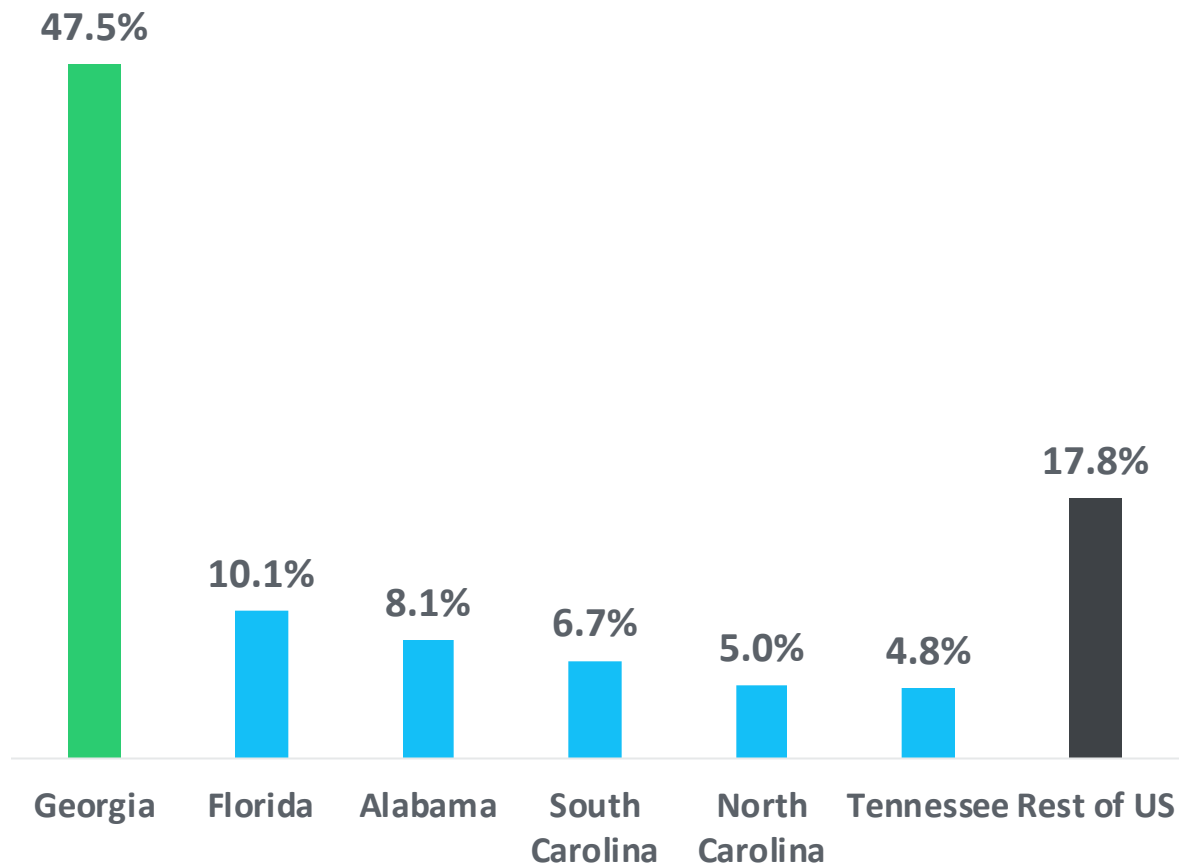




In 2019, More than 8 in 10 Trips Arose from Residents of Georgia and Its Touch States



% of Total Arrivals



4 in 10 Georgia Visitors Spent at Least One Night on Each 2019 Trip

45.3%



Day Trips

54.7%



Overnight Trips

2 Days



Avg. Length of Stay
(Overnights)



