



2009 Regional Visitor Report for Georgia

Background



- In 2009, Longwoods International was commissioned by the State of Georgia to conduct research into the domestic tourism market for the state and each of its 9 travel regions.
- This report presents a summary of the study's regional findings including:
 - *share of the state travel market*
 - *key sources of business*
 - *visitor profiling*
- Results are based overnight trips

Methodology



- A representative sample of overnight visitors was identified through **Travel USA®**, Longwoods' annual syndicated survey of the U.S. travel market.
 - *Travel USA® is currently the largest ongoing study ever conducted of American travelers, yielding a national sample of over 200,000 trips for analysis annually.*
- Survey respondents who visited Georgia were re-contacted with a follow up survey and asked to identify which of the state's 9 travel regions they **spent time** in, and which was their **main destination**.
- To aid with awareness, respondents were presented with a visual map of the state.

Methodology



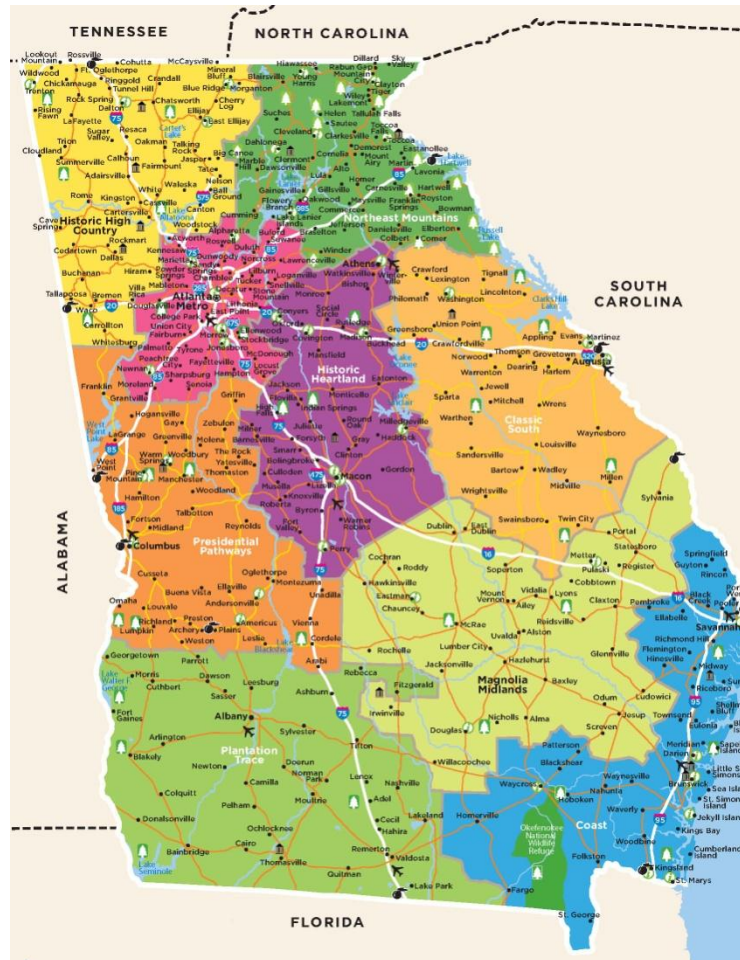
- The following sample sizes were achieved for overnight trips to each region:
 - *Atlanta Metro: 513*
 - *The Georgia Coast: 178*
 - *Classic South: 117*
 - *Historic Heartland: 80*
 - *Historic High Country: 51*
 - *Northeast Georgia Mountains: 107*
 - *Plantation Trace: 32*
 - *Presidential Pathways: 35*
 - *Magnolia Midlands: 13*

Methodology



- To maximize statistical reliability, some results in this report were derived from the combined sample from multiple regions.
 - *Results for the “Historic South” are based on combined data from the Classic South, Historic Heartland, and Magnolia Midlands regions*
 - *Results for “The Mountains” are based data from the Northeast Georgia Mountains and the Historic High Country regions*
 - *“Southern Rivers” combines data from the Presidential Pathways and Plantation Trace regions. Due to the extremely low sample size for this area, detailed profiling for Southern Rivers has been omitted.*

Map



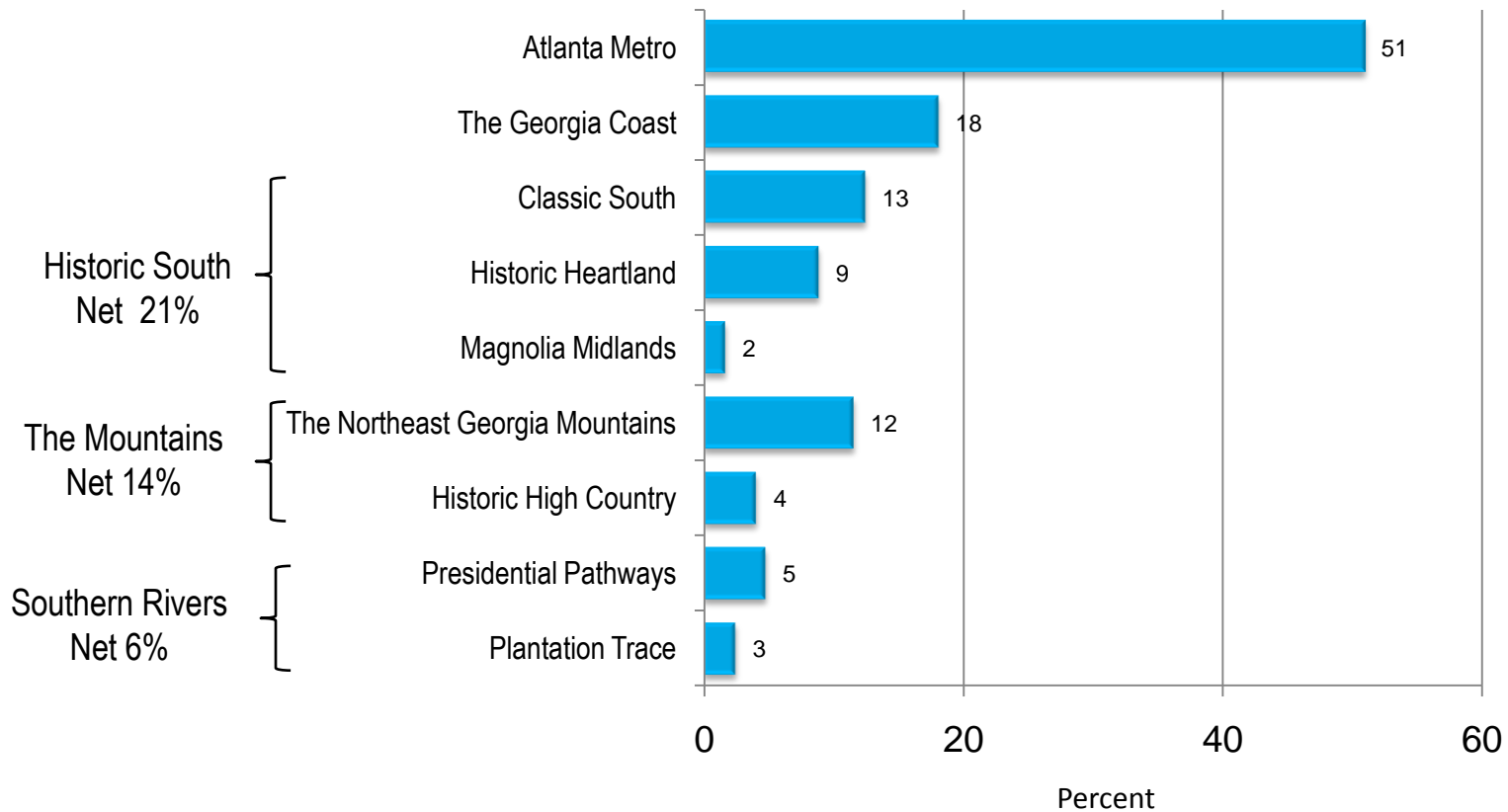


Georgia's Travel Market by Region

Percent Spent Time in Regions On Georgia Overnight Trip



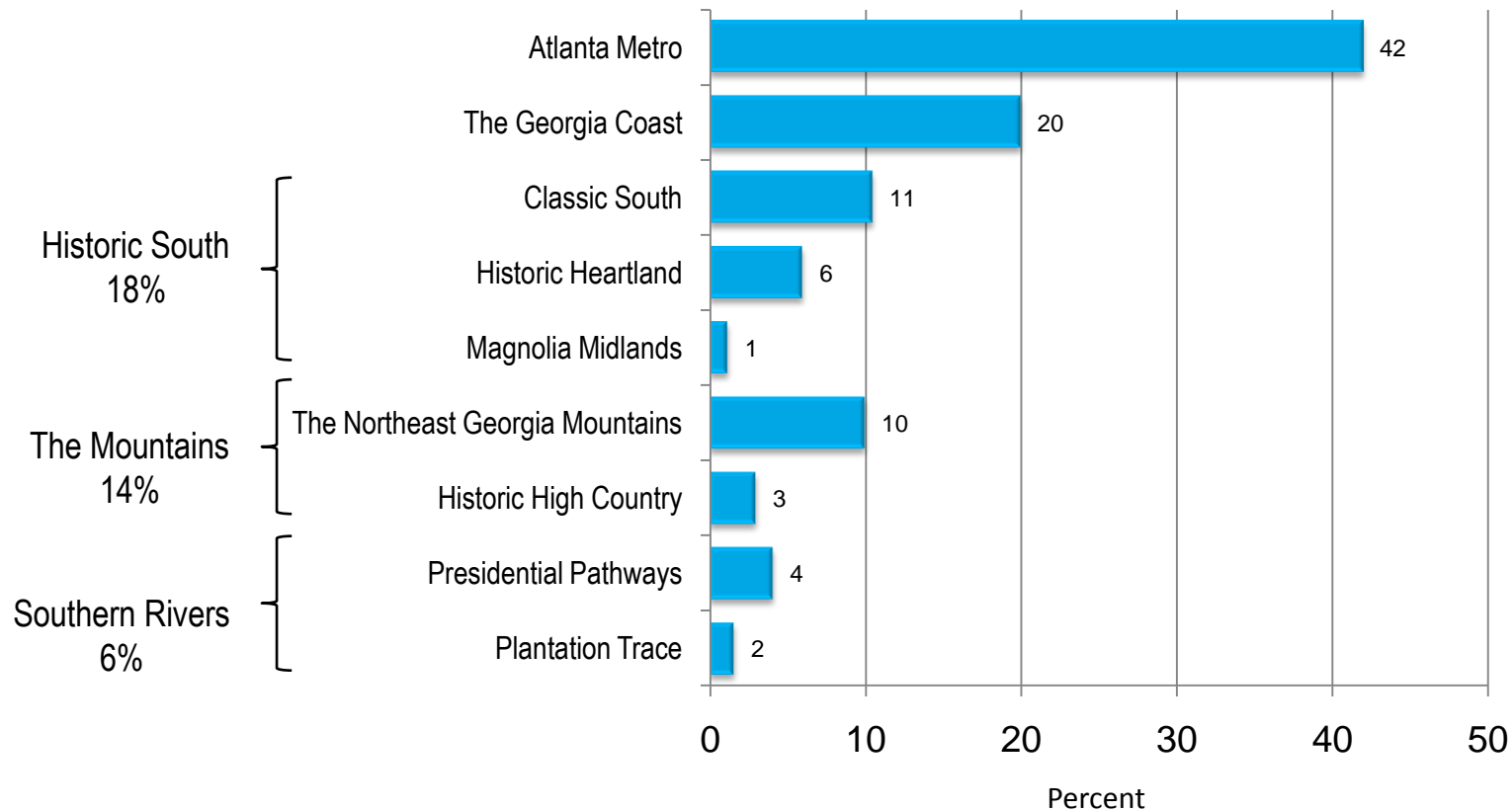
Base: Total Overnight Trips Georgia



Main Destination on Georgia Overnight Trip



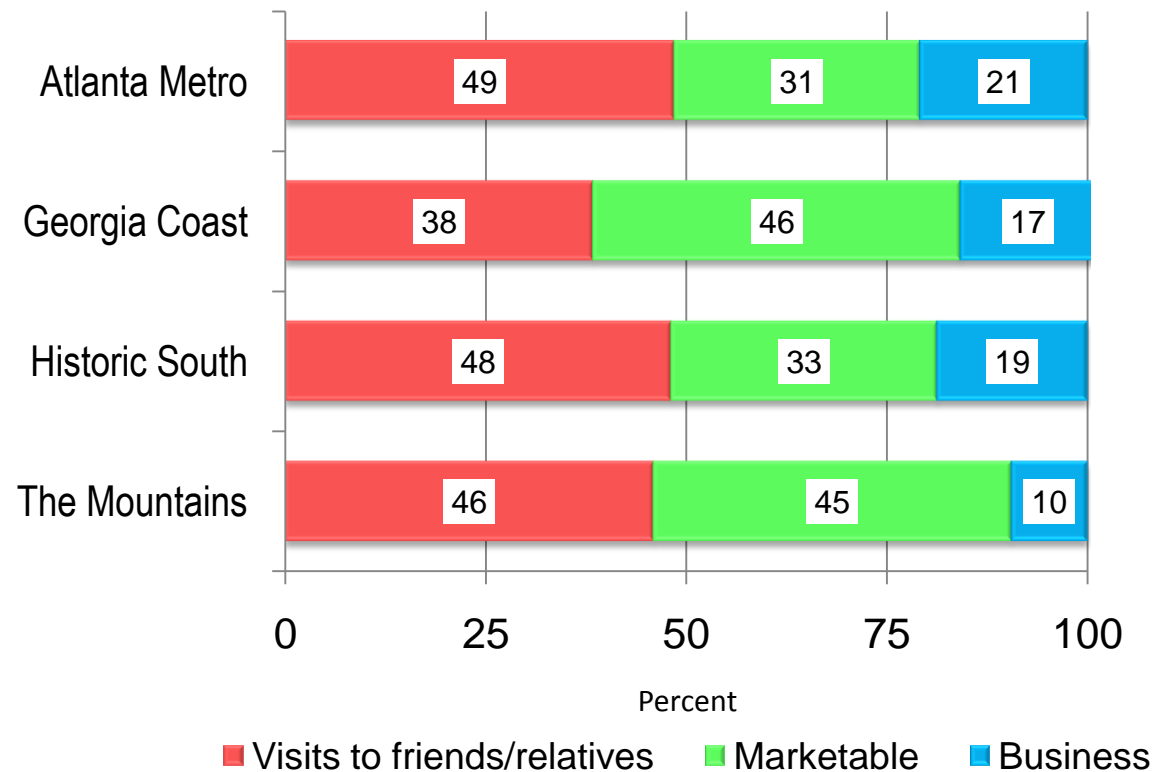
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Trips to Georgia Regions – By Trip Type



