

2010Q1-4 International Visitation to the Regions in the State of Georgia

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Note

Unless indicated otherwise, estimates of visitor volume and expenditures presented in this report are based on and extrapolated from aggregate card usage data provided by VisaVue® Travel for the 2010 Q1 – Q4 period and incorporates data from other independent research sources.

Overview

To understand international visitation to Georgia below the statewide level, five regions were defined in the state. International visitation, as defined here, does not include visitors from Canada. This regional report is presented in the order of estimated visitor volume to each region, from largest to smallest, for the combined data for 2010 Q1 – Q4. Since the estimate for international visitation to all of Georgia for the same time period is 935,000 there is a clear implication that some visitors traveled to more than one region. Therefore, it is important to note that visitors to each region cannot simply be summed for a total to the state.

International Visitation and Spending By Region of Georgia 2010 Q1-Q4

REGION	Volume	Spending	Spending / Visitor
Atlanta Metro	842,000	\$347.4M	\$413
Hartsfield Airport	221,000	\$35.7M	\$162
Georgia Mountains	101,000	\$37.2M	\$368
Middle Georgia	78,000	\$36.8M	\$472
Coast	59,000	\$26.0M	\$441

Source: VisaVue® Travel (plus other estimators)

Top Countries of Origin of International Visitors To The Regions of the State of Georgia (Excluding Canada) 2010 Q1-Q4

ATLANTA METRO	HARTSFIELD AIRPORT	GEORGIA MOUNTAINS	MIDDLE GEORGIA	COAST
United Kingdom	United Kingdom	South Korea	United Kingdom	United Kingdom
South Korea	Brazil	United Kingdom	South Korea	Germany
Brazil	Germany	Brazil	Germany	Australia
Germany	Mexico	Germany	Japan	France
Japan	South Korea	Japan	Brazil	Brazil

Source: VisaVue® Travel (plus other estimators)

Atlanta Metro

Atlanta Metro Volume

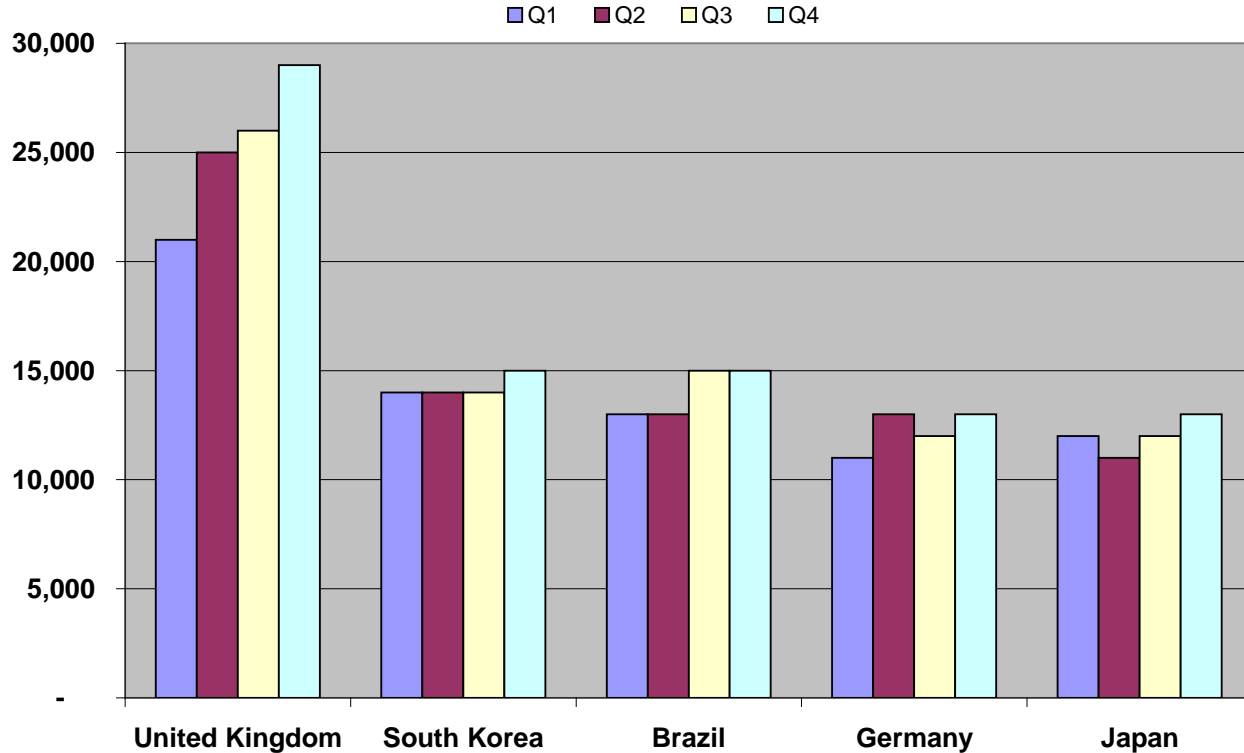
During 2010 (Q1-4), the Atlanta Metro Region had visitors from 168 different countries around the world (excluding Canada). Total visitors for these four quarters combined equaled 842,000. This equates to 90.1% of all international visitors to Georgia during this time interval having spent some time in the Atlanta Metro Region. Please note that since data for 2009 is not available for this entire time period, a direct comparison is not available at this time.