58.7%



41.3%



1 Days, 17 Hours
(overnight)



33.7%



66.3%



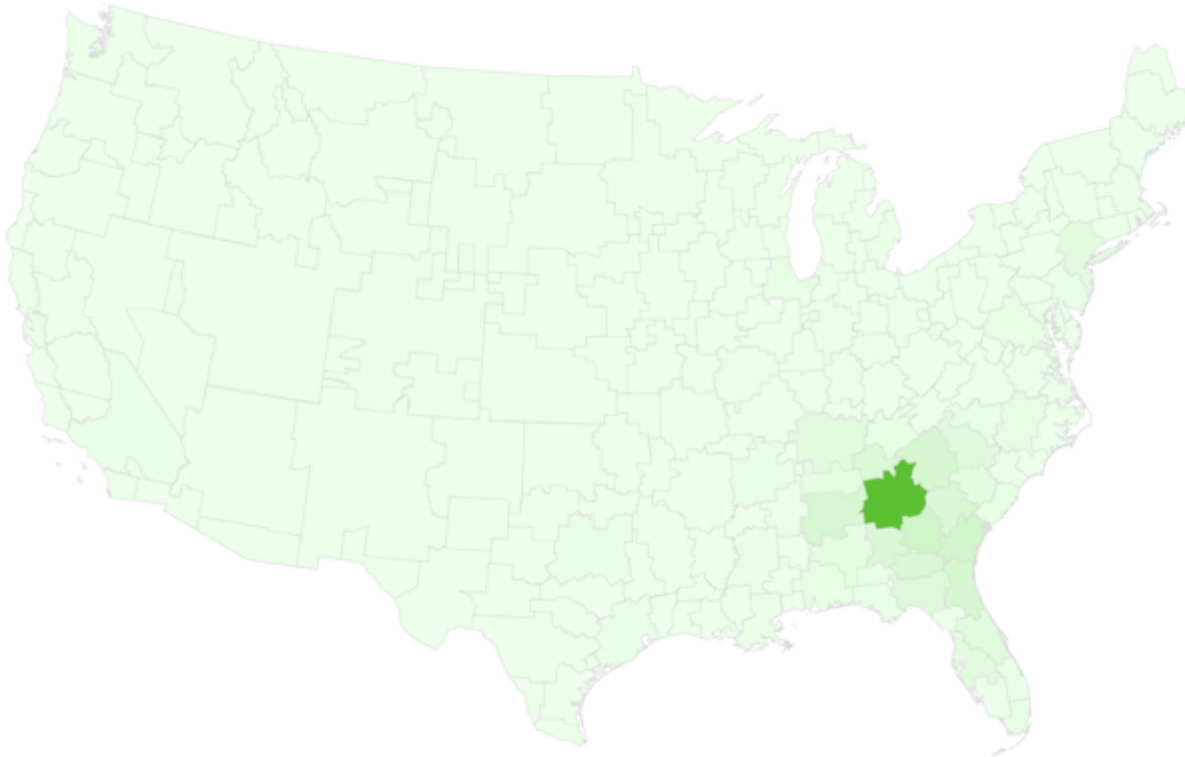
2 Days, 2 Hours
(overnight)