Base: Total Overnight Trips to Georgia



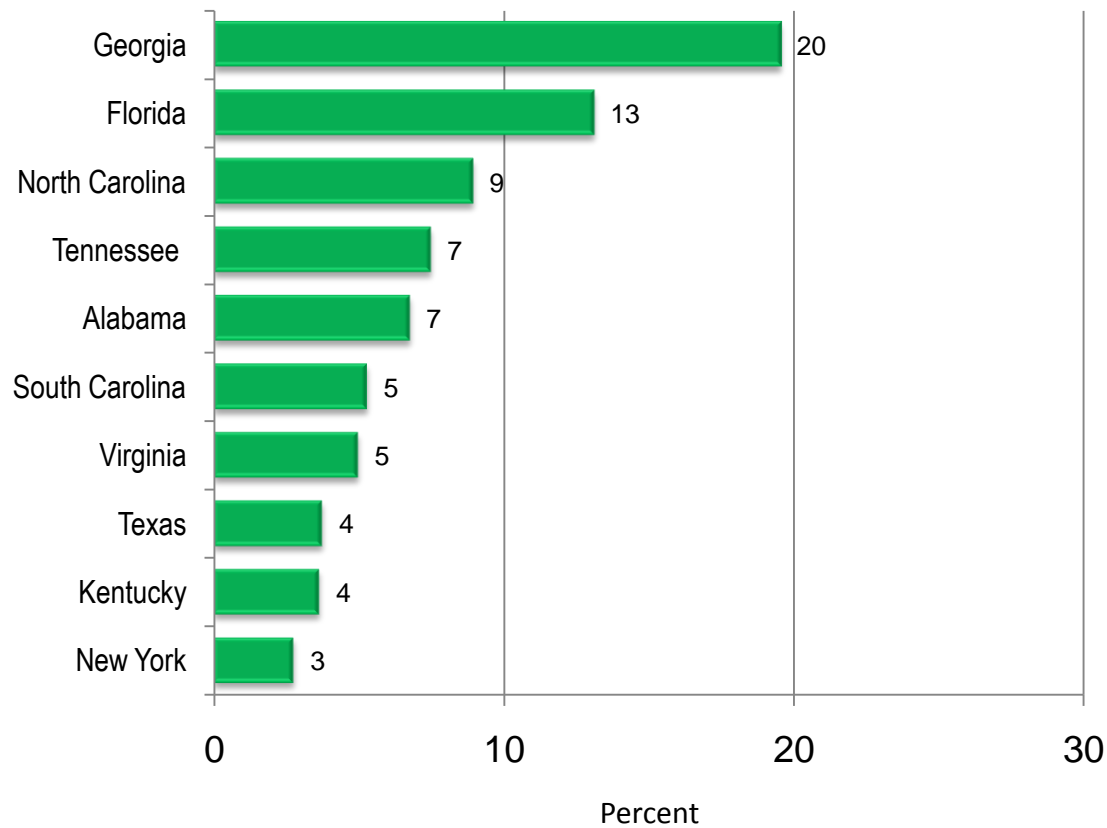


Demographic Profile of Georgia Visitors by Region

State Origin Of Overnight Trips — Atlanta Metro



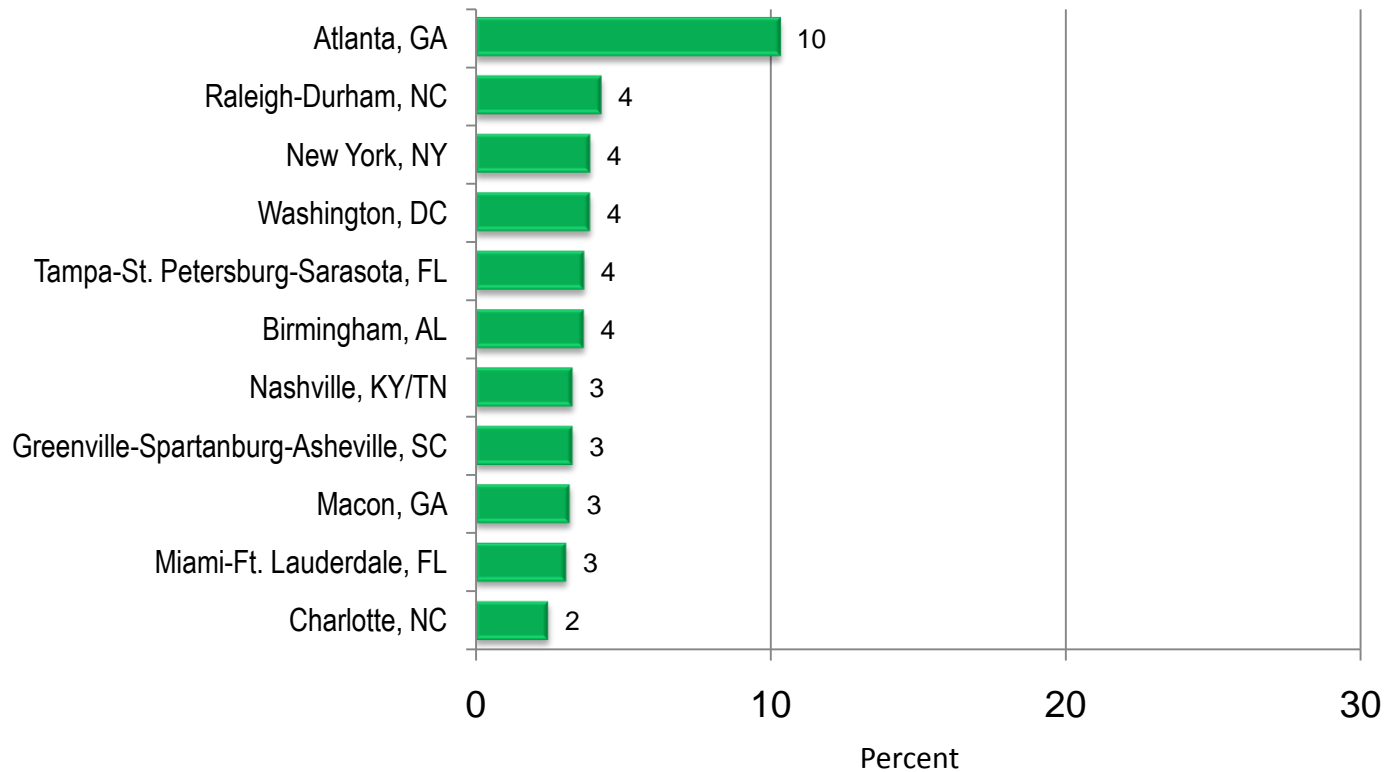
Base: Total Overnight Trips to Atlanta Metro



DMA Origin Of Overnight Trip — Atlanta Metro



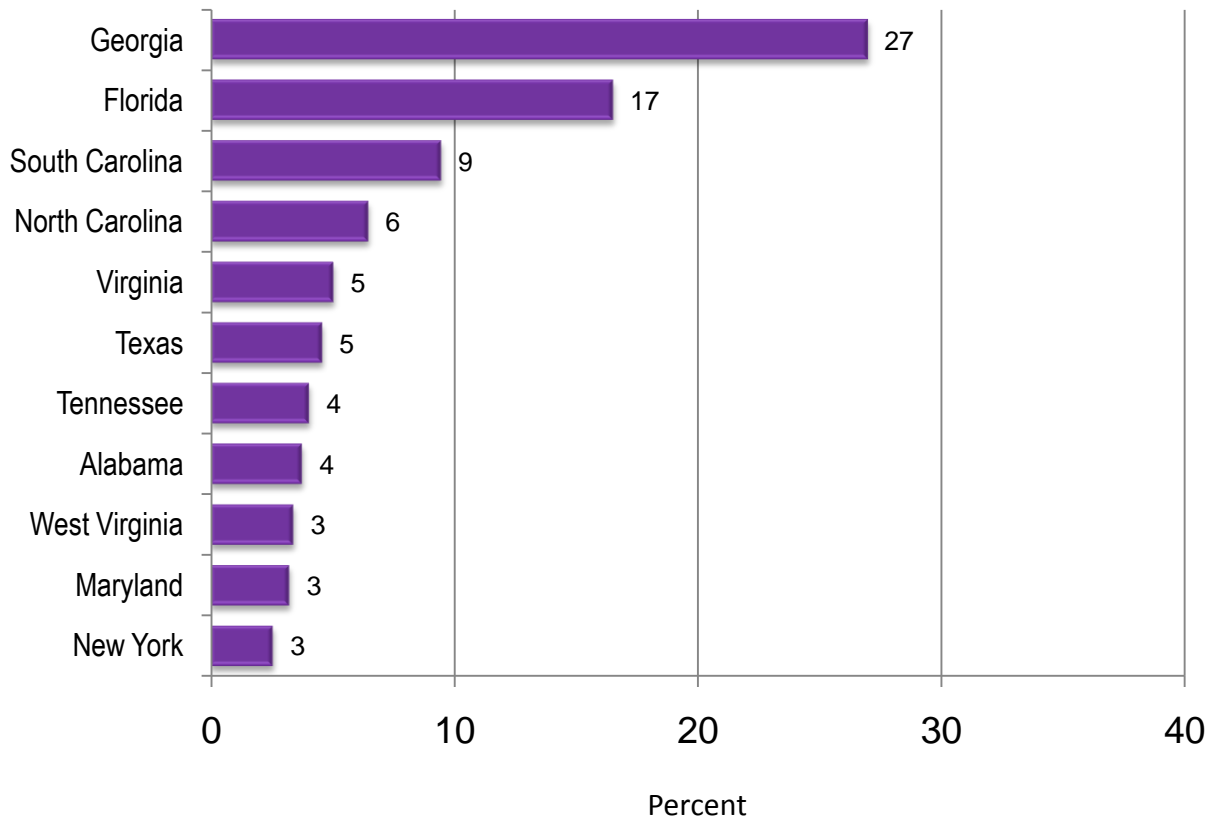
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State Origin Of Overnight Trip — Georgia Coast



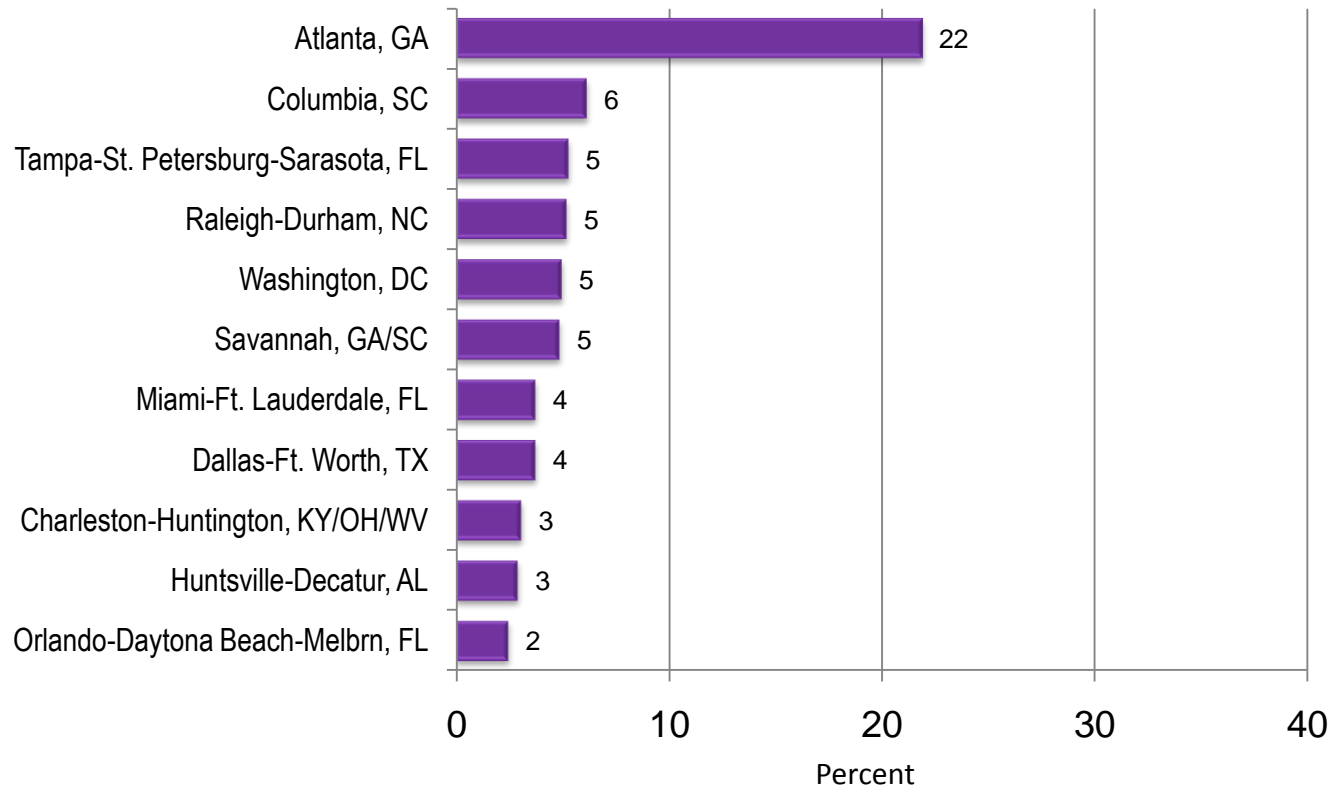
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DMA Origin Of Overnight Trip — Georgia Coast



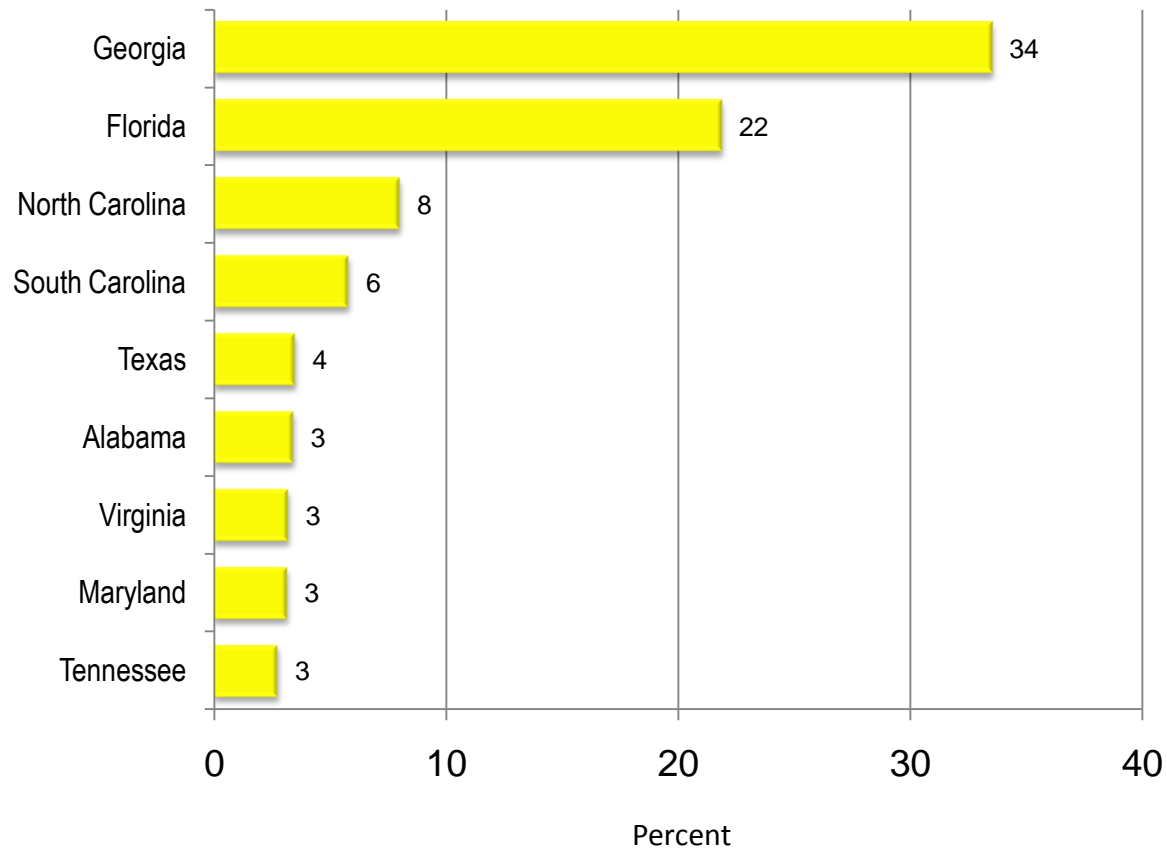
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State Origin Of Overnight Trip — Historic South



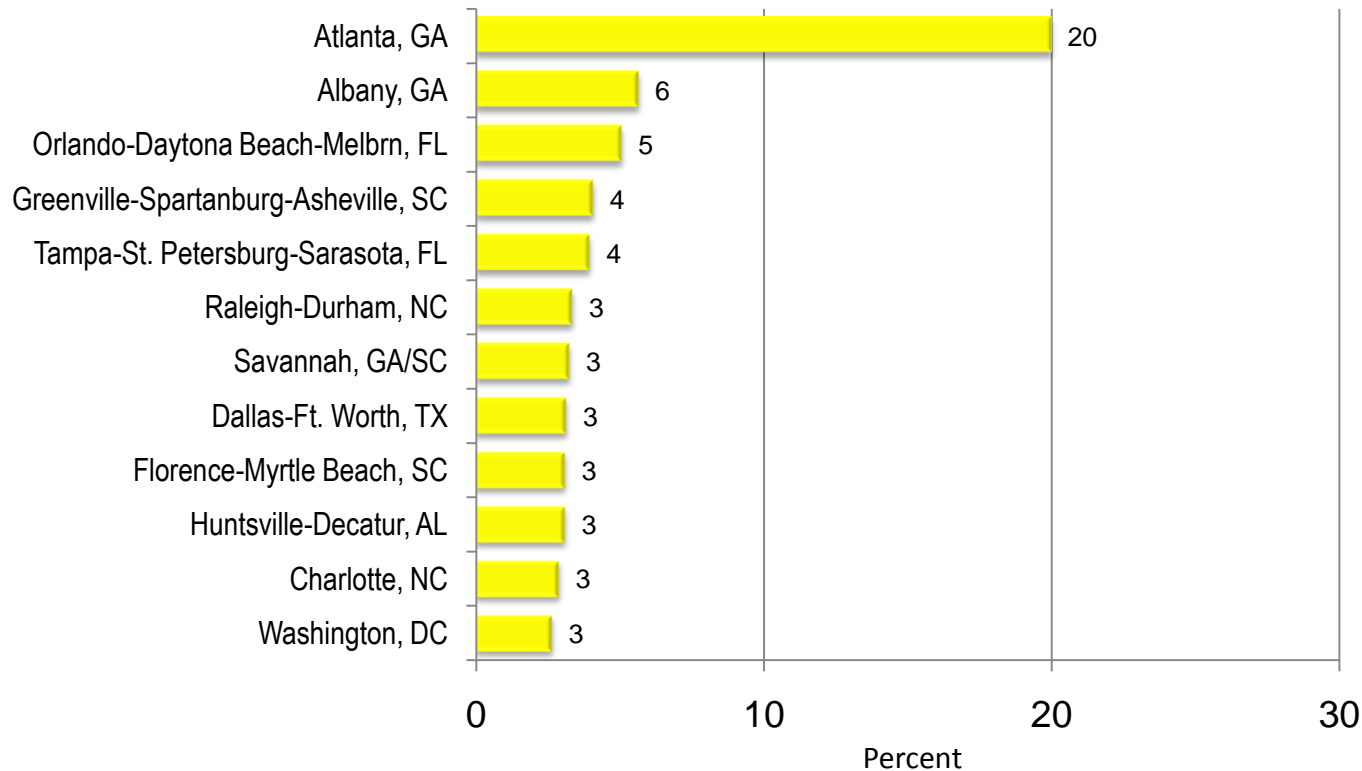
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DMA Origin Of Overnight Trip — Historic South