Top countries of origin visiting the Atlanta Metro Region include the United Kingdom, South Korea, Brazil, Germany, and Japan. These top five countries of origin account for 37 percent of total visitation to the Atlanta Metro Region. With 167 countries of origin, many countries account for very little in the total while others have a larger share. The top 15 countries account for 69 percent of total visitors to the Atlanta Metro Region in the 2010Q1-4 time period.

Top Countries of Origin by Volume Atlanta Metro Region 2010Q1-4

Country	Volume	% of Total
United Kingdom	101,000	12%
South Korea	57,000	7%
Brazil	56,000	7%
Germany	49,000	6%
Japan	48,000	6%
Mexico	44,000	5%
France	41,000	5%
Australia	32,000	4%
China/Hong Kong	29,000	3%
India	24,000	3%
Spain	23,000	3%
Italy	23,000	3%
Denmark	20,000	2%
Sweden	18,000	2%
Belgium	13,000	2%
TOTAL COUNTRIES	842,000	100%

Atlanta Metro Region Volume 2010



Atlanta Metro Spending

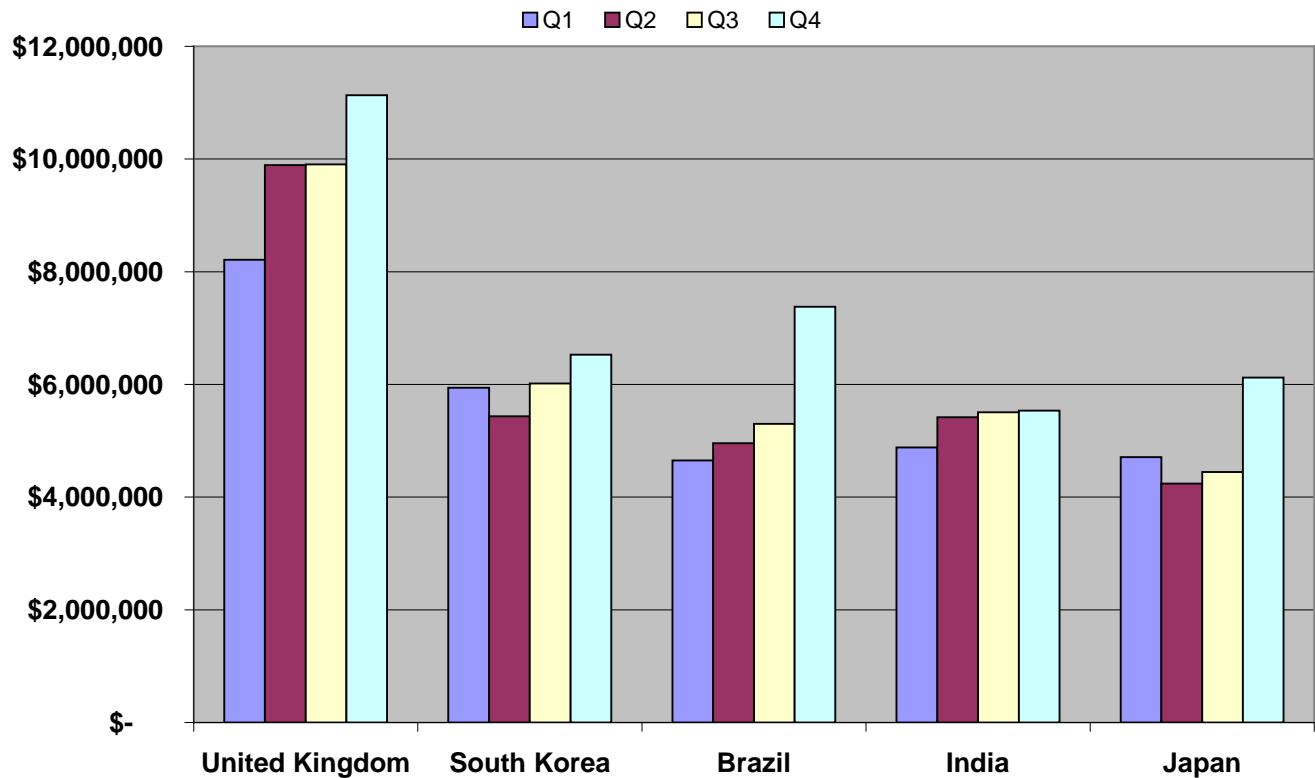
For 2010 quarters one through four, more than \$347 million was spent in the Atlanta Metro Region of Georgia by visitors from international origins (excluding Canada). That equates to about \$413 being spent per person on their visit while in the Atlanta Metro Region of Georgia. Once again, data for 2009 is not available for this entire time period, so a direct comparison is not available at this time.

