



HISTORIC HEARTLAND DOMESTIC TRAVEL (2018)



TOTAL VISITORS	9.77 MILLION (+1.5% YoY)
SHARE OF GEORGIA TRAVEL	5.85% (-1.23 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$102.20 (+10.6% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	1.95 DAYS (+21.1% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	174 MILES (-25.3% YoY)
TYPE OF TRIP	BUSINESS = 27% LEISURE = 73%
VISITOR ORIGIN	GEORGIA RESIDENTS = 69.0% <i>Top 5 Georgia Resident Origin DMAs: Atlanta; Macon; Savannah; Chattanooga, TN; and Augusta</i> NON-GEORGIA RESIDENTS = 31.0% <i>Top 5 Non-Georgia Resident Origin DMAs: Tampa-St. Petersburg, FL; Birmingham, AL; Mobile, AL-Pensacola, FL; Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC; and Nashville, TN</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (34%); LIBATION AND CULINARY (17%); CULTURE (14%)
DEMOGRAPHICS	AVERAGE AGE = 53 YEARS AVERAGE PARTY SIZE = 1.77 PEOPLE <i>Party Composition: Adult Travelling Alone (57%); M/F Couples (22%); Adults with Children (11%)</i> AVERAGE HOUSEHOLD INCOME = \$97,700 MEDIAN HOUSEHOLD INCOME = \$76,300 MARRIED: 73% CHILDREN IN HOUSEHOLD: 38%

Source: 2018 Georgia Region Visitor Profile (D.K. Shiffet & Associates)

For more information contact:

ASHLEY BARFIELD, PHD

Director, Tourism Research

abarfield@georgia.org • 404.962.4087

Georgia Department of Economic Development, Tourism Division

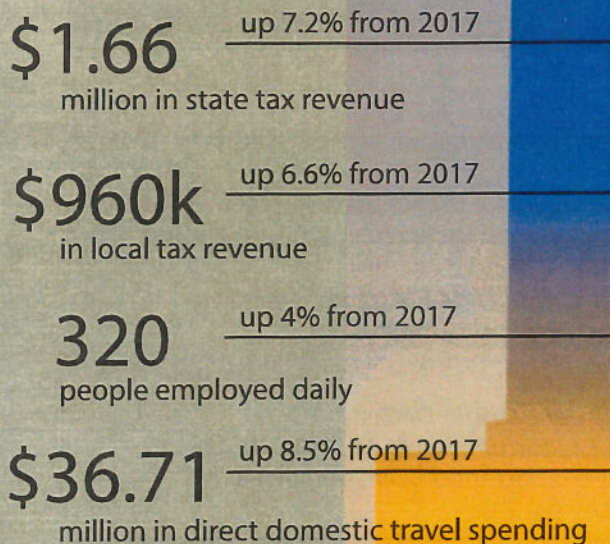
75 Fifth Street, NW, Suite 1200 | Atlanta, Georgia 30308 - USA | +1.404.962.4000

ExploreGeorgia.org | MarketGeorgia.org

TOURISM WORKS FOR THE CITY OF FORSYTH AND MONROE COUNTY

The **Forsyth Conventions & Visitors Bureau** (CVB) is the official destination marketing organization for Forsyth, Georgia. We are responsible for promoting the Forsyth community as an attractive travel destination and helping to develop it and the surrounding community as a dynamic place to visit. Travel's impact on Forsyth and Monroe County is significant. Travel strengthens our local economy, lifts people out of poverty by putting them to work, and provides opportunities to start and grow businesses.

ECONOMIC IMPACT



Source: 2018 Travel Economic Impact on Georgia State, Counties & Regions (U.S. Travel Association)

WHY WE DO WHAT WE DO



Destination development doesn't just grow tourism. It also attracts business, talent, and investment that grows economic prosperity and quality of life for all Monroe County residents.



Destination promotion is a public good for the benefit and well-being of our community. Communities that do not invest in their destination get left behind, losing ground economically and in quality of life.



Hospitality is a growth sector for jobs that lift people out of poverty. Dedicated hospitality workers advance rapidly into management positions with strong wages.

*"If all starts with a visit
and that visit starts with us!"*

- Maura Gast, Former Destinations International Board Chair



WWW.FORSYTHCVB.COM