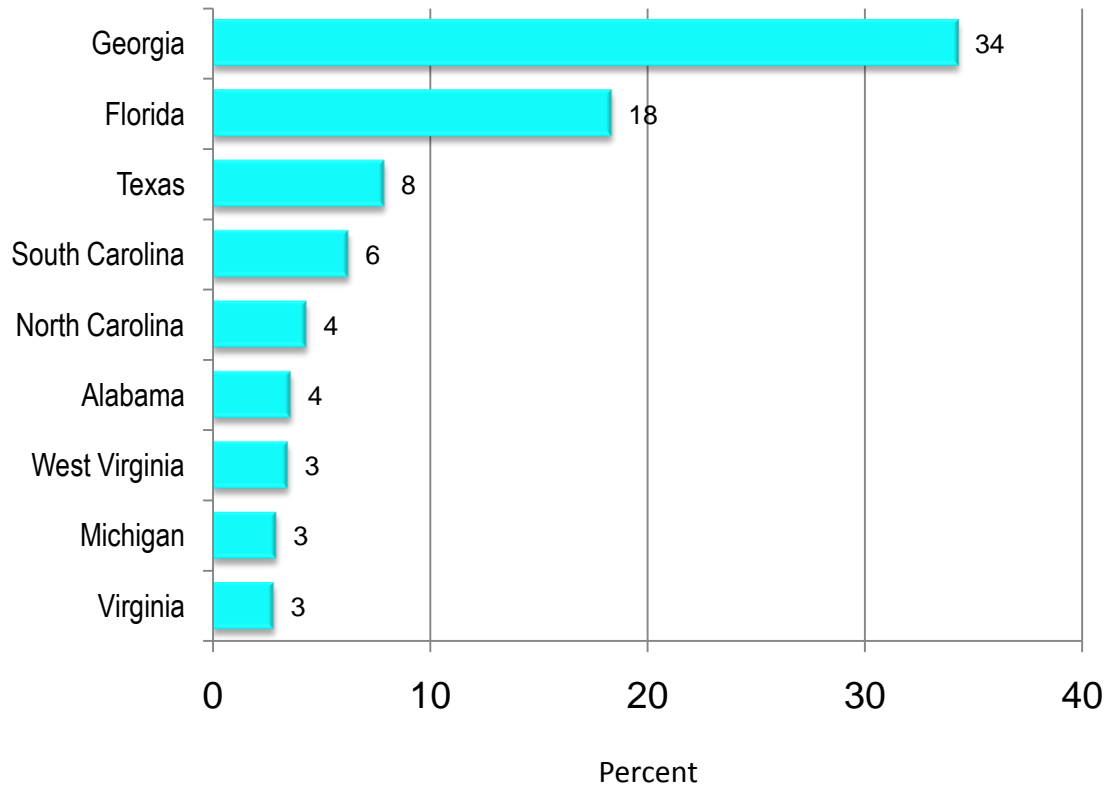
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State Origin Of Overnight Trip — The Mountains



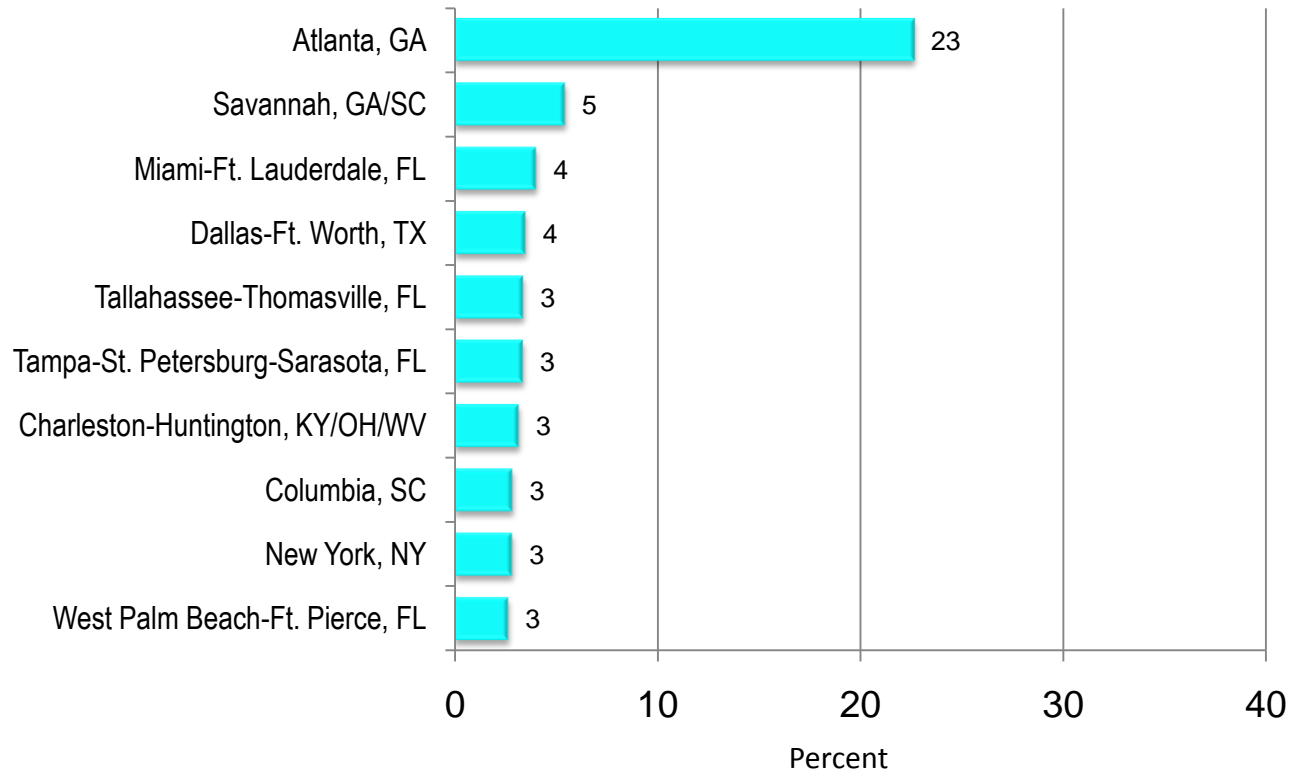
Base: Total Overnight Trips to The Mountains



DMA Origin Of Overnight Trip — The Mountains



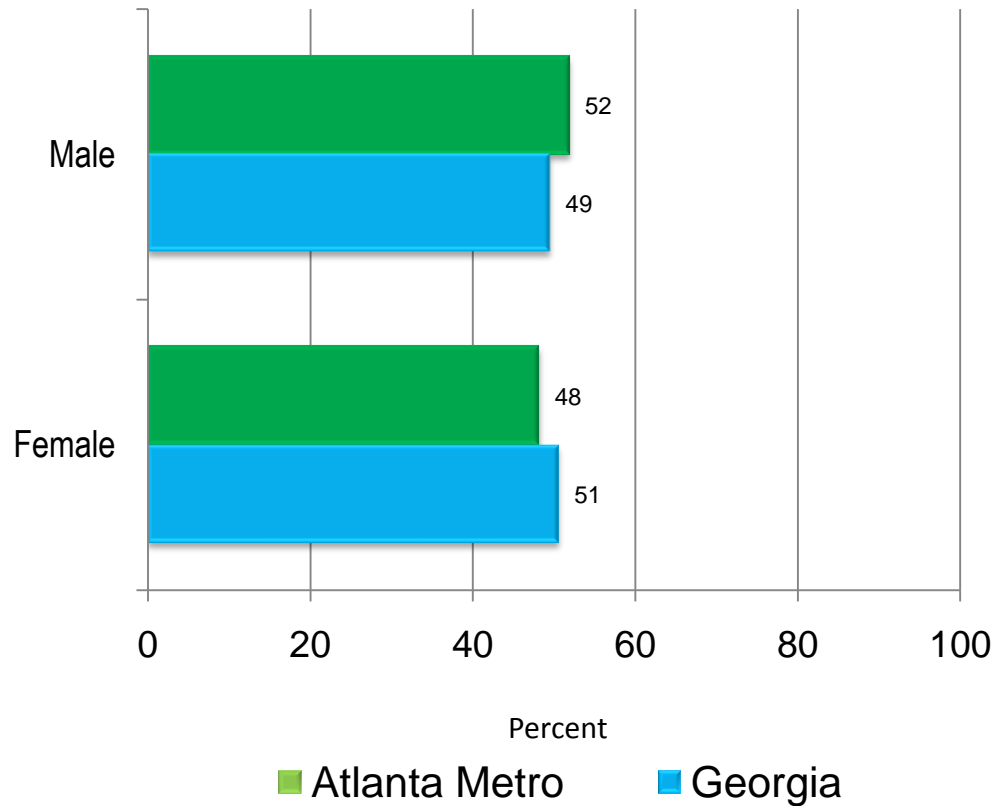
Base: Total Overnight Trips to The Mountains



Gender – Atlanta Metro



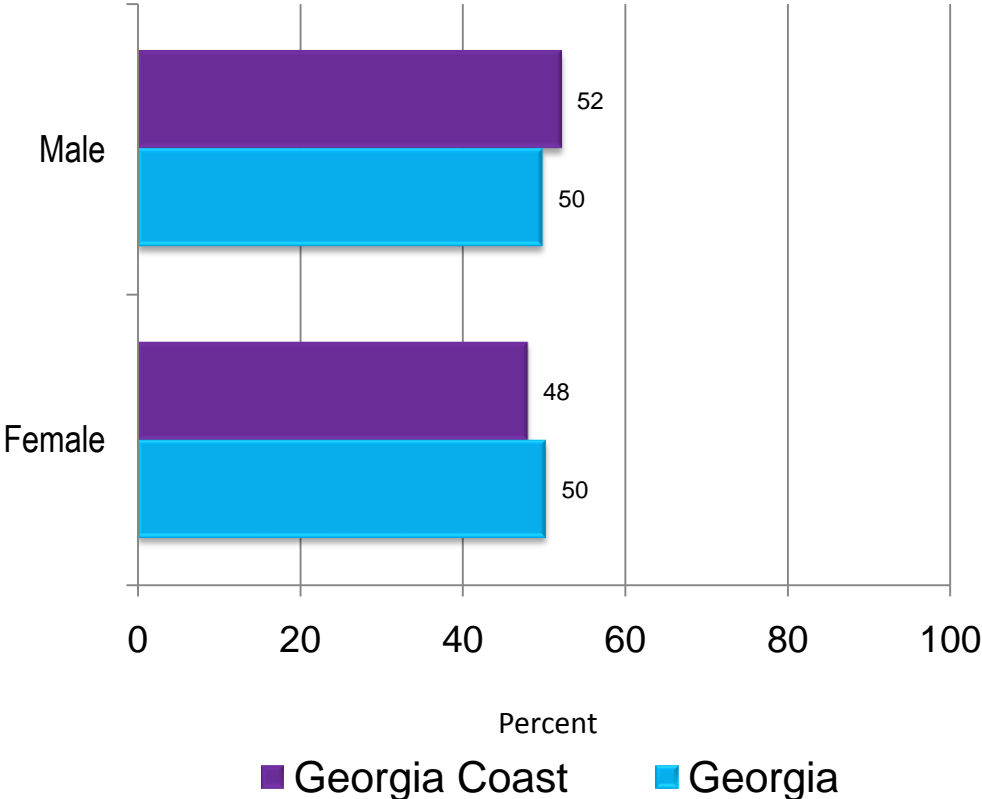
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Gender – Georgia Coast



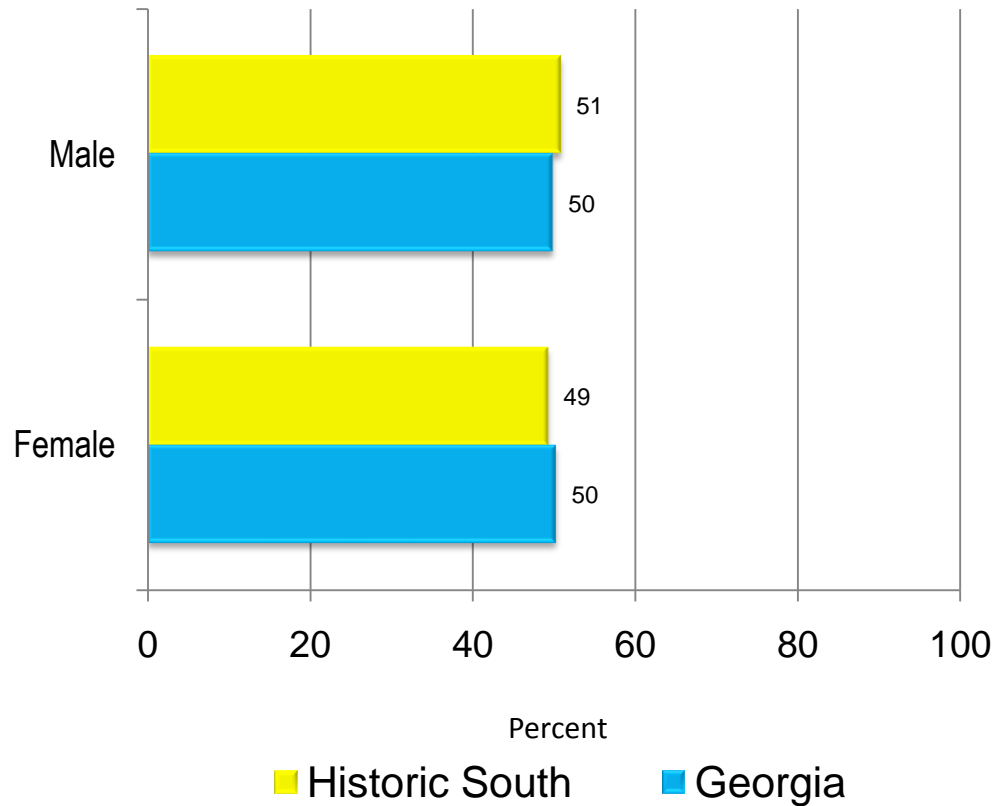
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Gender – Historic South



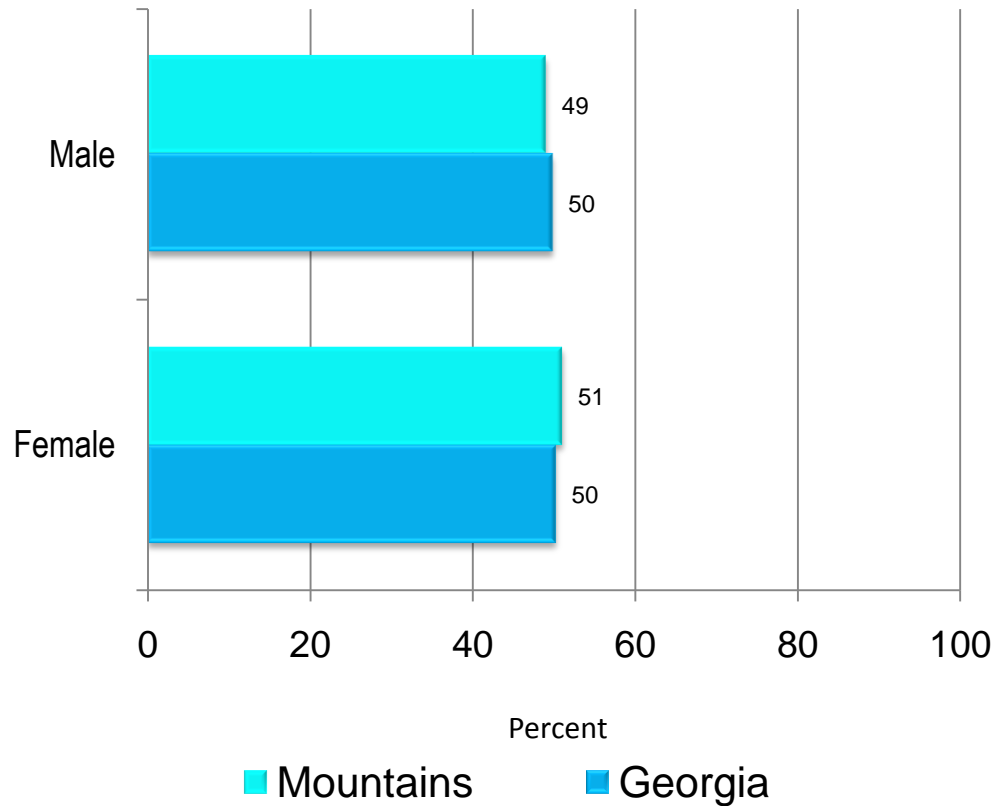
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Gender — The Mountains



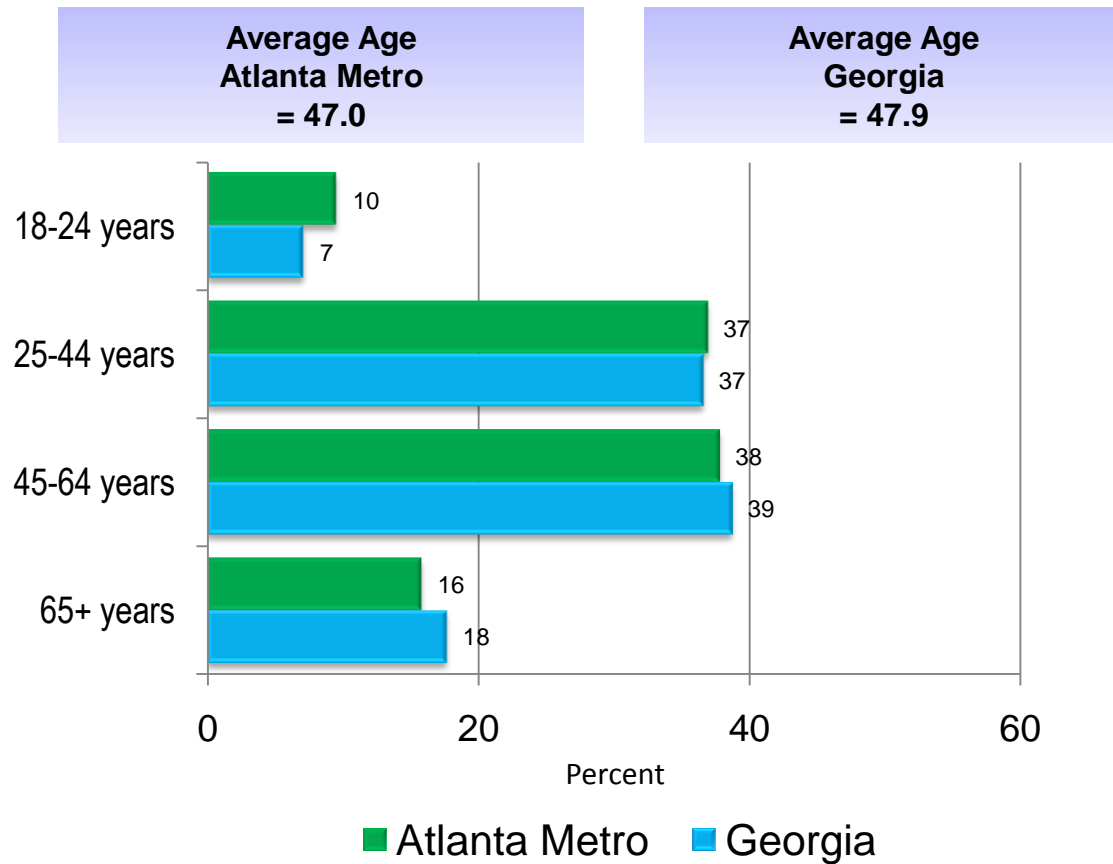
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Age – Atlanta Metro