Top countries of origin for spending in Georgia are similar to those for volume with one major exception. India was number ten in the top 15 countries of origin to the Atlanta Metro Region in volume; however, India is the number four country to this region in spending. The United Kingdom, South Korea, Brazil, India, and Japan comprise the top five. They total 36 percent of total spending while in the Atlanta Metro Region of Georgia.

**Top Spending by Country of Origin
Atlanta Metro Region 2010Q1-4**

Country	Volume	% of Total
United Kingdom	\$39.1M	11%
South Korea	\$23.9M	7%
Brazil	\$22.3M	6%
India	\$21.3M	6%
Japan	\$19.5M	6%
France	\$14.9M	4%
China/Hong Kong	\$13.7M	4%
Mexico	\$13.3M	4%
Germany	\$13.0M	4%
Australia	\$9.2M	3%
Bermuda	\$7.1M	2%
Bahamas	\$6.2M	2%
Nigeria	\$6.1M	2%
Spain	\$5.6M	2%
Russian Federation	\$5.5M	2%
TOTAL COUNTRIES	\$347.4M	100%

**Atlanta Metro Region Spending
2010**



Hartsfield Airport Region

Hartsfield Airport Region Volume

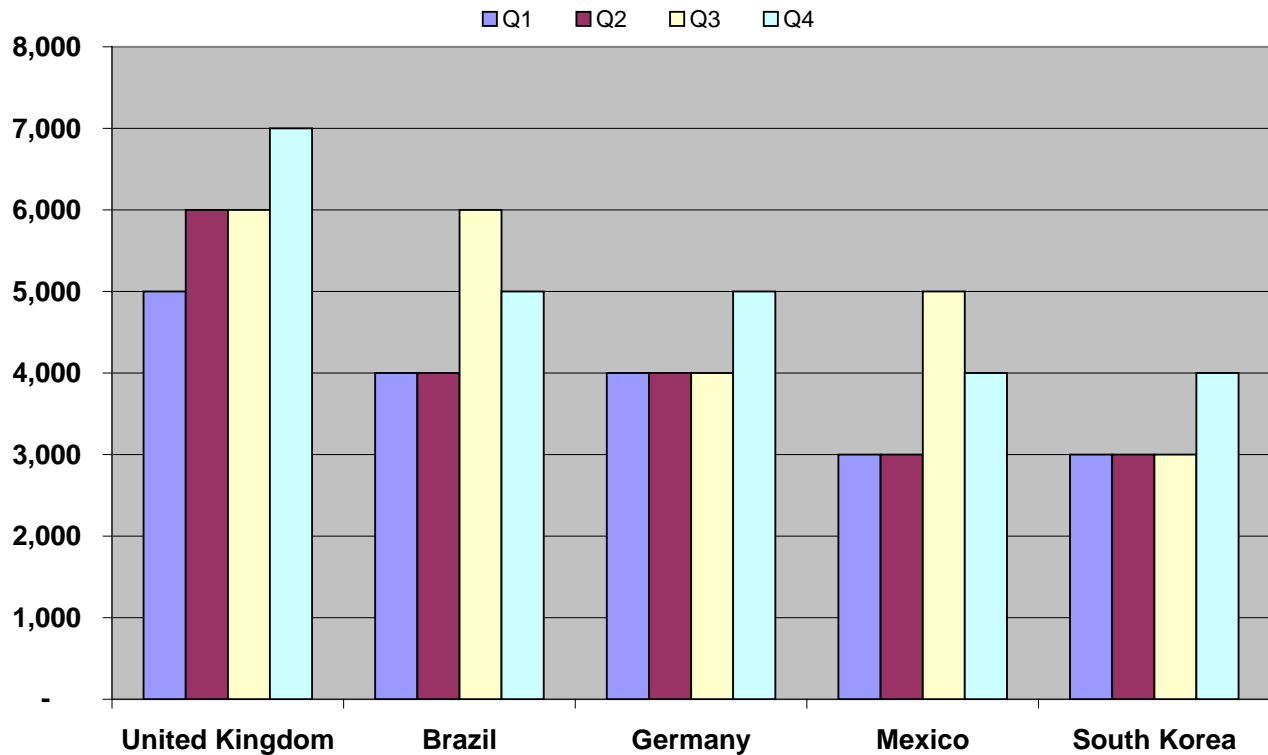
In 2010 (Q1-4), the Hartsfield Airport Region had visitors from 153 different countries around the world (excluding Canada). Total visitors for these four quarters combined equaled 221,000. These 221,000 international visitors to the Hartsfield Airport Region are part of the 842,000 visitors to the Metro Atlanta Region. Of course, these international visitors to the Hartsfield Airport Region could also have gone elsewhere in the Metro Atlanta Region