



STATEWIDE DOMESTIC TRAVEL (2017)



TOTAL VISITORS	107.7 MILLION (+2.2% YoY)
AVERAGE SPEND PER PERSON PER DAY	\$119.30 (+0.3% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	2.11 DAYS (-2.3% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	291 MILES (-7.0% YoY)
TYPE OF TRIP	<p>BUSINESS = 21% <i>Primary Purposes for Business Trips:</i> Business Group Meetings (41%); Transient Business (59%)</p> <p>.....</p> <p>LEISURE = 79% <i>Primary Purposes for Leisure Trips:</i> Vacation (28%); Non-Vacation: Visit Friends/Relatives (37%); Non-Vacation: Other (35%)</p>
VISITOR ORIGIN	<p>GEORGIA RESIDENTS = 39.2% <i>Top 5 Georgia Resident Origin DMAs:</i> Atlanta (65.0%); Macon (7.4%); Augusta (6.4%); Savannah (6.3%); Columbus (5.4%)</p> <p>.....</p> <p>NON-GEORGIA RESIDENTS = 60.8% <i>Top 5 Non-Georgia Resident Origin States:</i> Florida (23.0%); Tennessee (14.0%); Alabama (13.5%); South Carolina (9.0%); Texas (5.1%)</p>
DEMOGRAPHICS	<p>AVERAGE AGE = 50 YEARS</p> <p>.....</p> <p>AVERAGE PARTY SIZE = 1.71 PEOPLE <i>Party Composition: Adult Travelling Alone (53%); M/F Couples (26%); Adults with Children (11%)</i></p> <p>.....</p> <p>AVERAGE HOUSEHOLD INCOME = \$92,400</p> <p>.....</p> <p>MEDIAN HOUSEHOLD INCOME = \$73,700</p> <p>.....</p> <p>MARRIED: 72%</p> <p>.....</p> <p>CHILDREN IN HOUSEHOLD: 35%</p>
AVERAGE VISITOR OVERALL SATISFACTION SCORE	8.45/10 (up .12 points YoY; 77% rated destination as Excellent)
AVERAGE VISITOR VALUE FOR THE MONEY RATING:	8.30/10 (up .10 points YoY; 74% rated destination as Excellent)

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