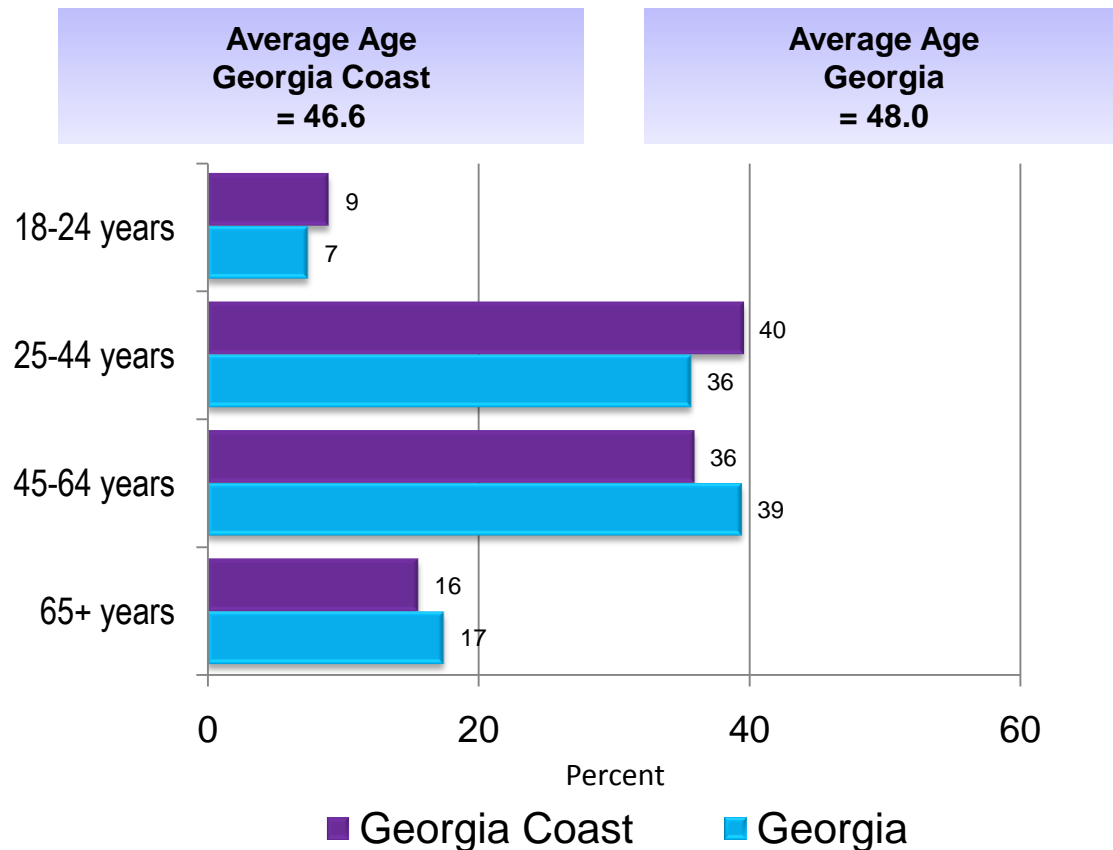
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Age – Georgia Coast



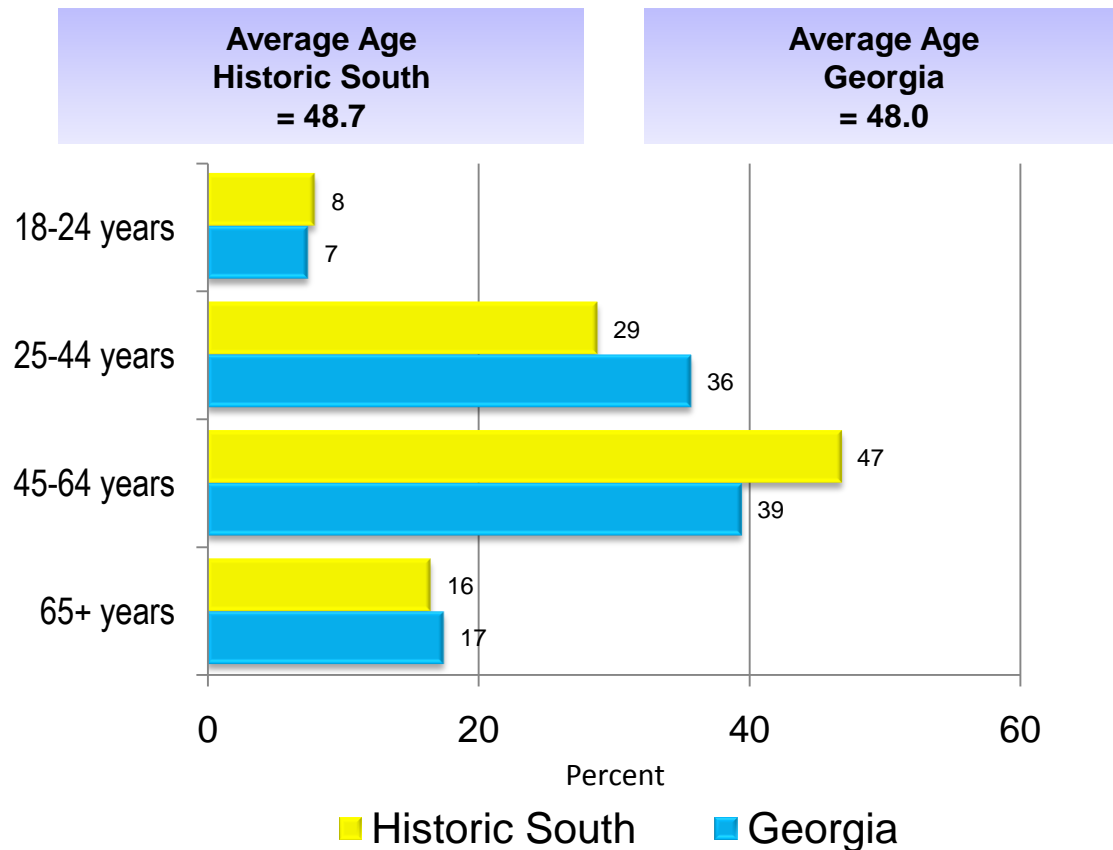
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Age – Historic South



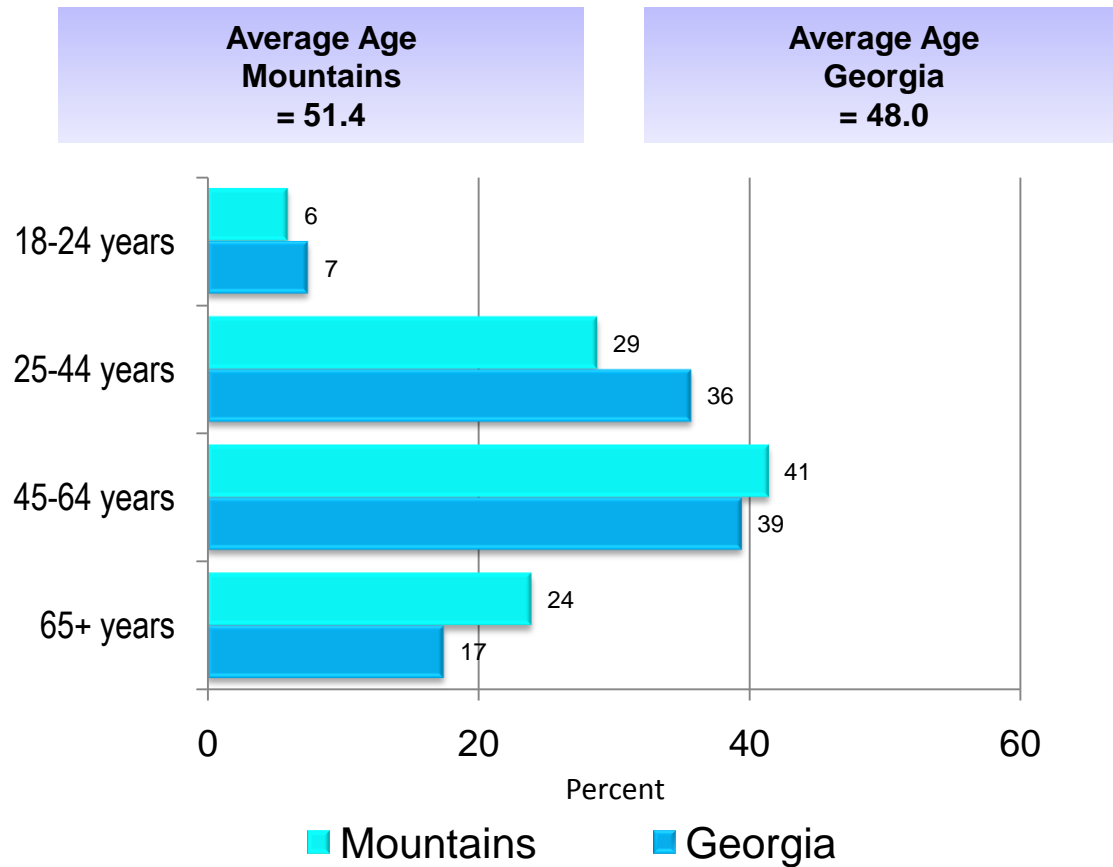
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Age – The Mountains



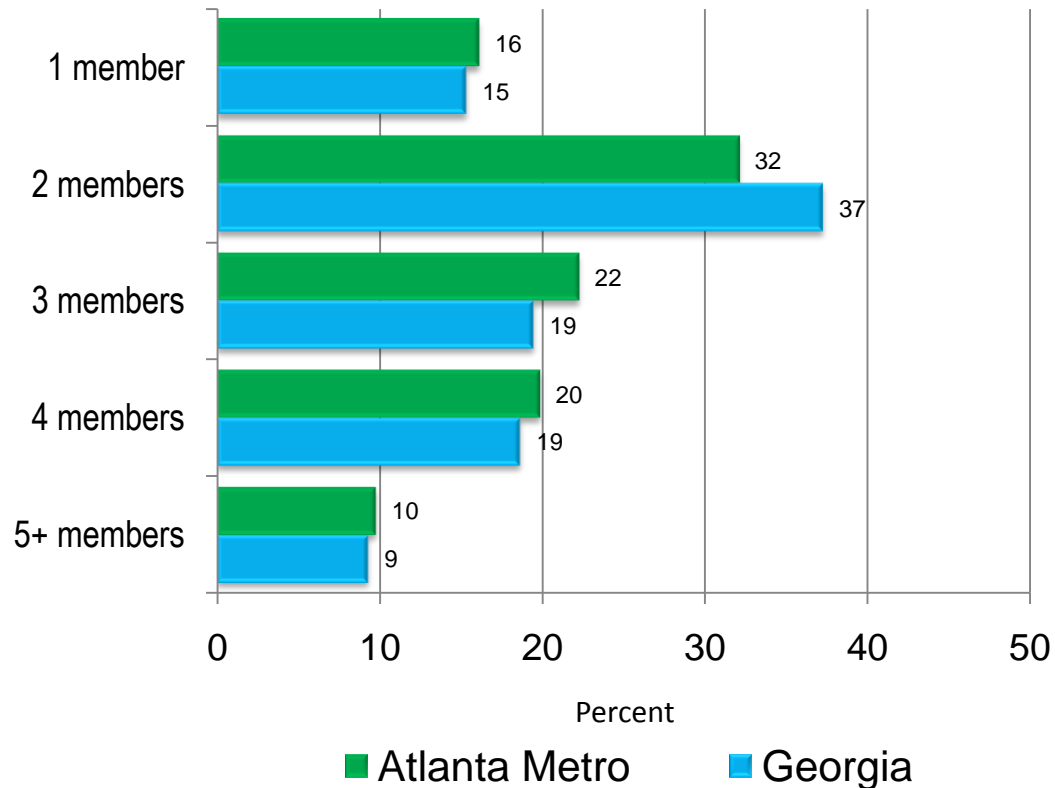
Base: Total Overnight Trips



Household Size – Atlanta Metro



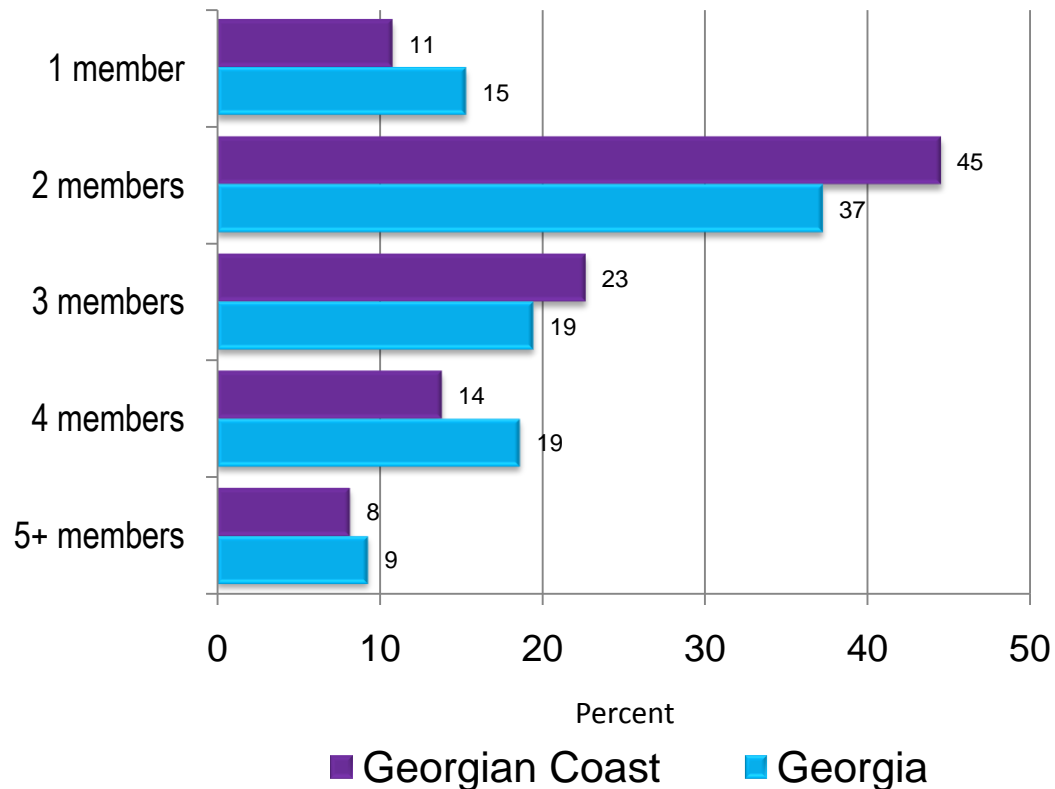
Base: Total Overnight Trips



Household Size – Georgian Coast



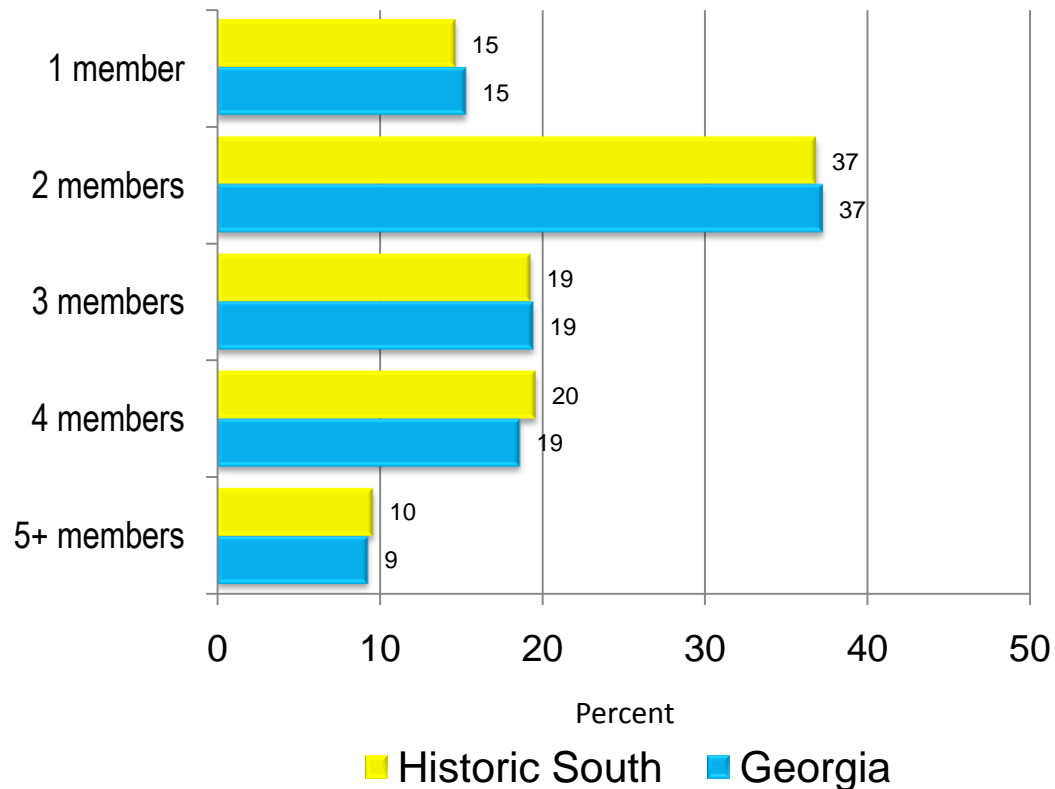
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Household Size – Historic South