or elsewhere in Georgia. It is reasonable to assume that the estimate of 221,000 visitors to the Hartsfield Airport Region is somewhat of an understatement. International visitors who passed through Hartsfield Airport and did not spend money may not be captured. Those passengers that might be in a hurry to change planes or leave the airport would fall into this category. Spending in this region is substantial none the less. Since data for 2009 is not available for this entire time period, a direct comparison is not available at this time.

Top countries of origin visiting the Hartsfield Airport Region include the United Kingdom, Brazil, Germany, Mexico, and South Korea. These top five countries of origin account for 40 percent of total visitation to the Hartsfield Airport Region. With 153 countries of origin, many countries account for very little, making the percent drop down significantly after the top 15 countries or so. The top 15 countries account for 72 percent of total visitors to the Hartsfield Airport Region in the 2010Q1-4 time period.

Top Countries of Origin by Volume Hartsfield Airport Region 2010Q1-4

Country	Volume	% of Total
United Kingdom	24,000	11%
Brazil	18,000	8%
Germany	17,000	8%
Mexico	15,000	7%
South Korea	14,000	6%
France	10,000	5%
Japan	9,000	4%
Spain	9,000	4%
Denmark	8,000	4%
Italy	8,000	4%
India	7,000	3%
China/Hong Kong	6,000	3%
Sweden	6,000	3%
Belgium	5,000	2%
Switzerland	4,000	2%
TOTAL COUNTRIES	221,000	100%

