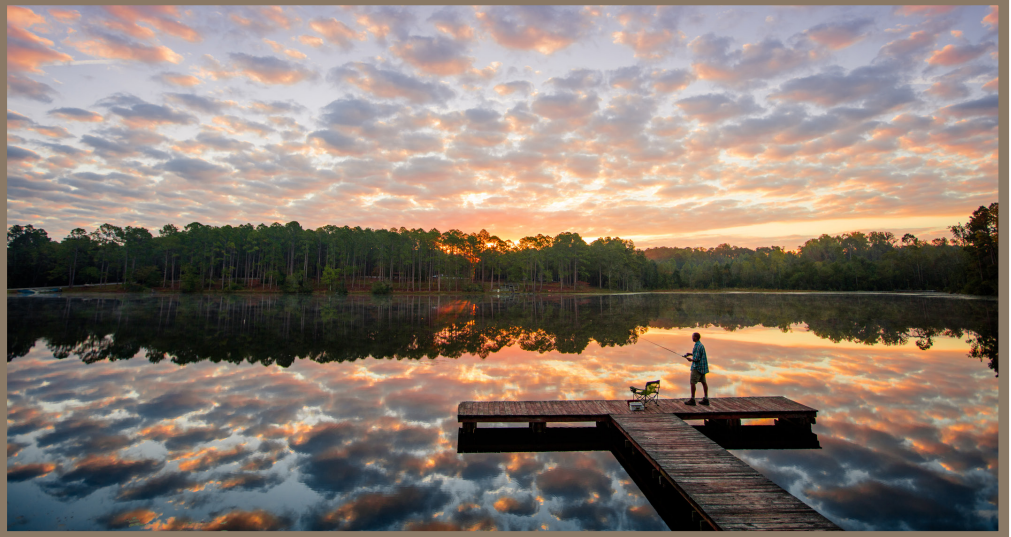




# MAGNOLIA MIDLANDS DOMESTIC TRAVEL (2017)



|   |   |
|---|---|
| TOTAL VISITORS                            | <b>3.13 MILLION</b> (-9.0% YoY)   |
| SHARE OF GEORGIA TRAVEL                   | <b>1.58%</b> (-0.03 points YoY)   |
| AVERAGE SPEND PER VISITOR PER DAY         | <b>\$67.20</b> (No change YoY)  |
| AVERAGE STAY LENGTH (INCLUDING DAY TRIPS) | <b>1.63 DAYS</b> (-13.3% YoY)   |
| AVERAGE ONE-WAY DISTANCE TRAVELLED        | <b>188 MILES</b> (+18.2% YoY)   |
| TYPE OF TRIP                              | <b>BUSINESS = 9%</b><br>.....<br><b>LEISURE = 91%</b>   |
| VISITOR ORIGIN                            | <b>GEORGIA RESIDENTS = 62.7%</b><br><i>Top 5 Georgia Resident Origin DMAs:<br/>Savannah; Atlanta; Augusta; Jacksonville, FL;<br/>and Chattanooga, TN</i><br>.....<br><b>NON-GEORGIA RESIDENTS = 37.3%</b><br><i>Top 5 Non-Georgia Resident Origin DMAs:<br/>Jacksonville, FL; Augusta; Cleveland, OH;<br/>Albany-Schenectady-Troy, NY; and Charleston, SC</i>                             |
| TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)   | <b>FAMILY/LIFE EVENTS (55%); LIBATION AND CULINARY (22%);<br/>OUTDOOR SPORTS (7%);</b>  |
| DEMOGRAPHICS                              | <b>AVERAGE AGE = 48 YEARS</b><br>.....<br><b>AVERAGE PARTY SIZE = 2.00 PEOPLE</b><br><i>Party Composition: Adult Travelling Alone (48%);<br/>M/F Couples (19%); Adults with Children (19%)</i><br>.....<br><b>AVERAGE HOUSEHOLD INCOME = \$70,800</b><br>.....<br><b>MEDIAN HOUSEHOLD INCOME = \$64,800</b><br>.....<br><b>MARRIED: 69%</b><br>.....<br><b>CHILDREN IN HOUSEHOLD: 53%</b> |

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

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