



ATLANTA METRO DOMESTIC TRAVEL (2017)



TOTAL VISITORS	49.29 MILLION (+3.5% YoY)
SHARE OF GEORGIA TRAVEL	48.83% (+0.61 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$131.90 (+2.6% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	2.35 DAYS (+3.5% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	353 MILES (-1.7% YoY)
TYPE OF TRIP	BUSINESS = 26% LEISURE = 74%
VISITOR ORIGIN	GEORGIA RESIDENTS = 30.1% <i>Top 5 Georgia Resident Origin DMAs: Atlanta, Albany, Macon, Columbus, and Savannah</i> NON-GEORGIA RESIDENTS = 69.9% <i>Top 5 Non-Georgia Resident Origin DMAs: Birmingham, AL; Nashville, TN; Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC; Tampa-St. Petersburg, FL; and Montgomery, AL</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (37%); CULTURE (22%); ATTRACTIONS (21%)
DEMOGRAPHICS	AVERAGE AGE = 48 YEARS AVERAGE PARTY SIZE = 1.66 PEOPLE <i>Party Composition: Adult Travelling Alone (56%); M/F Couples (21%); Adults with Children (11%)</i> AVERAGE HOUSEHOLD INCOME = \$98,000 MEDIAN HOUSEHOLD INCOME = \$79,800 MARRIED: 65% CHILDREN IN HOUSEHOLD: 37%

Source: 2017 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

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