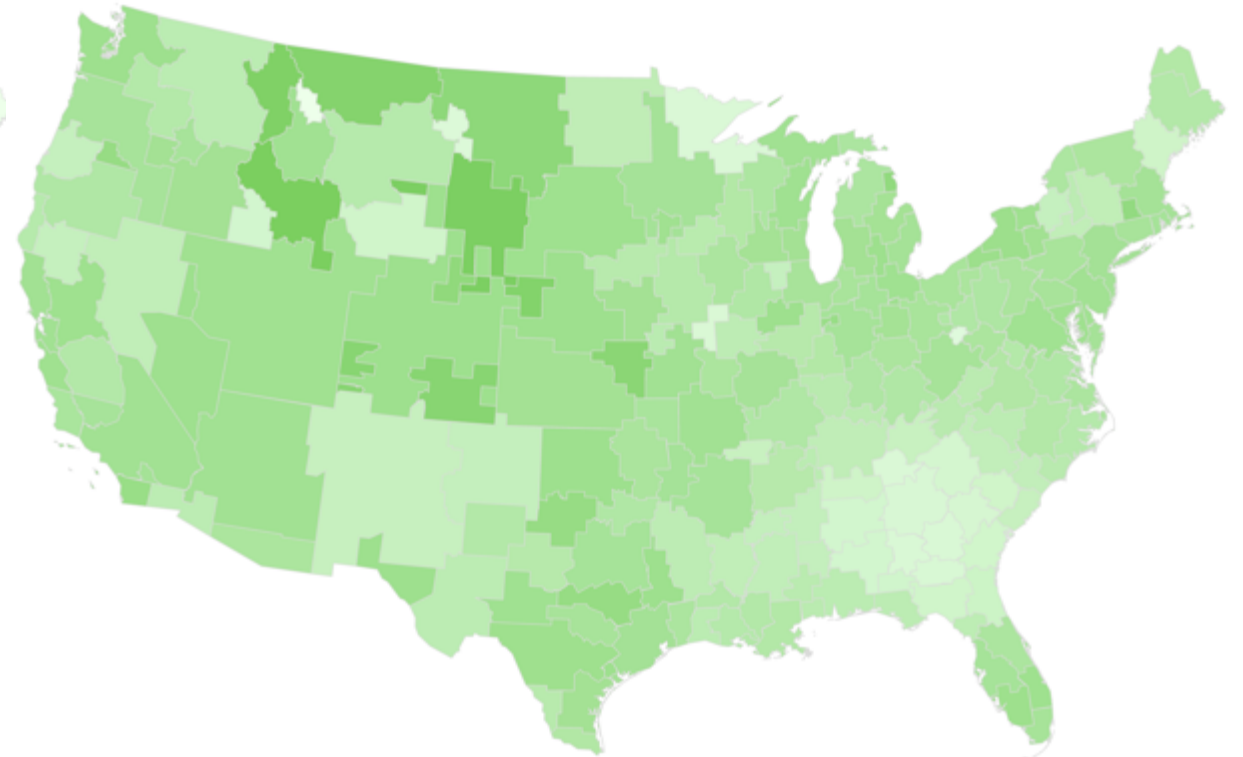
Atlanta Residents Were Responsible for 1 in 4 Trips to Georgia Destinations in 2019



