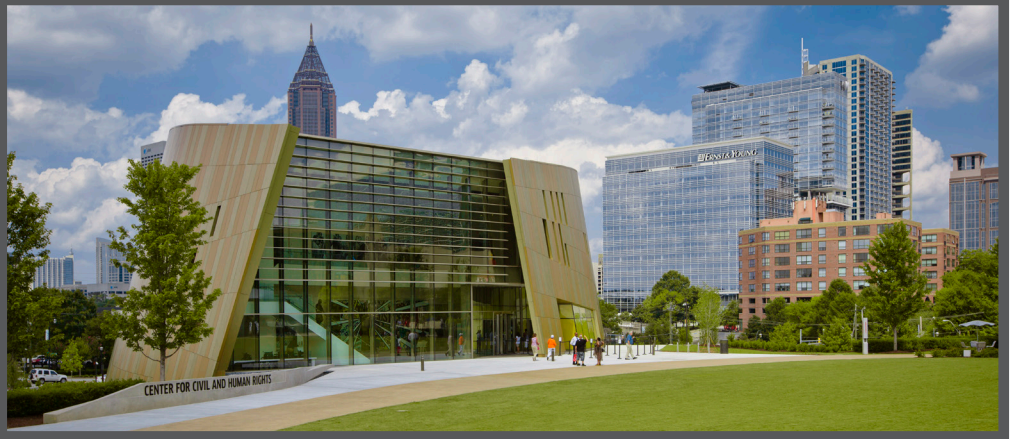




STATEWIDE DOMESTIC TRAVEL (2018)



TOTAL VISITORS	110.27 MILLION (+2.4% YoY)
AVERAGE SPEND PER PERSON PER DAY	\$128.20 (+7.5% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.96 DAYS (-7.1% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	266 MILES (-8.6% YoY)
TYPE OF TRIP	<p>BUSINESS = 26% <i>Primary Purposes for Business Trips:</i> Business Group Meetings (41%); Transient Business (59%)</p> <p>.....</p> <p>LEISURE = 74% <i>Primary Purposes for Leisure Trips:</i> Vacation (27%); Non-Vacation: Visit Friends/Relatives (35%); Non-Vacation: Other (38%)</p>
VISITOR ORIGIN	<p>GEORGIA RESIDENTS = 42.8% <i>Top 5 Georgia Resident Origin DMAs:</i> Atlanta (59.3%); Augusta (9.0%); Savannah (8.1%); Columbus (5.8%); Jacksonville, FL (5.4%)</p> <p>.....</p> <p>NON-GEORGIA RESIDENTS = 57.2% <i>Top 5 Non-Georgia Resident Origin States:</i> Florida (22.0%); South Carolina (14.9%); Alabama (13.3%); Tennessee (8.1%); North Carolina (6.2%)</p>
DEMOGRAPHICS	<p>AVERAGE AGE = 51 YEARS</p> <p>.....</p> <p>AVERAGE PARTY SIZE = 1.73 PEOPLE <i>Party Composition: Adult Travelling Alone (52%); M/F Couples (25%); Adults with Children (12%)</i></p> <p>.....</p> <p>AVERAGE HOUSEHOLD INCOME = \$94,700</p> <p>.....</p> <p>MEDIAN HOUSEHOLD INCOME = \$75,900</p> <p>.....</p> <p>MARRIED: 67%</p> <p>.....</p> <p>CHILDREN IN HOUSEHOLD: 41%</p>
AVERAGE VISITOR OVERALL SATISFACTION SCORE	8.35/10 (down .10 points YoY; 76% rated destination as Excellent)
AVERAGE VISITOR VALUE FOR THE MONEY RATING	8.18/10 (down .12 points YoY; 71% rated destination as Excellent)

Source: Georgia YE 2018 Visitor Profile (D.K. Shifflet & Associates)