



# PRESIDENTIAL PATHWAYS DOMESTIC TRAVEL (2017)



TOTAL VISITORS	<b>6.00 MILLION</b> (-2.8% YoY)
SHARE OF GEORGIA TRAVEL	<b>5.26%</b> (+1.31 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	<b>\$89.60</b> (+6.7% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	<b>1.71 DAYS</b> (-8.6% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	<b>196 MILES</b> (-5.3% YoY)
TYPE OF TRIP	<b>BUSINESS = 23%</b> <b>LEISURE = 77%</b>
VISITOR ORIGIN	<b>GEORGIA RESIDENTS = 53%</b> <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Tallahassee, FL-Thomasville, GA; Albany; Columbus; and Macon</i> <b>NON-GEORGIA RESIDENTS = 47%</b> <i>Top 5 Non-Georgia Resident Origin DMAs: Columbus; Huntsville-Decatur, AL; Indianapolis, IN; Houston, TX; and Memphis, TN</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	<b>FAMILY/LIFE EVENTS (54%); CULTURE (23%); LIBATION AND CULINARY (17%)</b>
DEMOGRAPHICS	<b>AVERAGE AGE = 53.5 YEARS</b> <b>AVERAGE PARTY SIZE = 1.83 PEOPLE</b> <i>Party Composition: Adult Travelling Alone (44%); M/F Couples (29%); Adults with Children (10%)</i> <b>AVERAGE HOUSEHOLD INCOME = \$83,900</b> <b>MEDIAN HOUSEHOLD INCOME = \$60,100</b> <b>MARRIED: 78%</b> <b>CHILDREN IN HOUSEHOLD: 39%</b>

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

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