



HISTORIC HIGH COUNTRY DOMESTIC TRAVEL (2017)



TOTAL VISITORS	6.78 MILLION (+5.8% YoY)
SHARE OF GEORGIA TRAVEL	6.53% (+1.61 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$85.60 (-14.1% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.81 DAYS (-18.1% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	196 MILES (-20.6% YoY)
TYPE OF TRIP	BUSINESS = 11% <hr/> LEISURE = 89%
VISITOR ORIGIN	GEORGIA RESIDENTS = 47.8% <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Macon; Chattanooga, TN; Savannah; and Tallahassee, FL-Thomasville, GA</i> <hr/> NON-GEORGIA RESIDENTS = 52.2% <i>Top 5 Non-Georgia Resident Origin DMAs: Knoxville, TN; Birmingham, AL; Tampa-St. Petersburg, FL; Montgomery, AL; and Jacksonville, FL</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (52%); CULTURE (18%); OUTDOOR SPORTS (17%)
DEMOGRAPHICS	AVERAGE AGE = 50 YEARS <hr/> AVERAGE PARTY SIZE = 1.82 PEOPLE <i>Party Composition: Adult Travelling Alone (42%); M/F Couples (37%); Adults with Children (10%)</i> <hr/> AVERAGE HOUSEHOLD INCOME = \$86,500 <hr/> MEDIAN HOUSEHOLD INCOME = \$75,500 <hr/> MARRIED: 84% <hr/> CHILDREN IN HOUSEHOLD: 23%

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

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