



PLANTATION TRACE DOMESTIC TRAVEL (2017)



TOTAL VISITORS	5.84 MILLION (+0.3% YoY)
SHARE OF GEORGIA TRAVEL	5.08% (-0.65 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$80.80 (-2.7% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.66 DAYS (-9.3% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	196 MILES (-34.2% YoY)
TYPE OF TRIP	BUSINESS = 26% LEISURE = 74%
VISITOR ORIGIN	GEORGIA RESIDENTS = 54.7% <i>Top 5 Georgia Resident Origin DMAs: Albany; Tallahassee, FL-Thomasville, GA; Atlanta; Chattanooga, TN; and Columbus</i> NON-GEORGIA RESIDENTS = 45.3% <i>Top 5 Non-Georgia Resident Origin DMAs: Dothan, AL; Tallahassee, FL-Thomasville, GA; Tampa-St. Petersburg, FL; Orlando-Daytona Beach-Melbourne, FL; and Raleigh-Durham, NC</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (27%); LIBATION AND CULINARY (13%); CULTURE (11%)
DEMOGRAPHICS	AVERAGE AGE = 47.5 YEARS AVERAGE PARTY SIZE = 1.71 PEOPLE <i>Party Composition: Adult Travelling Alone (52%); M/F Couples (31%); Adults with Children (7%)</i> AVERAGE HOUSEHOLD INCOME = \$61,100 MEDIAN HOUSEHOLD INCOME = \$38,800 MARRIED: 53% CHILDREN IN HOUSEHOLD: 27%

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