Hartsfield Airport Region Volume 2010



Hartsfield Airport Region Spending

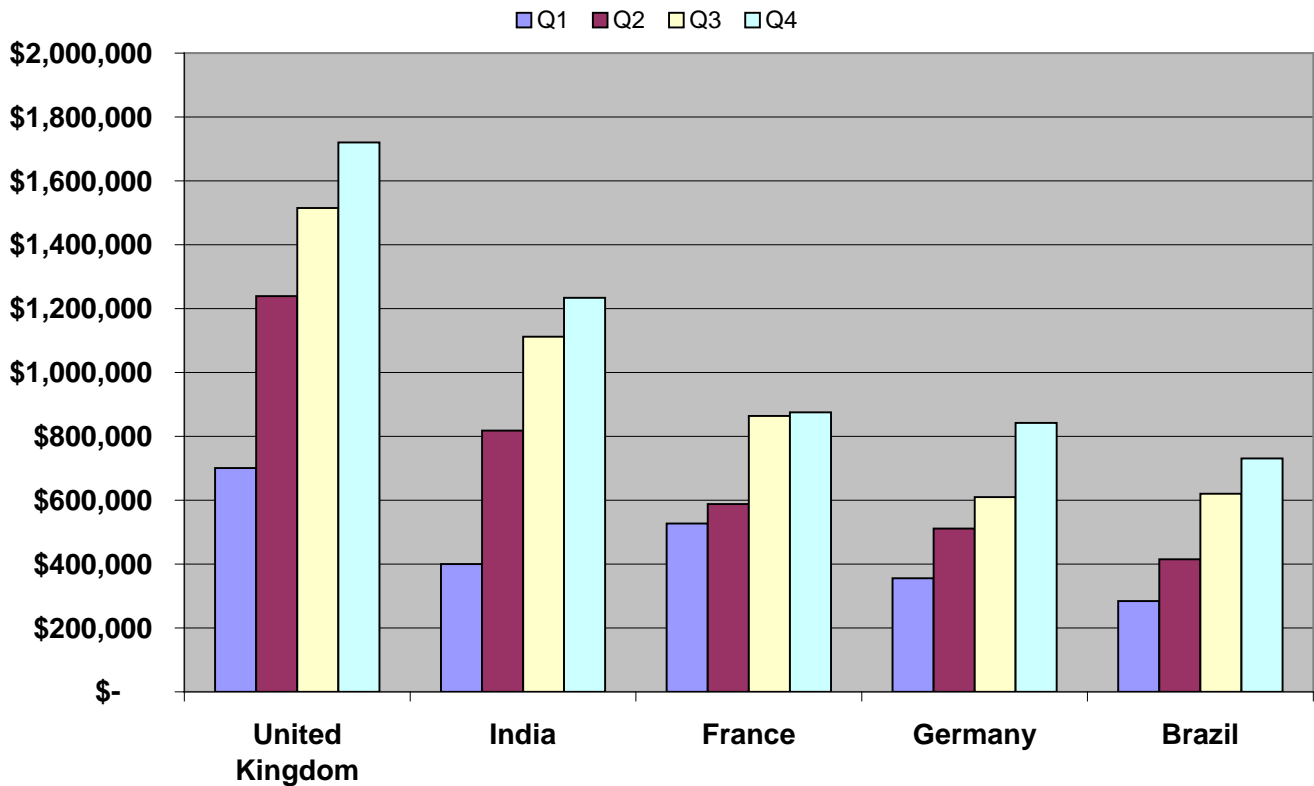
For 2010 quarters one through four, more than \$35 million was spent in the Hartsfield Airport Region of Georgia by visitors from international origins (excluding Canada). That equates to about \$162 being spent per person on their visit while in the Hartsfield Airport Region. While that amount is lower than other regions, the possibility that the person may only be in the region for a couple of hours shows how much they're spending in a relatively short amount of time. Once again, data for 2009 is not available for this entire time period, so a direct comparison is not available at this time.

Top countries of origin for spending in the Hartsfield Airport Region of Georgia are similar to those for volume but with some exceptions. India is number eleven in the top countries of origin to the Hartsfield Airport region in volume, but an astonishing number two country of origin to this region for spending. The United Kingdom, India, France, Germany, and Brazil comprise the top five. They total 45 percent of total spending while in the Hartsfield Airport Region of Georgia while the top 15 countries account for 68 percent of all spending in the region.

Top Spending by Country of Origin Hartsfield Airport Region 2010Q1-4

Country	Volume	% of Total
United Kingdom	\$5.2M	14%
India	\$3.6M	10%
France	\$2.9M	8%
Germany	\$2.3M	6%
Brazil	\$2.0M	6%
Mexico	\$1.4M	4%
South Korea	\$1.2M	3%
Australia	\$0.9M	3%
Russian Federation	\$0.8M	2%
Japan	\$0.8M	2%
Bahamas	\$0.7M	2%
South Africa	\$0.7M	2%
Bermuda	\$0.7M	2%
Spain	\$0.6M	2%
Sweden	\$0.6M	2%
TOTAL COUNTRIES	\$35.7M	100%