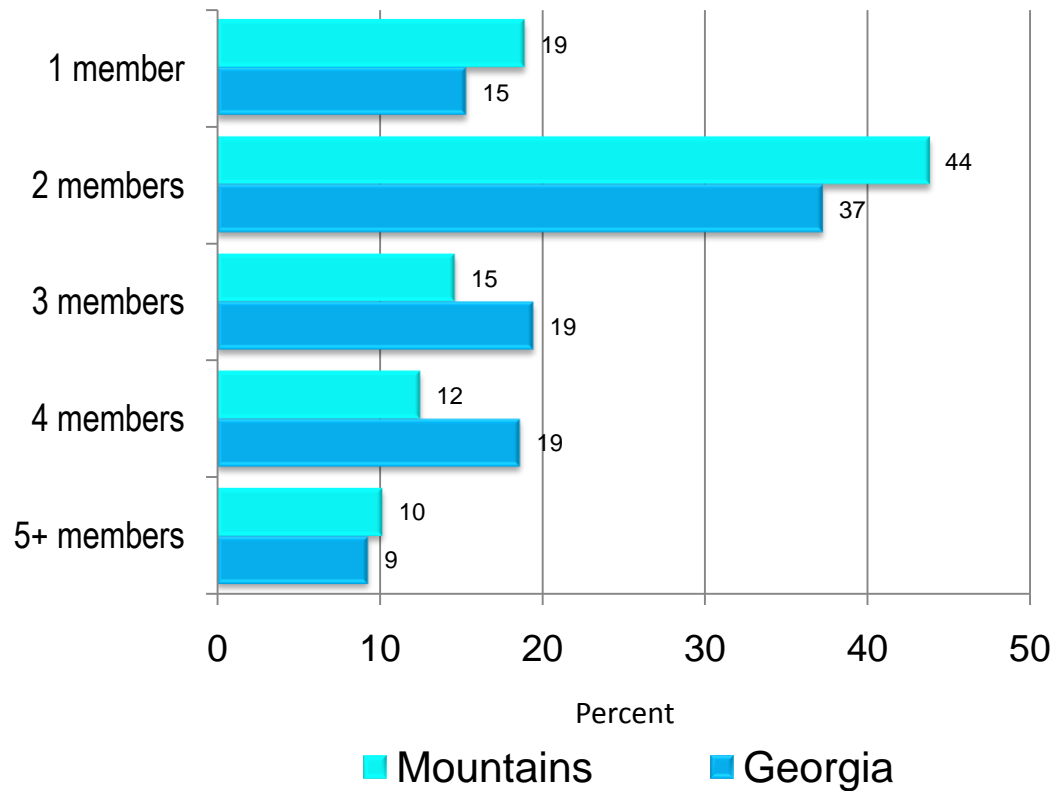
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Household Size – The Mountains



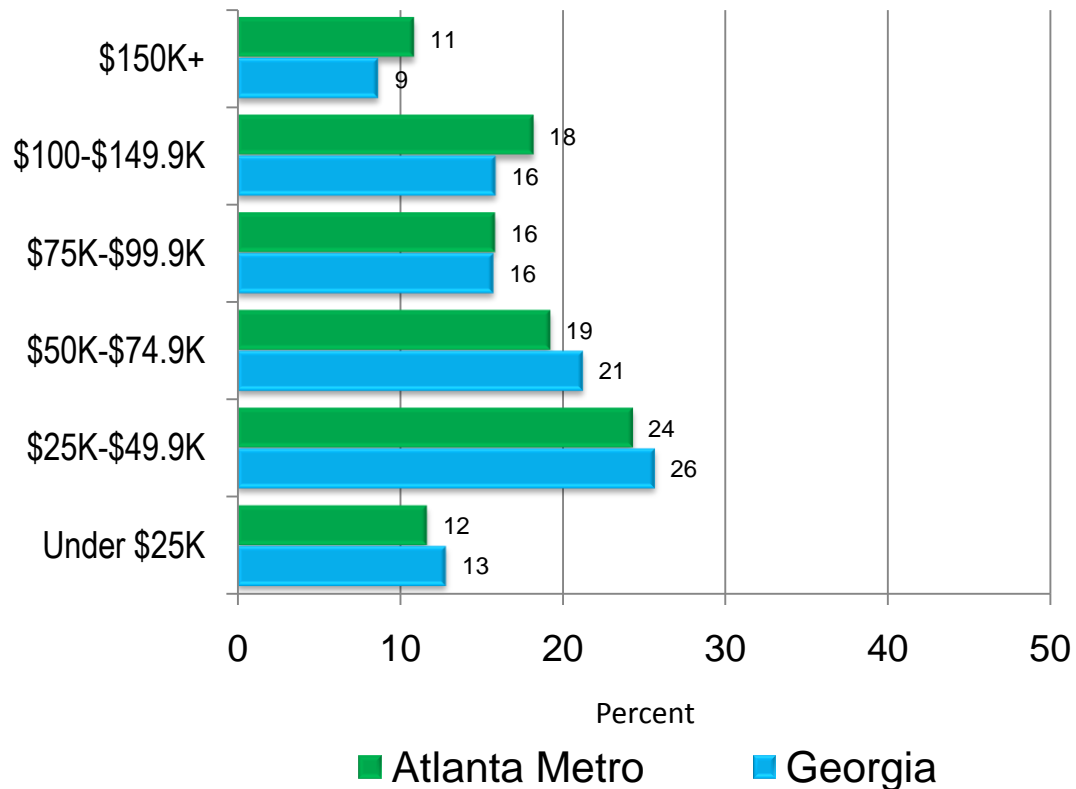
Base: Total Overnight Trips



Household Income – Atlanta Metro



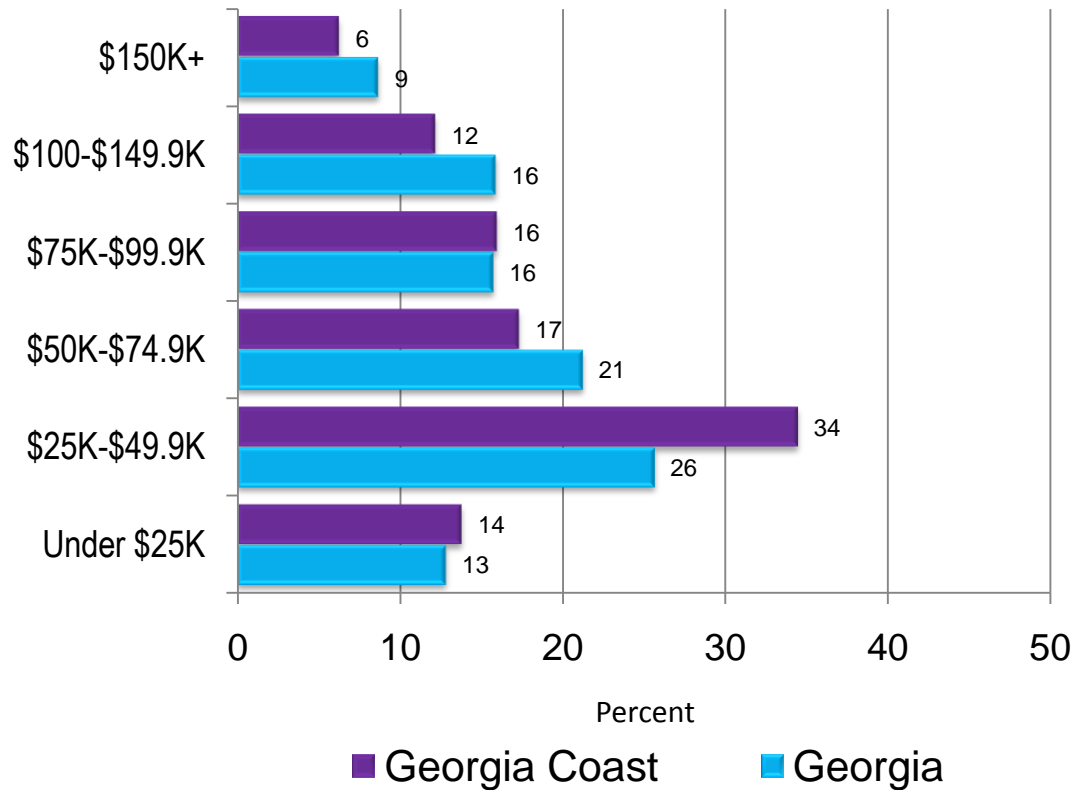
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Household Income – Georgia Coast



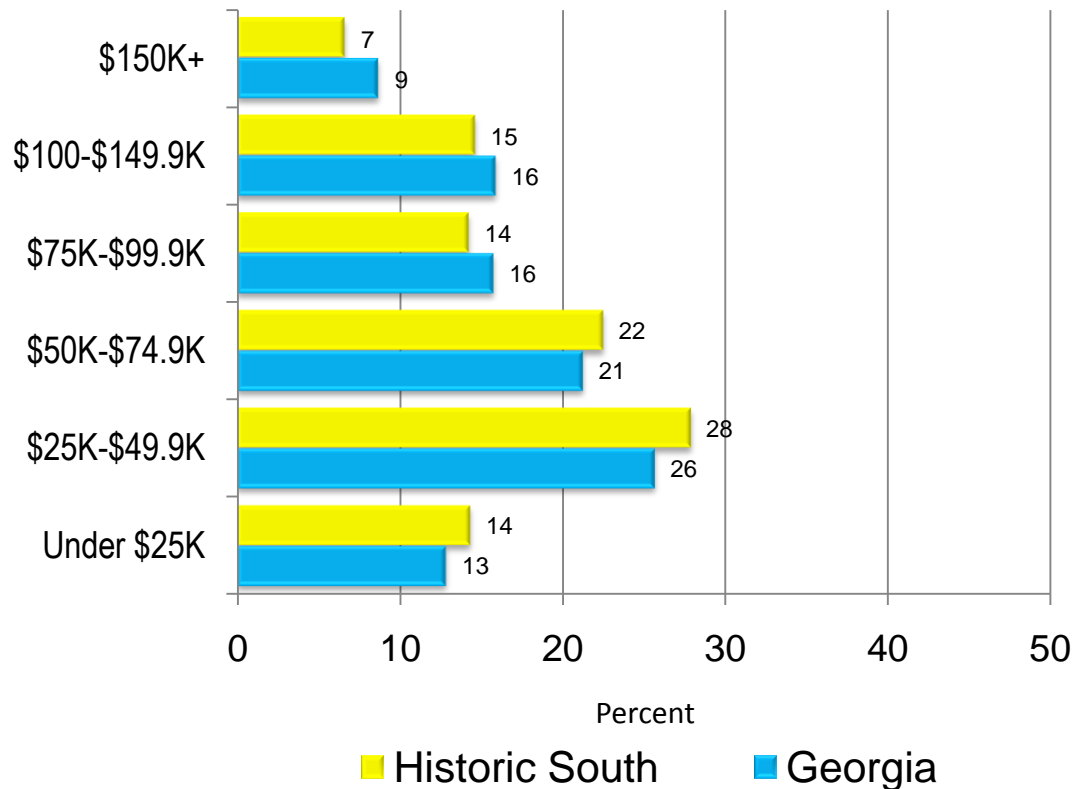
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Household Income – Historic South



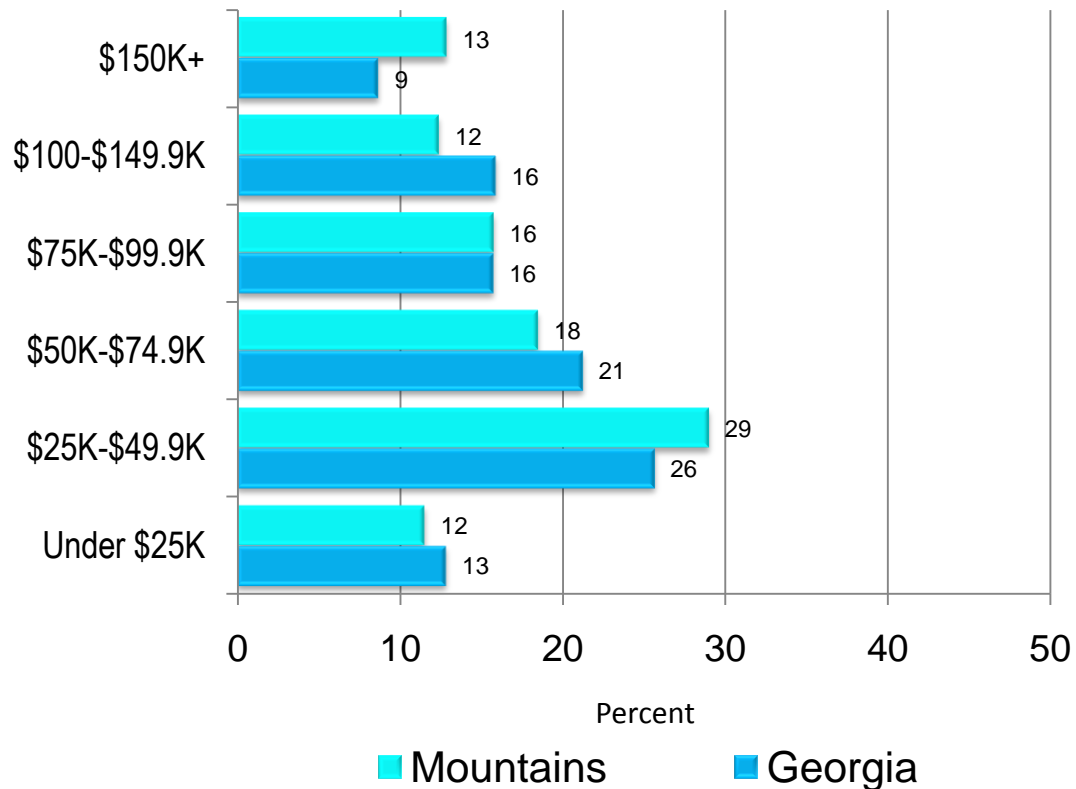
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Household Income – The Mountains



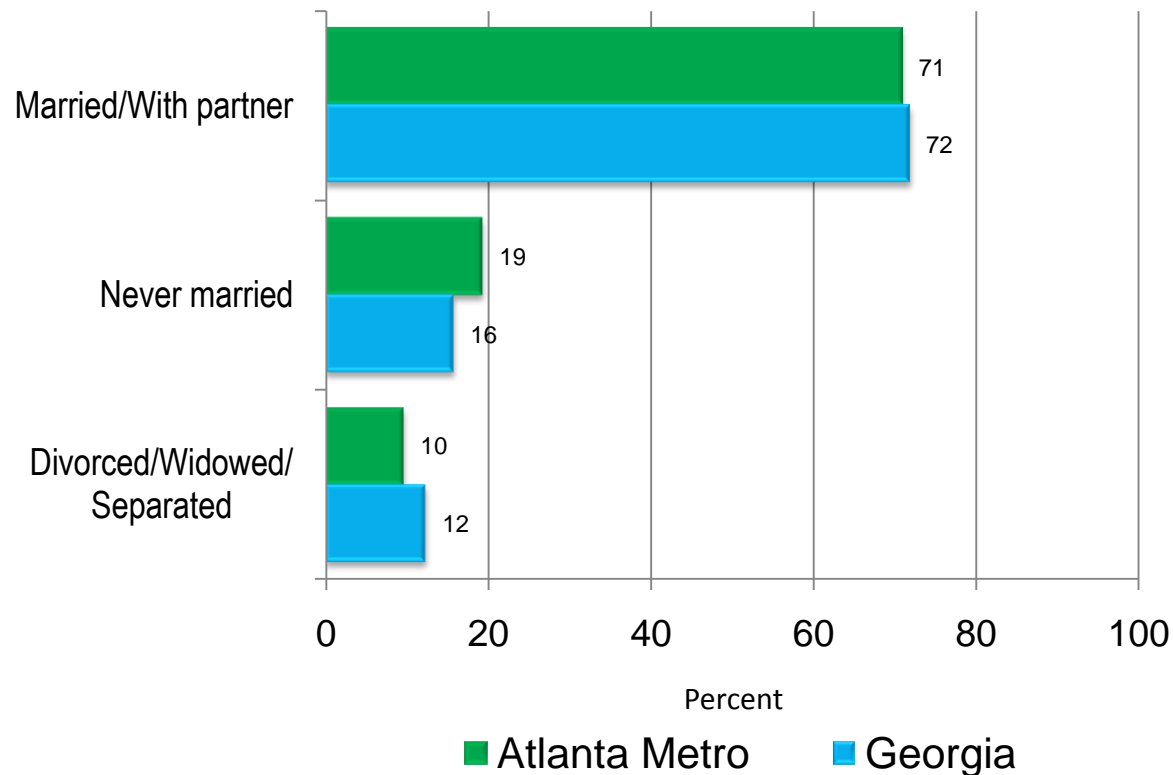
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Marital Status – Atlanta Metro