Origin DMAs by Volume



Origin DMAs by Length of Stay

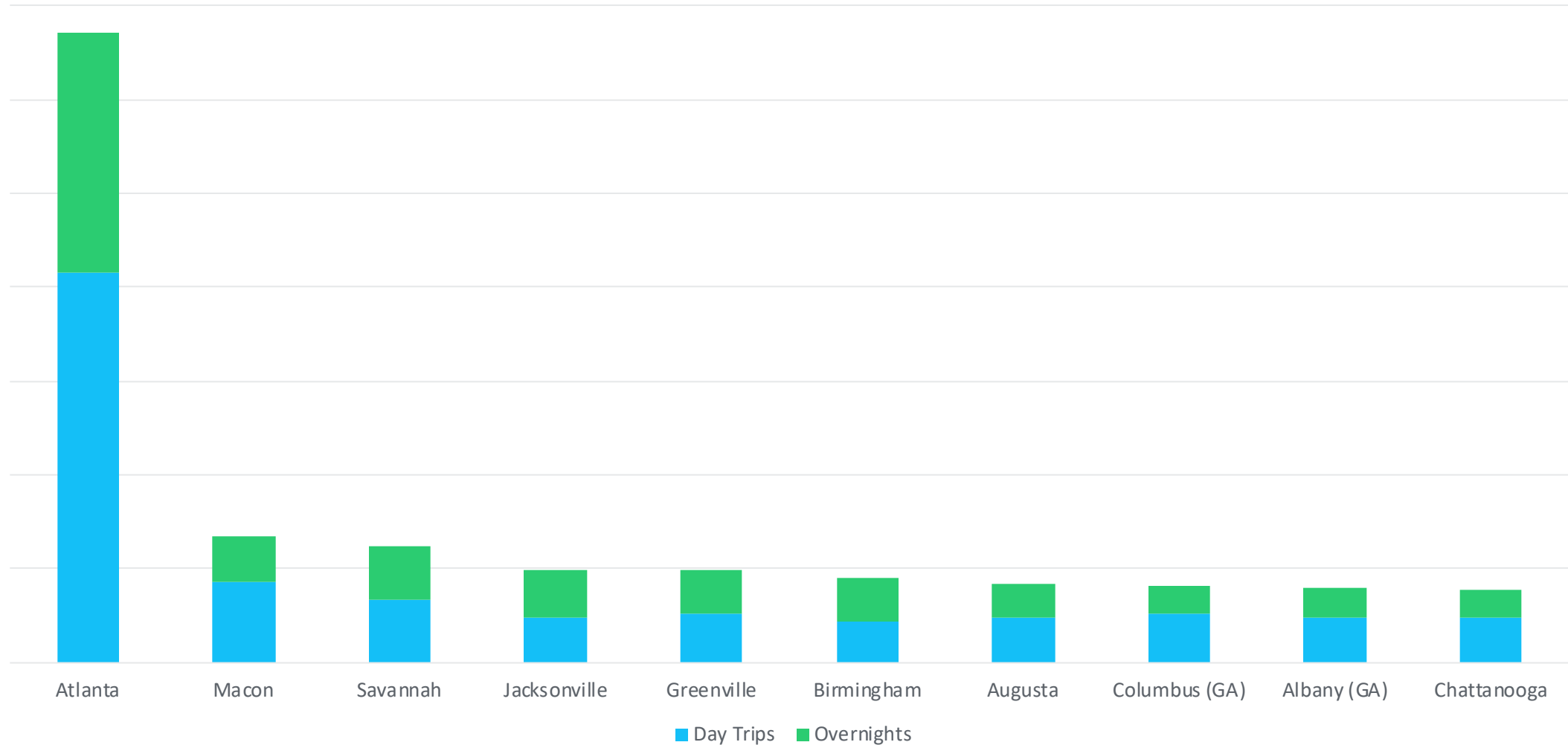


Yet They Stay 12 hours Less On Their Georgia Trips, On Average.
So just how important is the visitor from Atlanta in volume terms?

Though 61.8% of Trips from Atlanta Residents are Day Trips, They Still Comprise The Greatest Share of Overnights in the State.



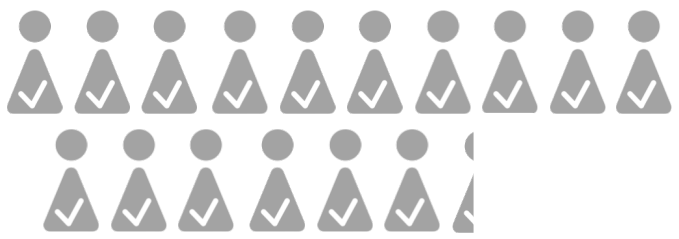
2019 Balanced Panel Trips by DMA





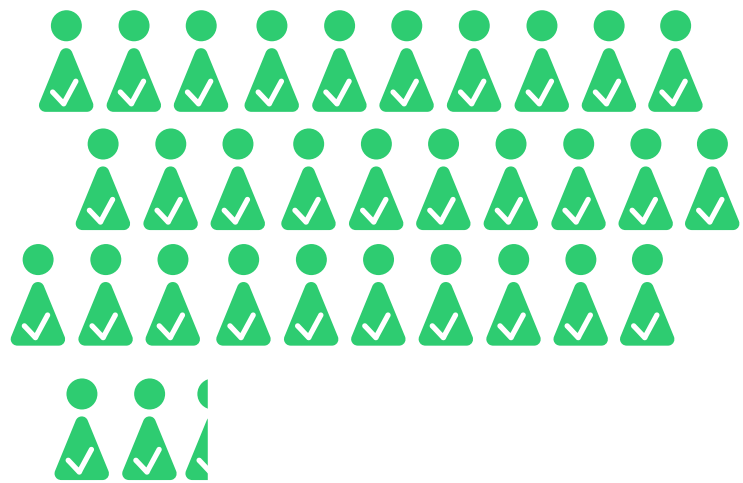
In 2019*, digital media was associated with a 98.0% Arrival Lift™ compared to a similar control group.