Hartsfield Airport Region Spending 2010



Georgia Mountains Region

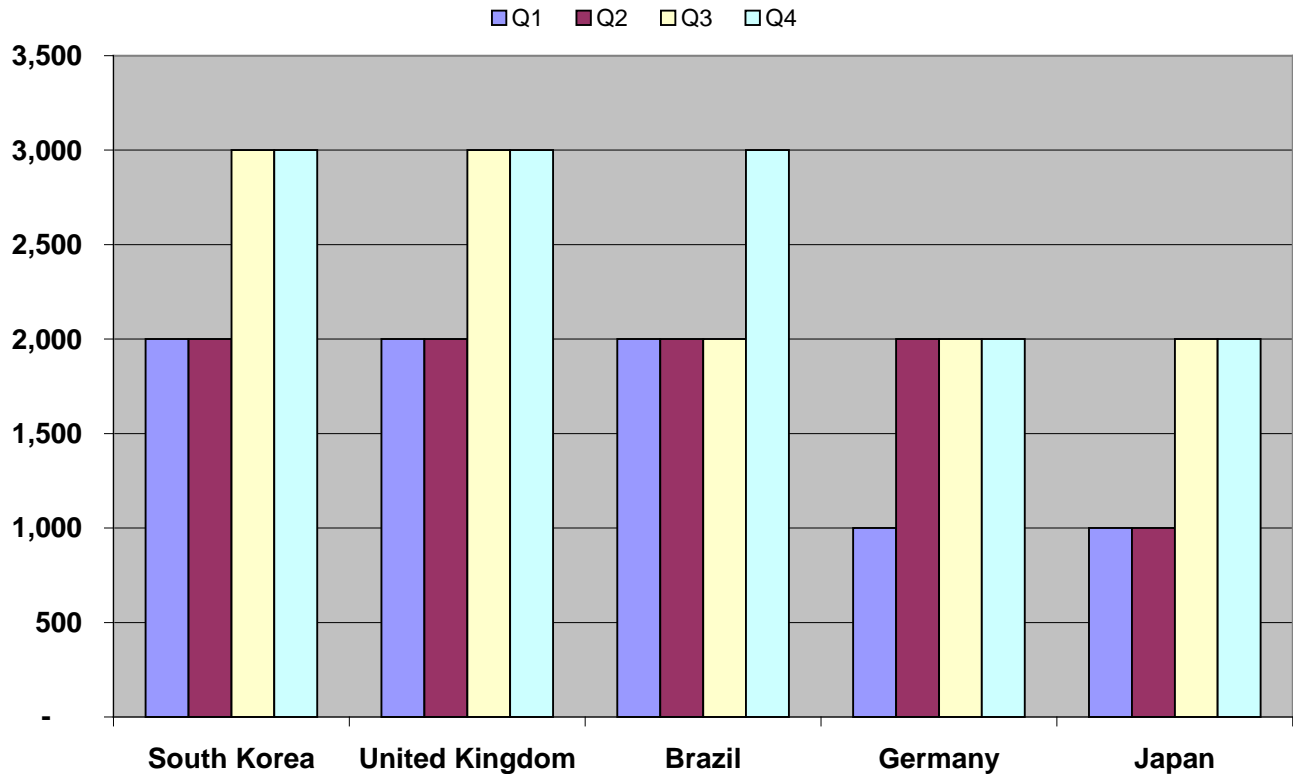
Georgia Mountains Region Volume

During 2010 (Q1-4), the Georgia Mountains Region had visitors from 144 different countries around the world (excluding Canada). Total visitors for this period equaled 101,000. Top countries of origin visiting the Georgia Mountains Region include South Korea, the United Kingdom, Brazil, Germany, and Japan. These top five countries of origin account for 40 percent of total visitation to the Georgia Mountains Region. With 144 countries of origin, many countries account for very little in the total while others have a larger share. The top 15 countries account for 68 percent of total visitors to the Georgia Mountains Region in the 2010Q1-4 time period.