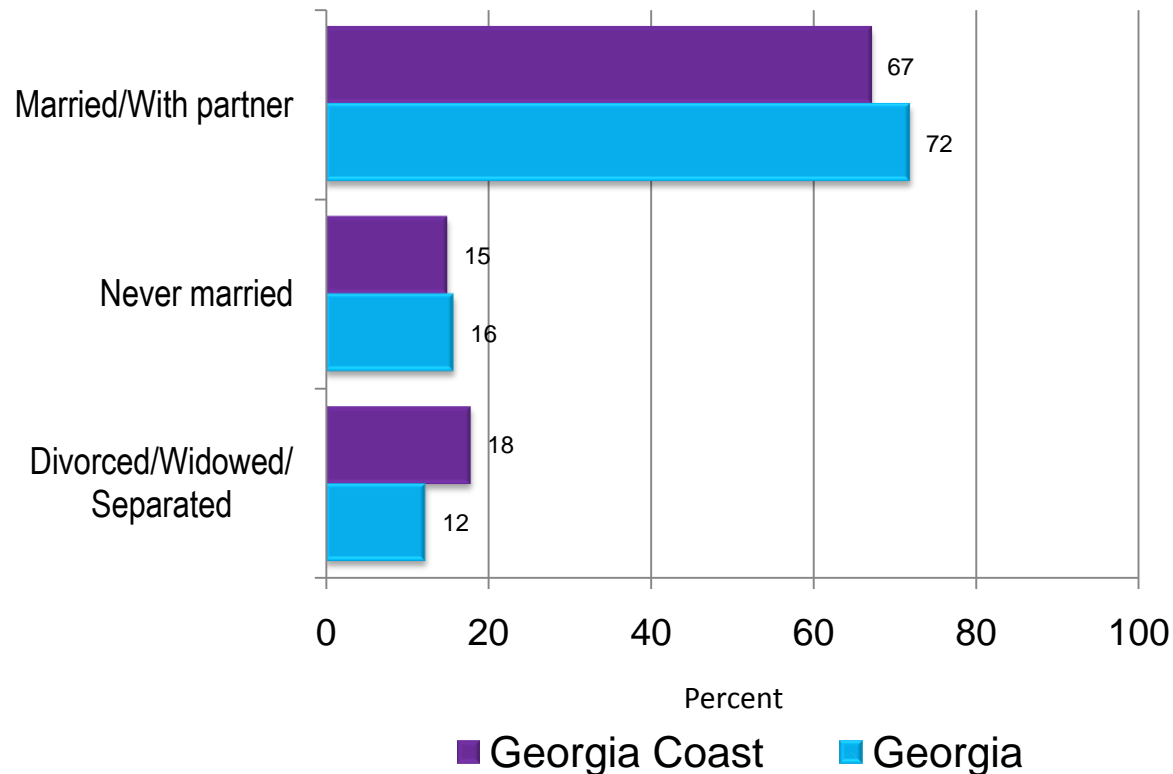
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Marital Status – Georgia Coast



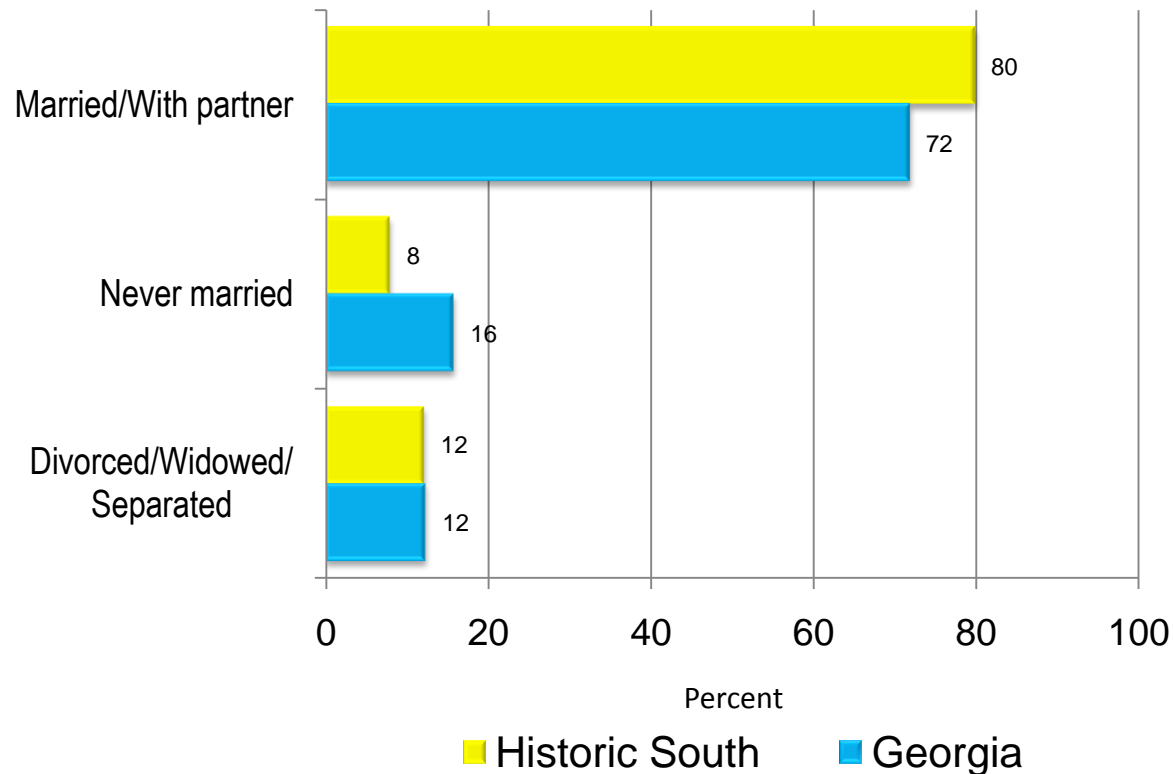
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Marital Status – Historic South



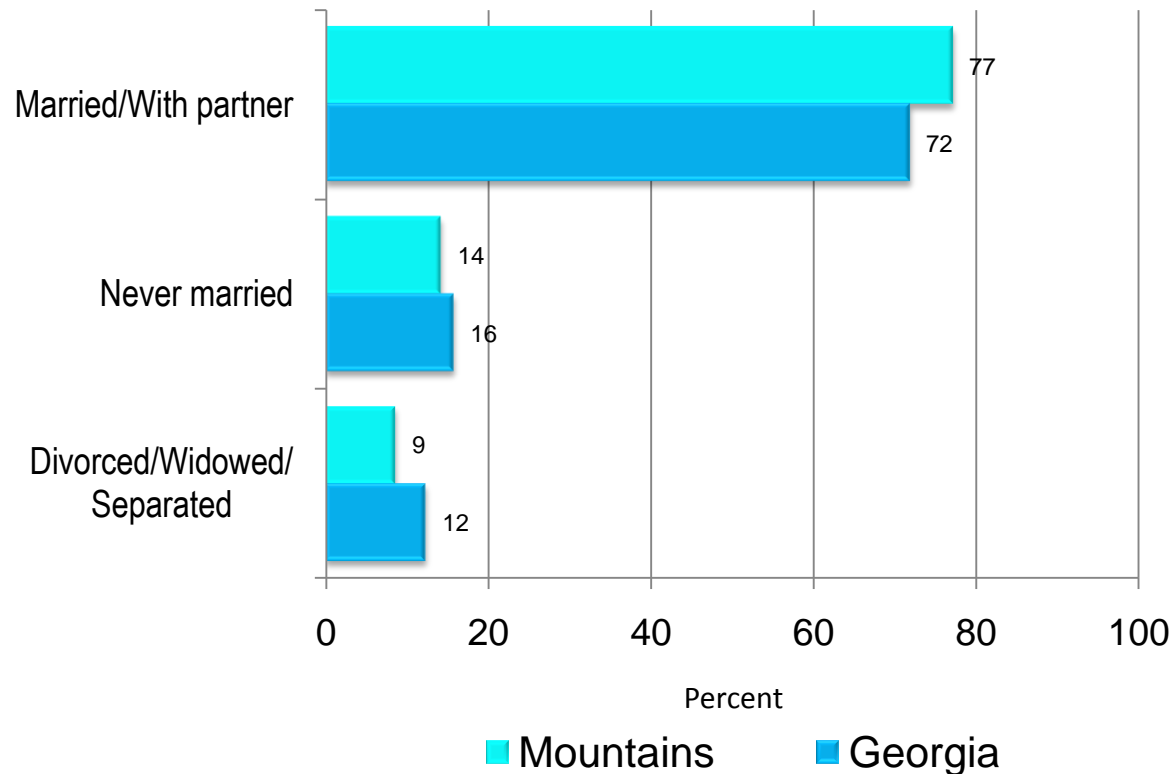
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Marital Status – The Mountains



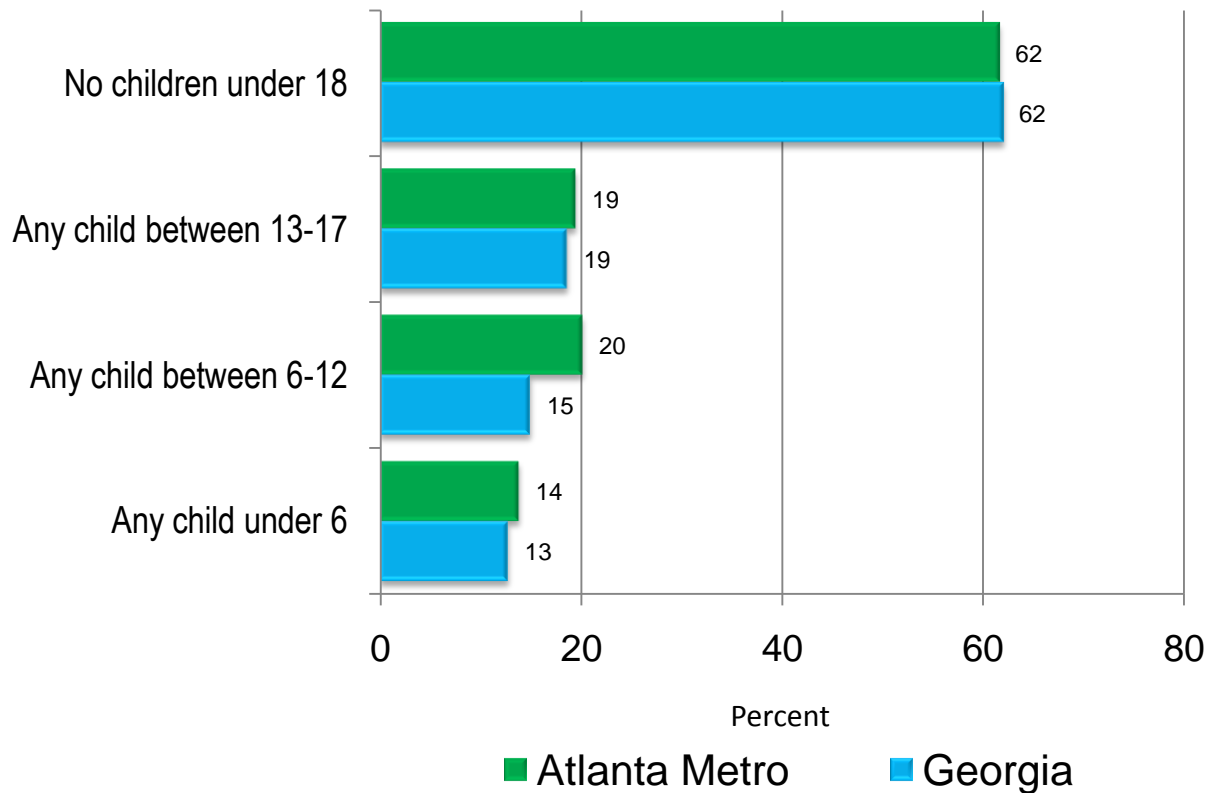
Base: Total Overnight Trips



Children in Household – Atlanta Metro



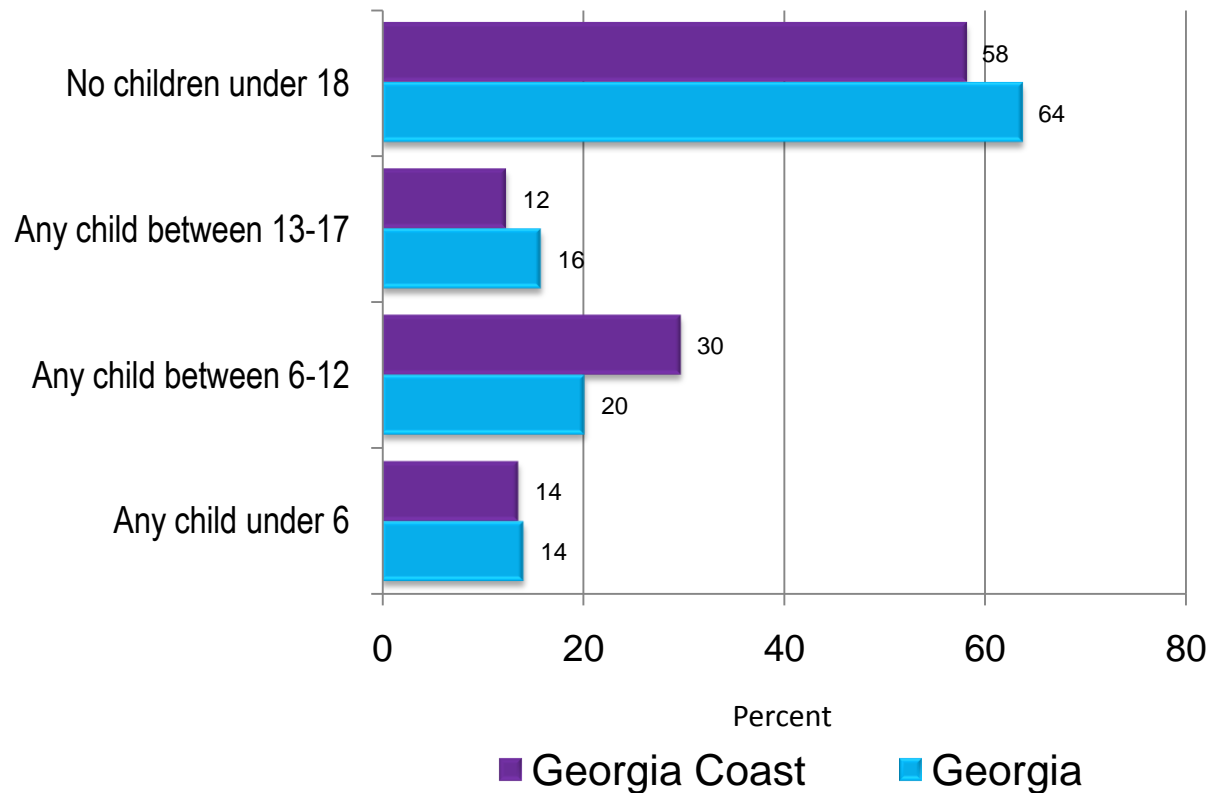
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Children in Household – Georgia Coast



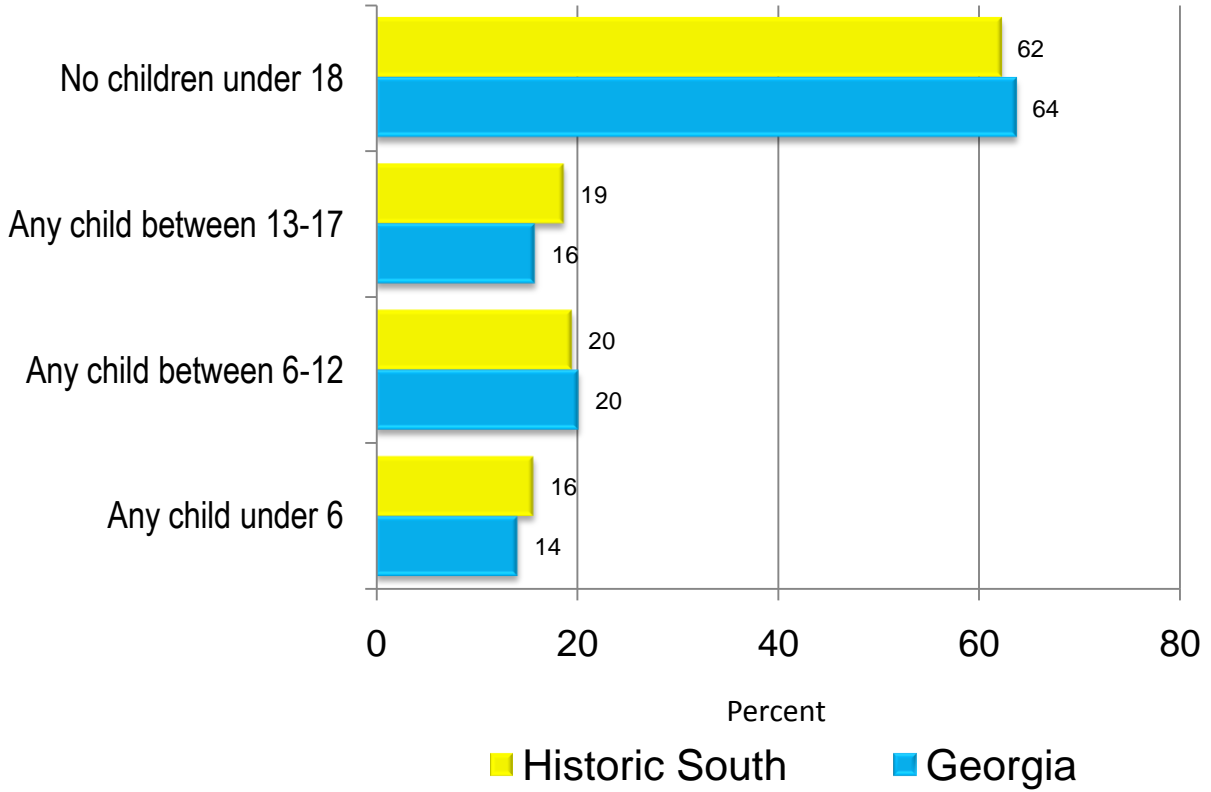
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Children in Household – Historic South



