



# THE COAST DOMESTIC TRAVEL (2017)



TOTAL VISITORS	<b>14.74 MILLION</b> (+4.1% YoY)
SHARE OF GEORGIA TRAVEL	<b>14.65%</b> (-0.51 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	<b>\$135.90</b> (-0.7% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	<b>2.28 DAYS</b> (-1.3% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	<b>321 MILES</b> (-6.4% YoY)
TYPE OF TRIP	<b>BUSINESS = 15%</b> ..... <b>LEISURE = 85%</b>
VISITOR ORIGIN	<b>GEORGIA RESIDENTS = 39.7%</b> <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Jacksonville, FL; Savannah; Macon; and Augusta</i> ..... <b>NON-GEORGIA RESIDENTS = 60.3%</b> <i>Top 5 Non-Georgia Resident Origin DMAs: Jacksonville, FL; Charleston, SC; Orlando-Daytona Beach-Melbourne, FL; New York, NY; and Nashville, TN</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	<b>CULTURE (38%); FAMILY/LIFE EVENTS (36%); NATURE (32%)</b>
DEMOGRAPHICS	<b>AVERAGE AGE = 49 YEARS</b> ..... <b>AVERAGE PARTY SIZE = 1.99 PEOPLE</b> <i>Party Composition: Adult Travelling Alone (29%); M/F Couples (47%); Adults with Children (11%)</i> ..... <b>AVERAGE HOUSEHOLD INCOME = \$92,700</b> ..... <b>MEDIAN HOUSEHOLD INCOME = \$73,700</b> ..... <b>MARRIED: 74%</b> ..... <b>CHILDREN IN HOUSEHOLD: 31%</b>

Source: 2017 Georgia Region Visitor Profile (D.K. Shifflet & Associates)

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