



# HISTORIC HEARTLAND DOMESTIC TRAVEL (2017)



TOTAL VISITORS	<b>9.62 MILLION</b> (+2.7% YoY)
SHARE OF GEORGIA TRAVEL	<b>7.08%</b> (-0.36 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	<b>\$92.40</b> (+13.1% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	<b>1.61 DAYS</b> (+14.2% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	<b>233 MILES</b> (+11.5% YoY)
TYPE OF TRIP	<b>BUSINESS = 20%</b> <b>LEISURE = 80%</b>
VISITOR ORIGIN	<b>GEORGIA RESIDENTS = 59.5%</b> <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Macon; Augusta; Albany; and Chattanooga, TN</i> <b>NON-GEORGIA RESIDENTS = 40.5%</b> <i>Top 5 Non-Georgia Resident Origin DMAs: Tampa-St. Petersburg, FL; Birmingham, AL; Grand Rapids-Kalamazoo-Battle Creek, MI; Chicago, IL; and West Palm Beach-Fort Pierce, FL</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	<b>FAMILY/LIFE EVENTS (38%); CULTURE (14%); LIBATION AND CULINARY (12%)</b>
DEMOGRAPHICS	<b>AVERAGE AGE = 52 YEARS</b> <b>AVERAGE PARTY SIZE = 1.76 PEOPLE</b> <i>Party Composition: Adult Travelling Alone (57%); M/F Couples (24%); Adults with Children (11%)</i> <b>AVERAGE HOUSEHOLD INCOME = \$103,700</b> <b>MEDIAN HOUSEHOLD INCOME = \$72,300</b> <b>MARRIED: 76%</b> <b>CHILDREN IN HOUSEHOLD: 43%</b>

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  
ExploreGeorgia.org | MarketGeorgia.org