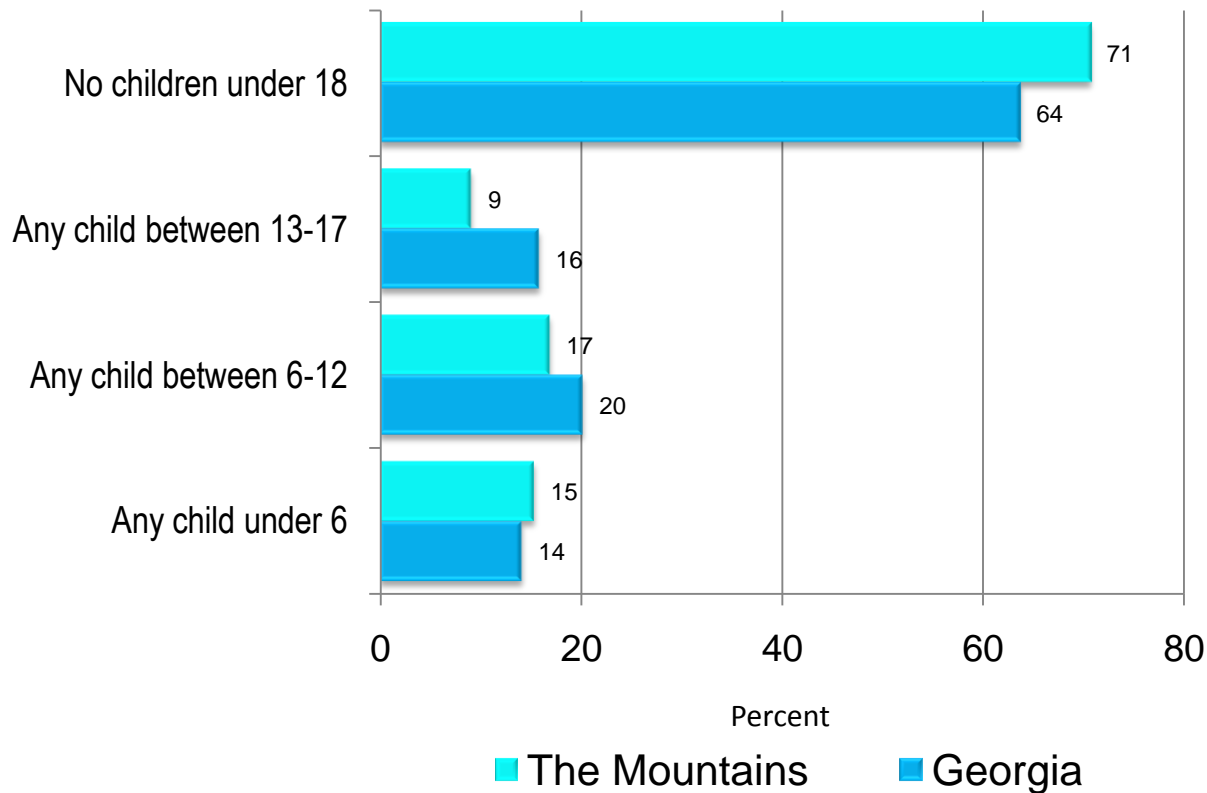
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Children in Household – The Mountains



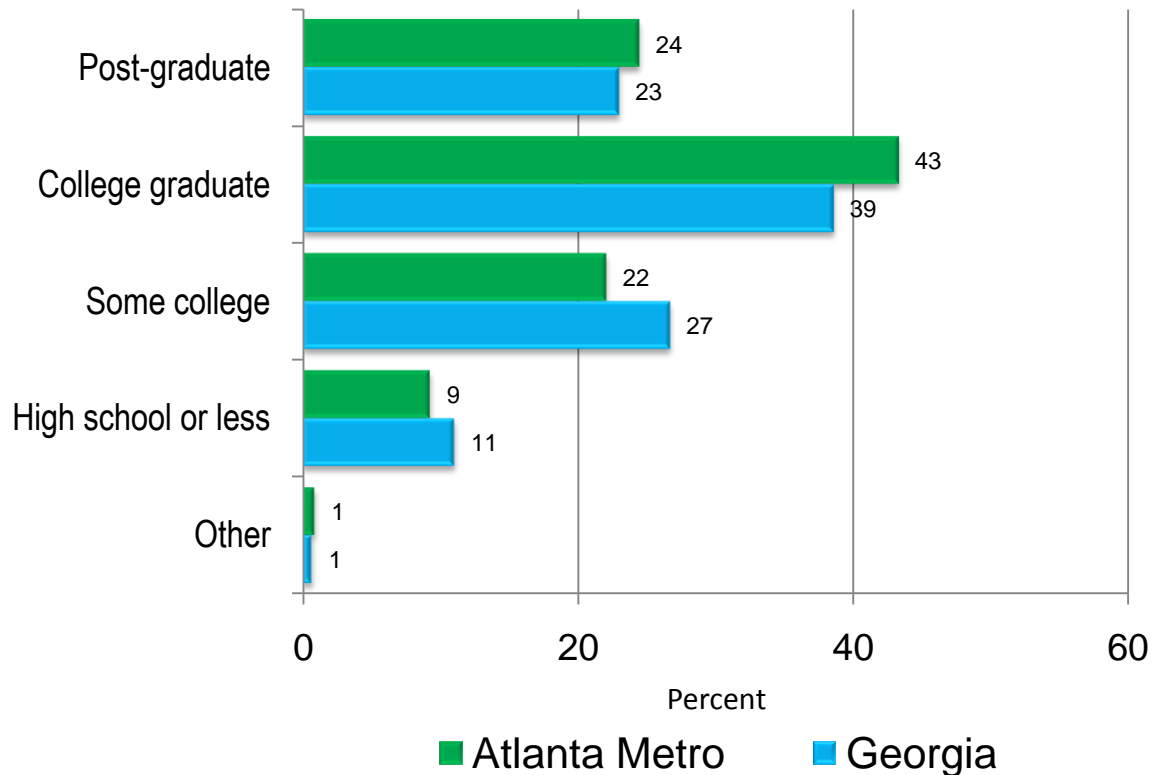
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Education – Atlanta Metro



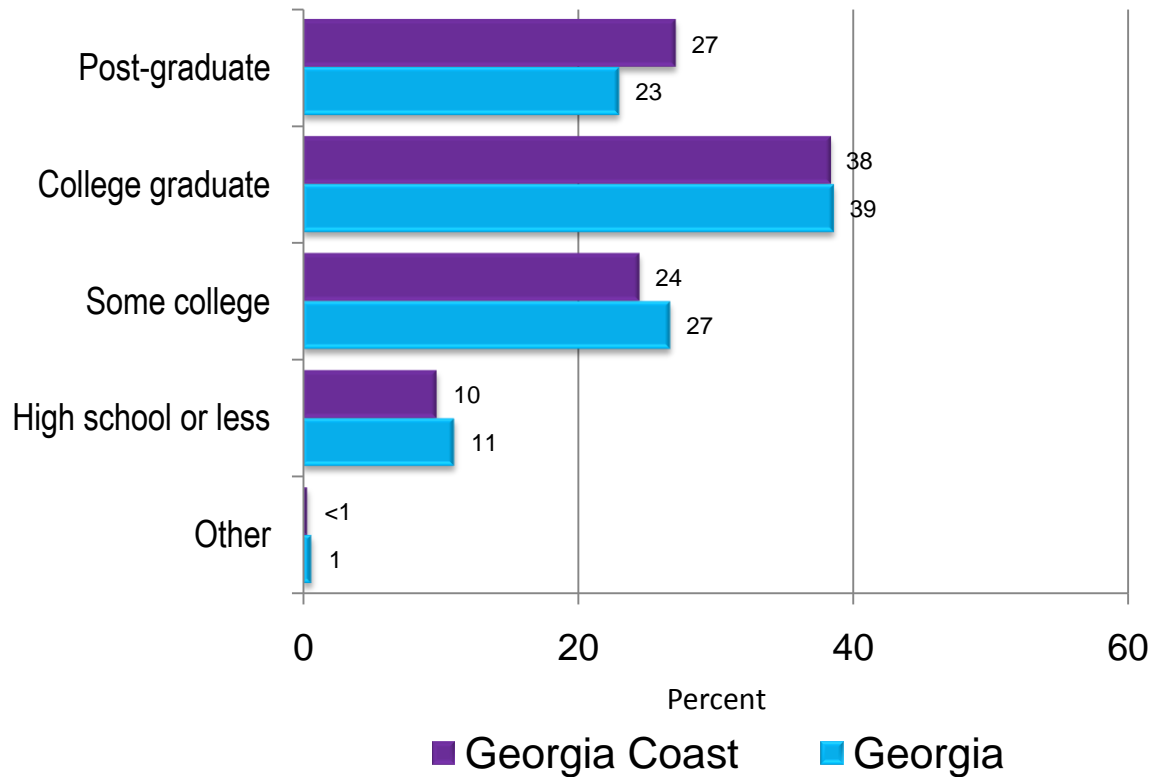
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Education – Georgia Coast



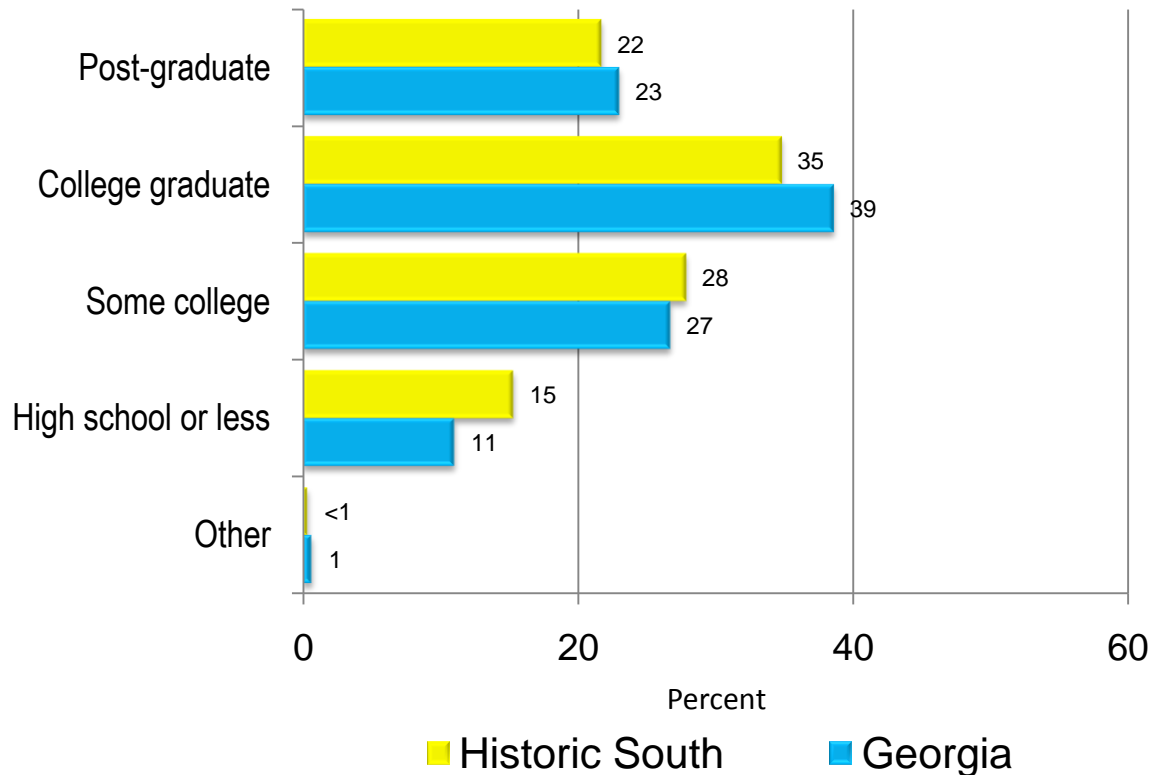
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Education – Historic South



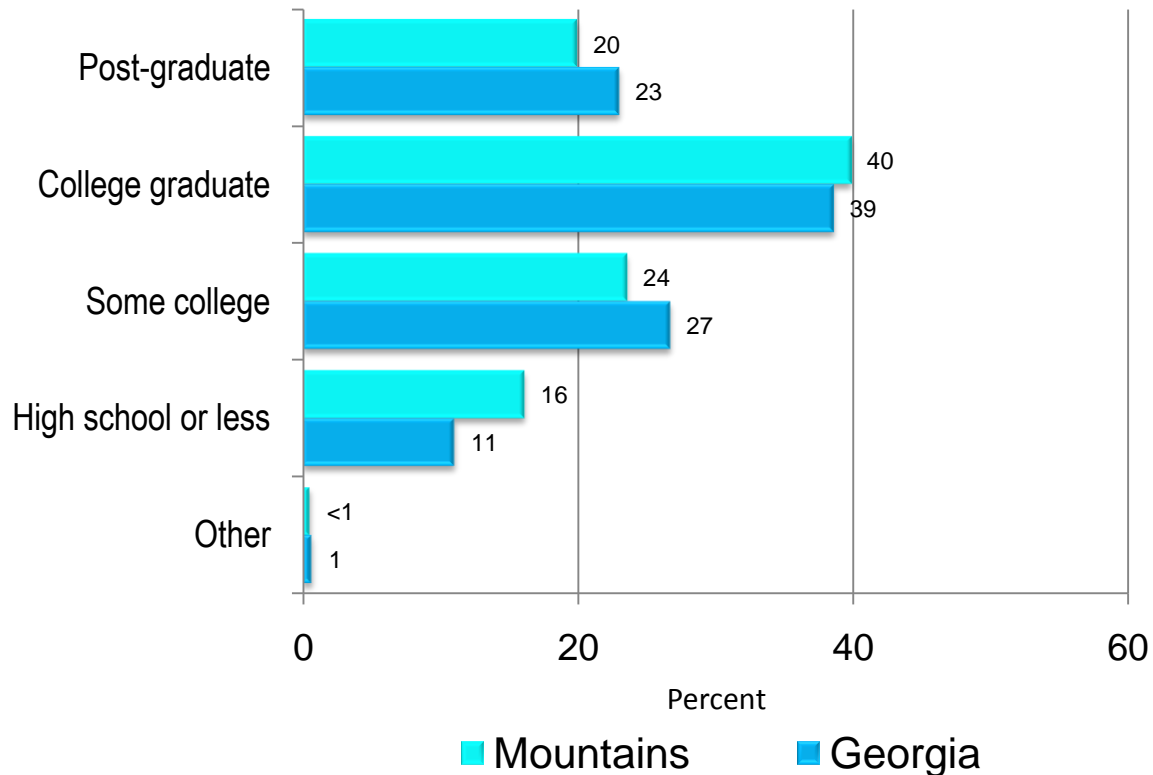
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Education – The Mountains



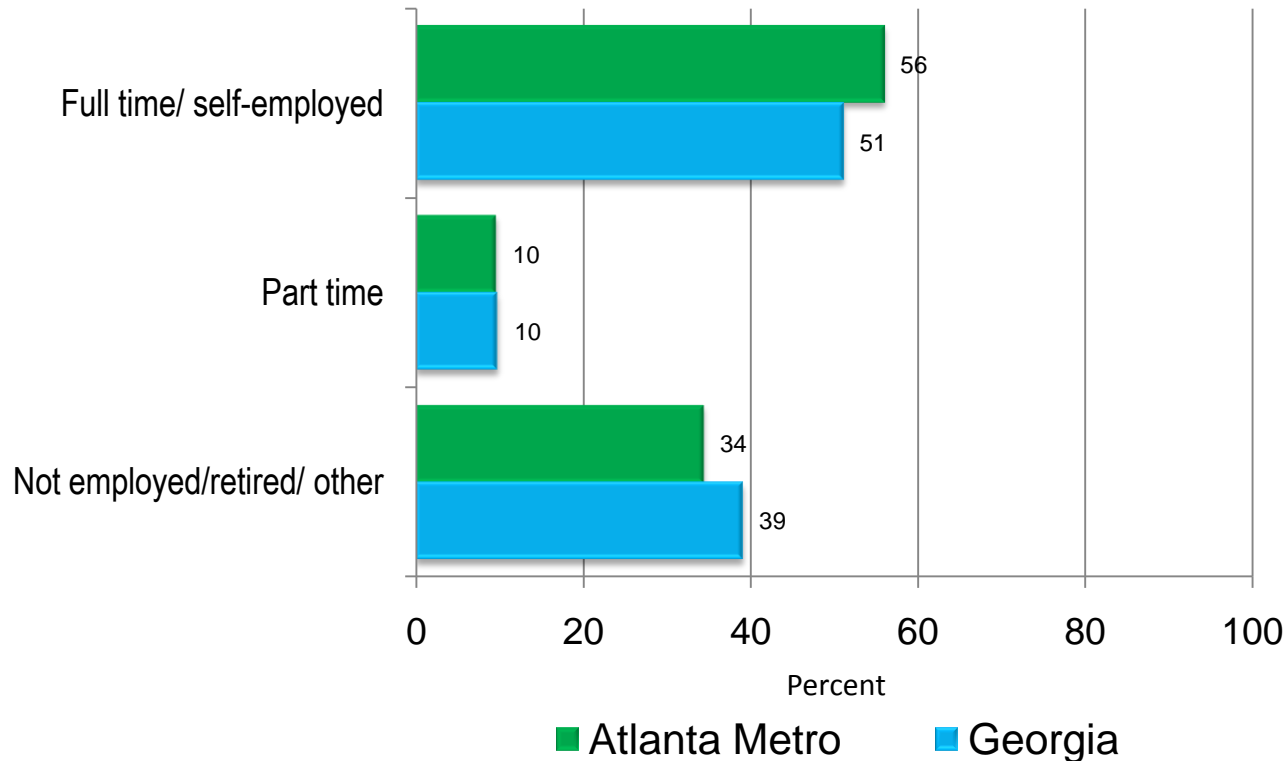
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Employment – Atlanta Metro



