



NORTHEAST GEORGIA MOUNTAINS DOMESTIC TRAVEL (2017)



TOTAL VISITORS	7.29 MILLION (-1.1% YoY)
SHARE OF GEORGIA TRAVEL	4.74% (-0.85 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$87.00 (+11.5% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.72 DAYS (-14.4% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	167 MILES (-9.7% YoY)
TYPE OF TRIP	BUSINESS = 18% LEISURE = 82%
VISITOR ORIGIN	GEORGIA RESIDENTS = 67.2% <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC; Macon; Columbus; and Savannah</i> NON-GEORGIA RESIDENTS = 32.8% <i>Top 5 Non-Georgia Resident Origin DMAs: Tampa-St. Petersburg, FL; West Palm Beach-Fort Pierce, FL; Jacksonville, FL; Tallahassee, FL-Thomasville, GA; and Miami-Fort Lauderdale, FL</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (45%); NATURE (23%); CULTURE (21%)
DEMOGRAPHICS	AVERAGE AGE = 52 YEARS AVERAGE PARTY SIZE = 1.74 PEOPLE <i>Party Composition: Adult Travelling Alone (45%); M/F Couples (36%); Adults with Children (7%)</i> AVERAGE HOUSEHOLD INCOME = \$71,500 MEDIAN HOUSEHOLD INCOME = \$58,000 MARRIED: 70% CHILDREN IN HOUSEHOLD: 22%

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

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