Control Group



16.4 unexposed arrivals/
1,000 unique users

Target Group



32.4 exposed arrivals/
1,000 unique users

98.0%



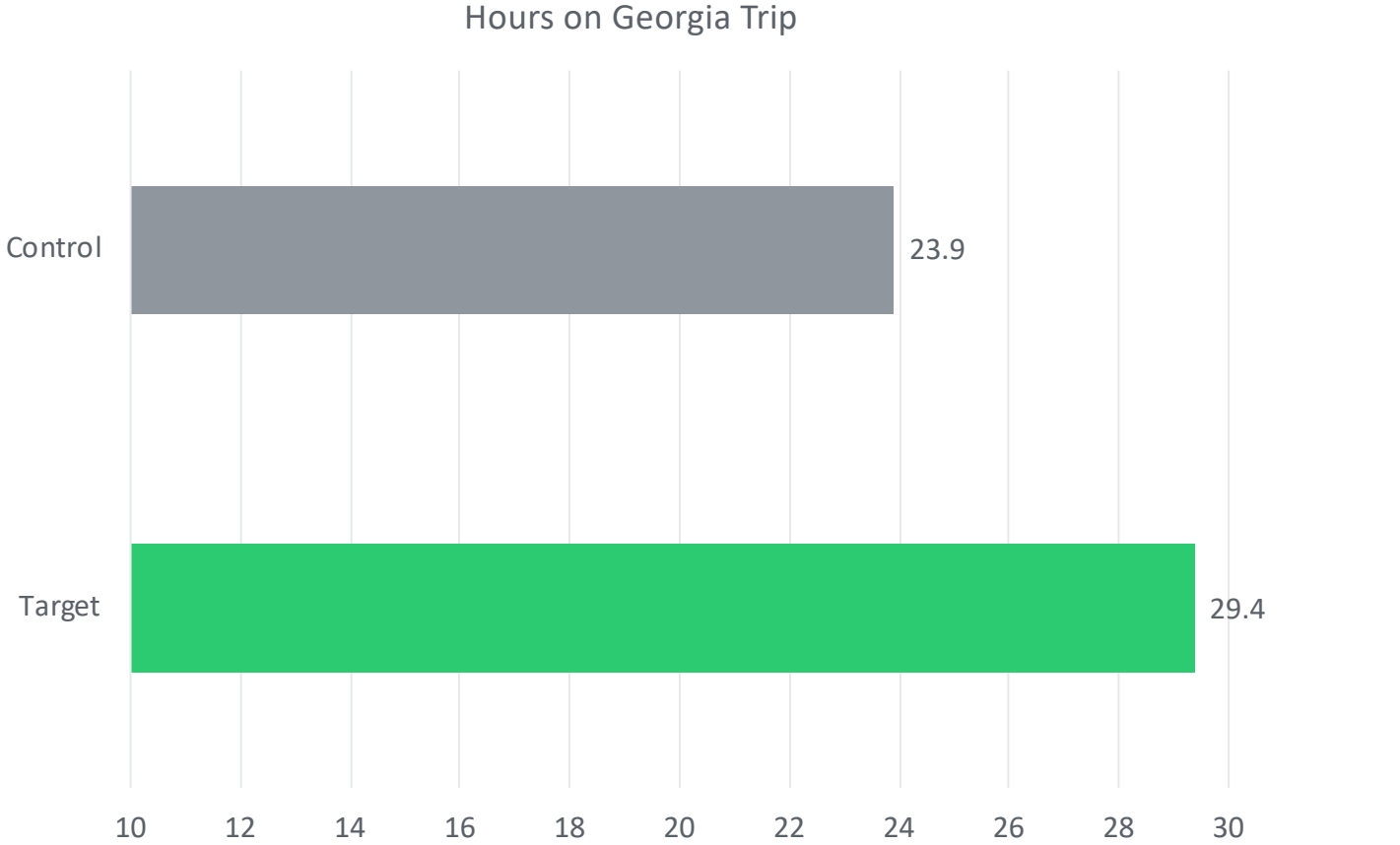
This means paid and owned media moved the needle, and they will this year, too.

August 1 – December 31, 2019





Stay Lift™ – Exposed visitors stayed nearly 6 hours longer in the state on their trip.



+ 6 Hours

StayLift

Question	Current Capabilities (A3)	Planned (A4)
Who (anon)?	Origin State and DMA Repeat or New Local or Non-Local	Demographics Zip Code
When?	Day of Arrival Seasonality	Daily Arrival Frequency (Drive)
How Long?	Length of Stay Minutes or Unique Days	
Where?	Primary Destination County Visited City Visited	Zip Code
What?	Points of Interest/Region Visited	
How?	Fly or Non Fly	Daily Travel Intelligence
Why?	Media Exposures/Creative Attribution Event Measurement POI Measurement, Seasonality	Enhanced channel capabilities (Device-based tracking)
How Often?	Repeat Visitation	