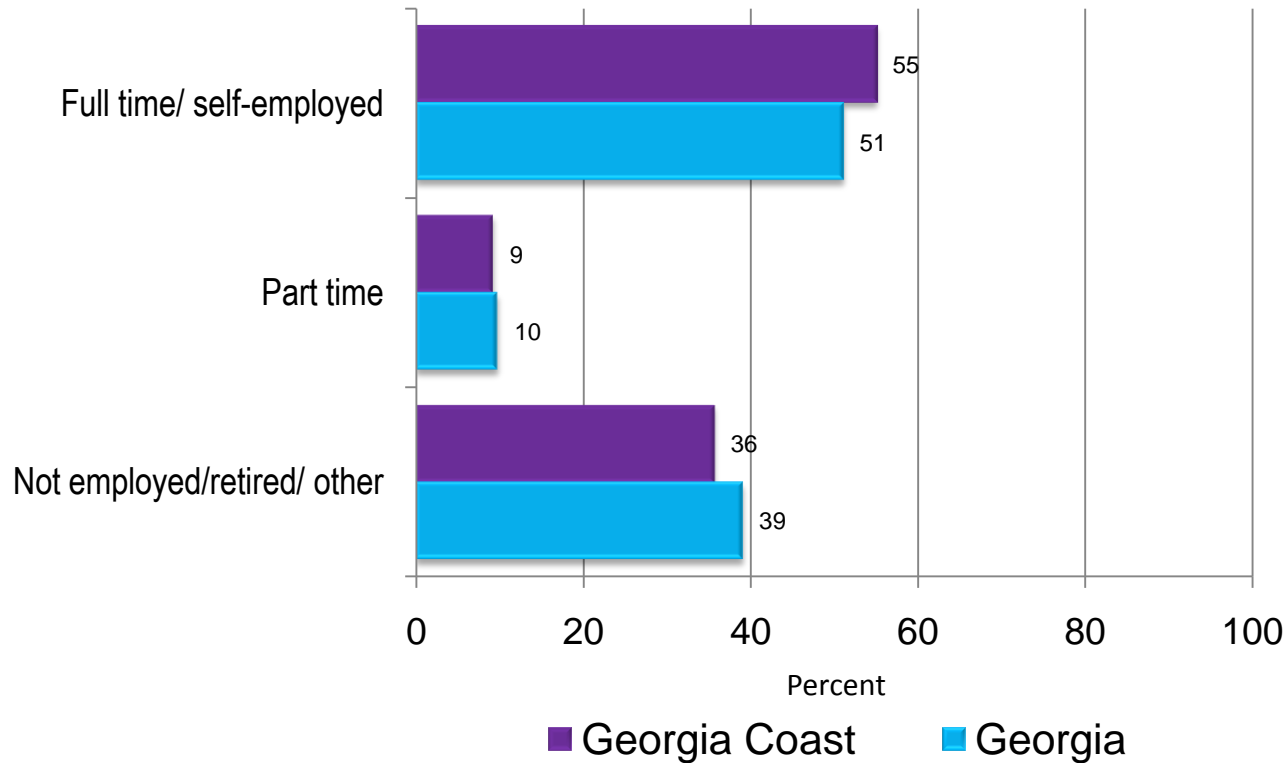
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Employment – Georgia Coast



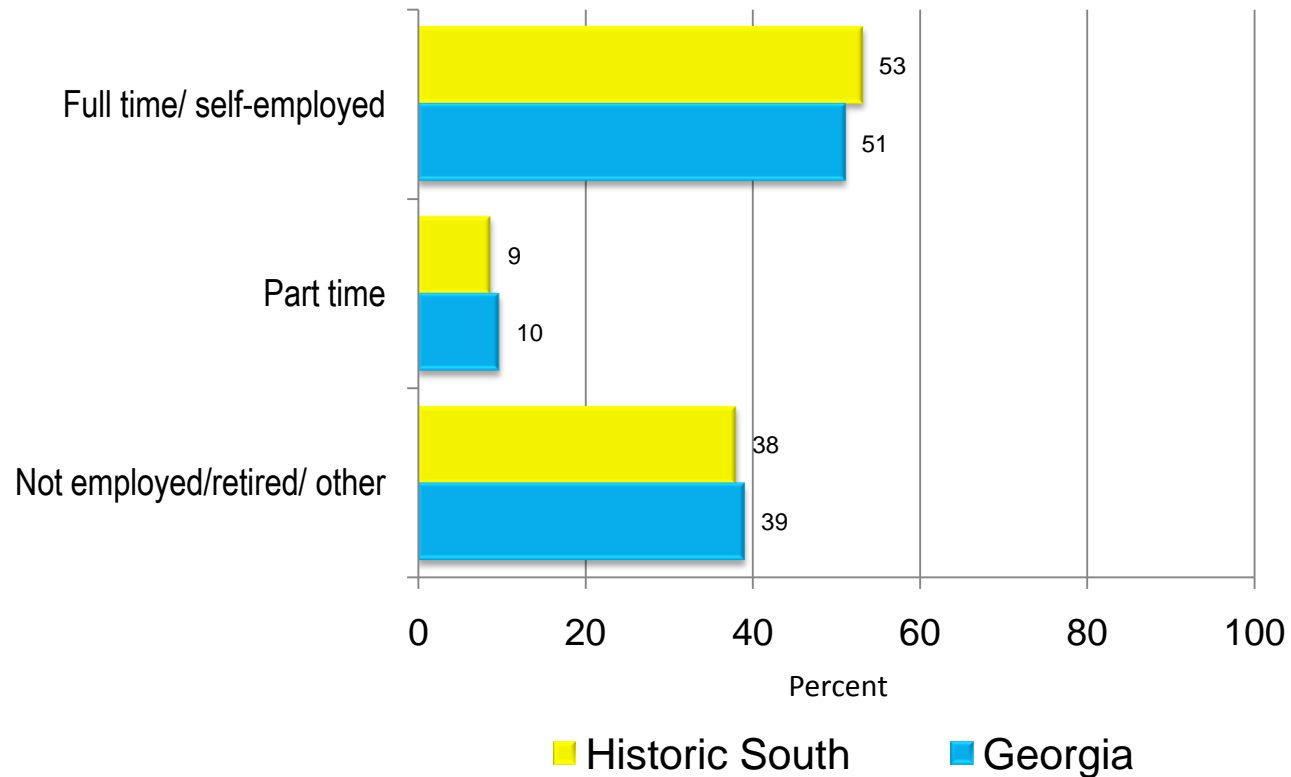
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Employment – Historic South



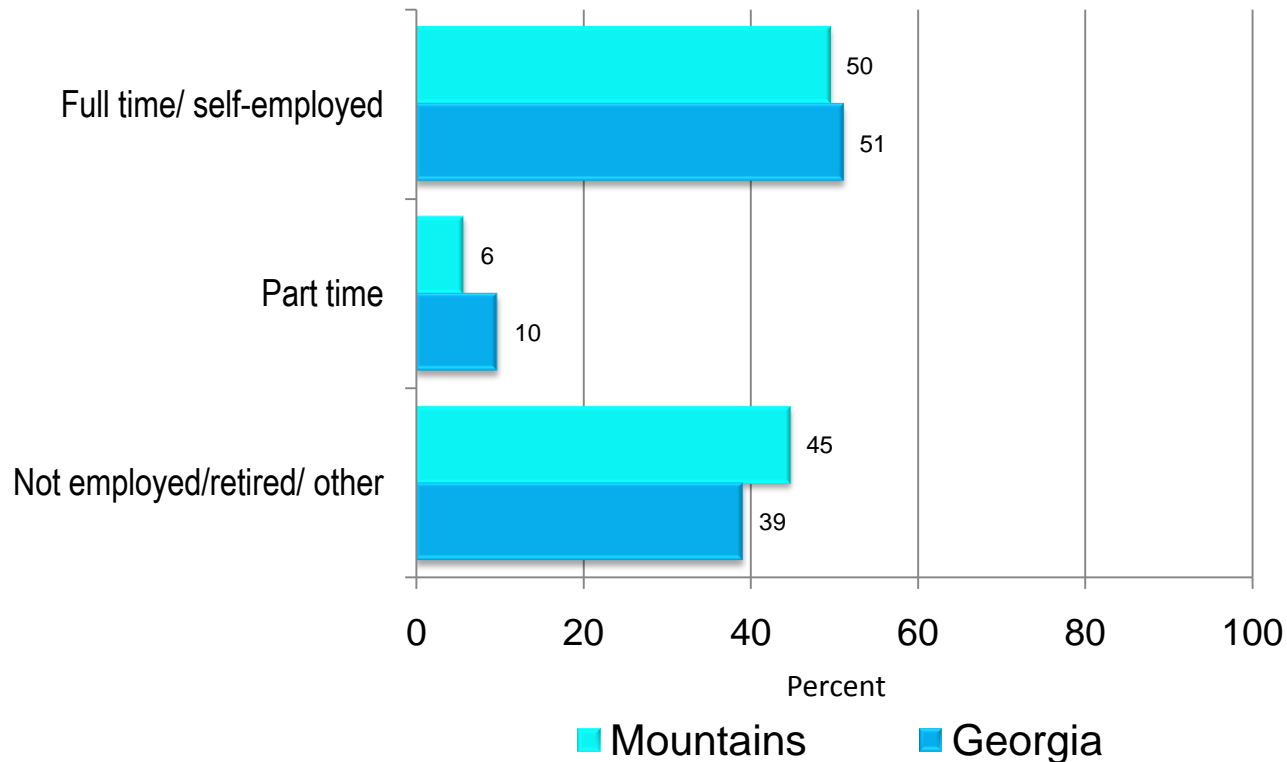
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Employment – The Mountains



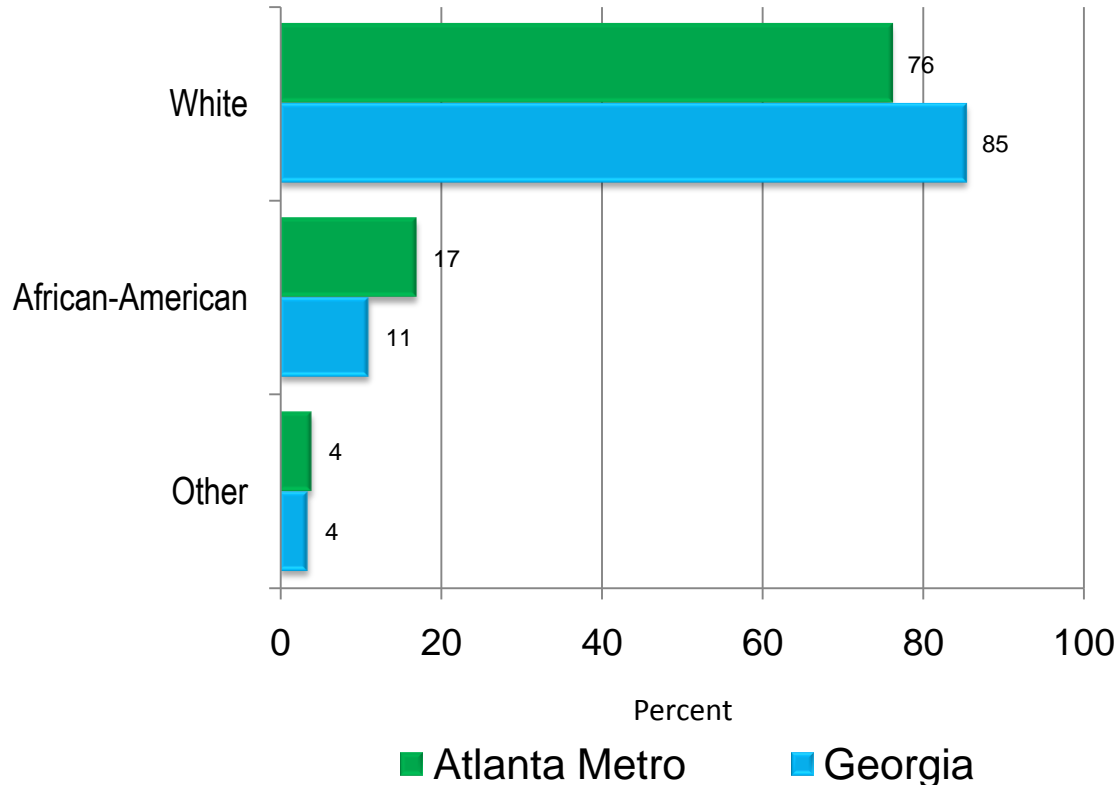
Base: Total Overnight Trips



Race – Atlanta Metro



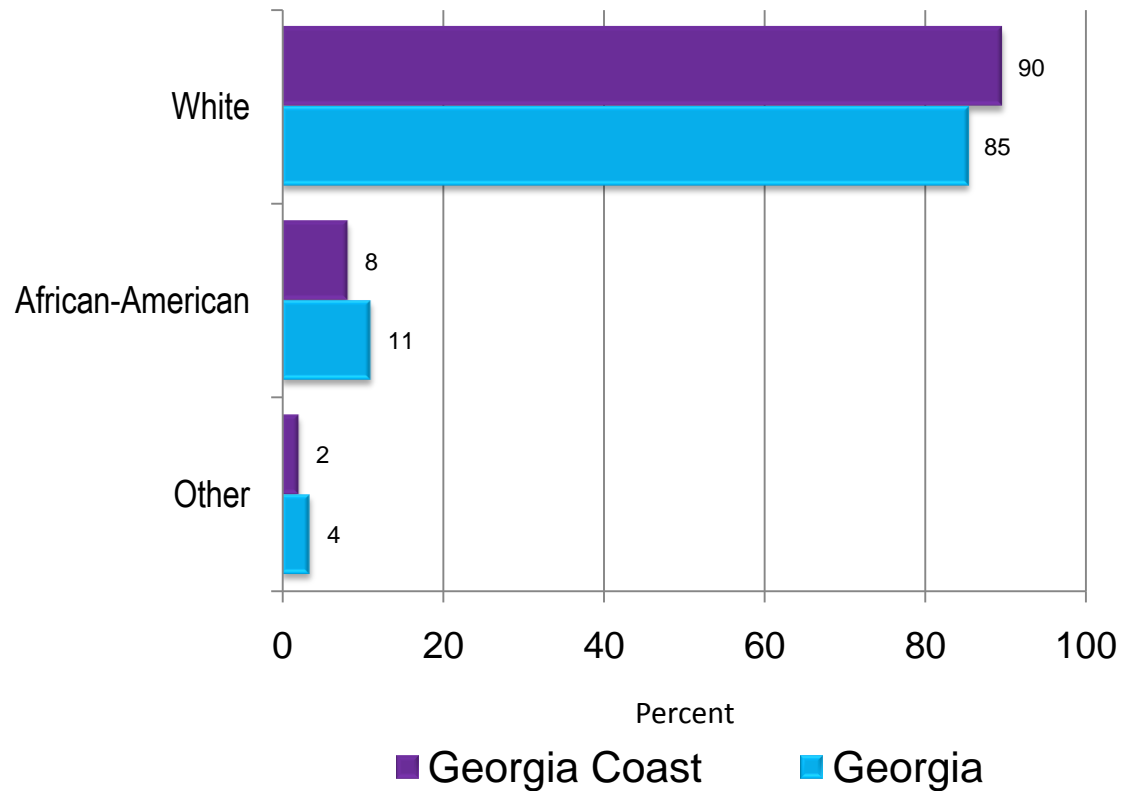
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Race – Georgia Coast



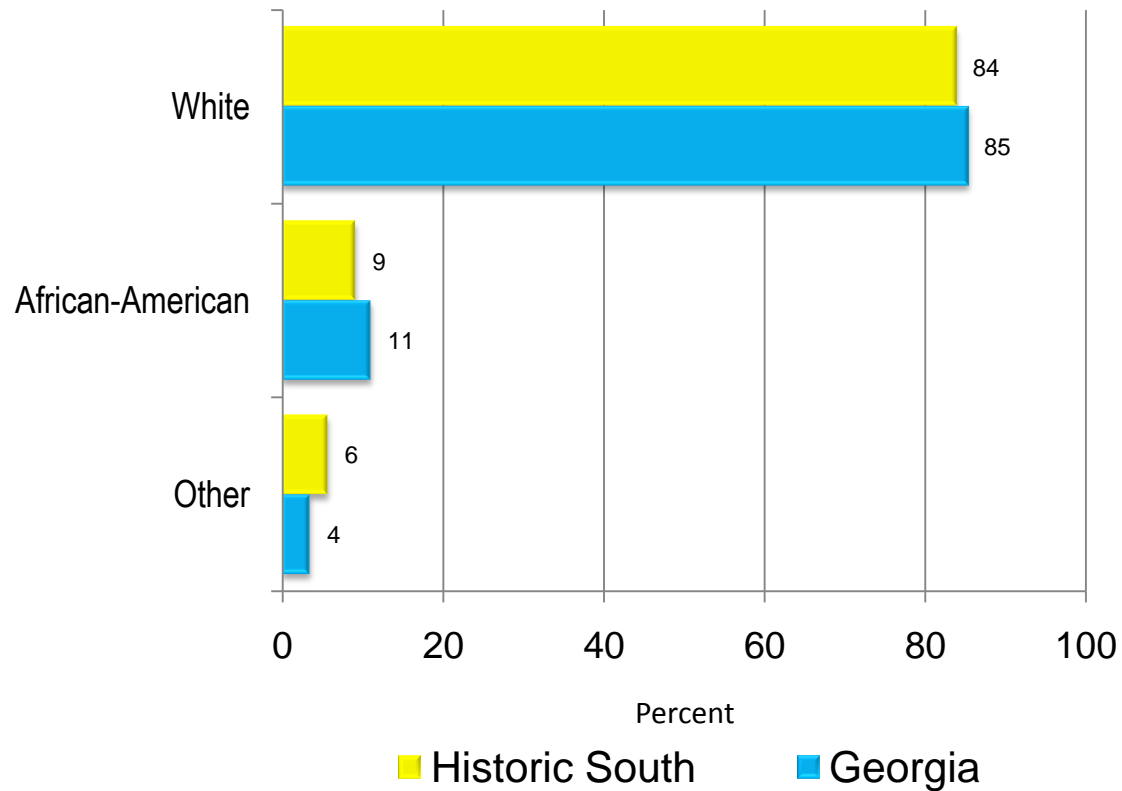
Base: Total Overnight Trips



Race – Historic South



Base: Total Overnight Trips



Race – The Mountains



Base: Total Overnight Trips