Top Countries of Origin by Volume Georgia Mountains Region 2010Q1-4

Country	Volume	% of Total
South Korea	10,000	10%
United Kingdom	9,000	9%
Brazil	8,000	8%
Germany	7,000	7%
Japan	6,000	6%
China/Hong Kong	6,000	6%
Mexico	5,000	5%
Australia	3,000	3%
France	3,000	3%
India	2,000	2%
Venezuela	2,000	2%
Spain	2,000	2%
Italy	2,000	2%
Colombia	2,000	2%
Russian Federation	2,000	2%
TOTAL COUNTRIES	101,000	100%

Georgia Mountains Region Volume 2010



Georgia Mountains Region Spending

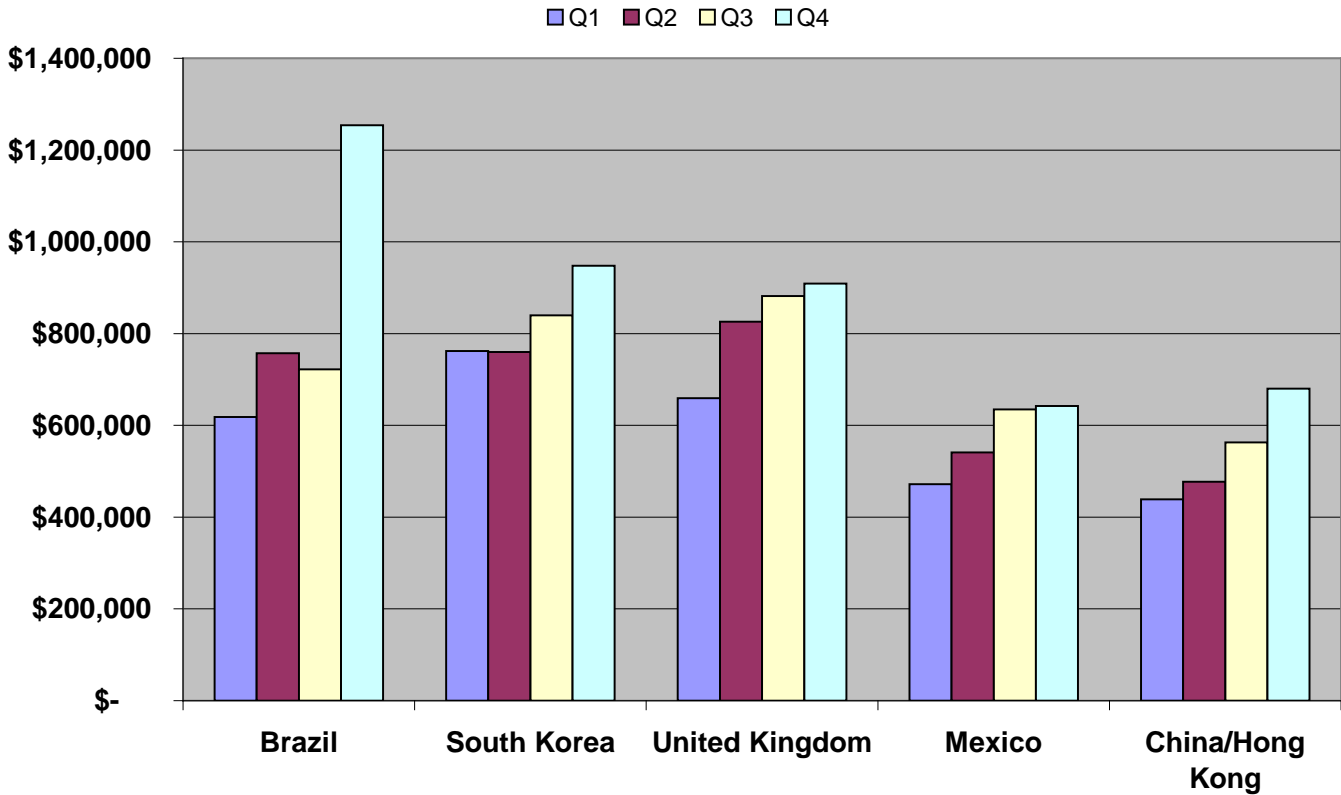
For 2010 (all four quarters), about \$37 million was spent in the Georgia Mountains Region of Georgia by visitors from international origins (excluding Canada). That equates to about \$368 being spent per person on their visit while in the Georgia Mountains Region. Once again, data for 2009 is not available for this entire time period, so a direct comparison is not available at this time.

Top countries of origin for spending in the Georgia Mountains Region of Georgia are similar to those for volume. Multiple countries that are in the top list of origins for volume move up in the ranking for spending while in this region. Mexico is number seven for volume yet number four in spending. Brazil is number three for volume and number one for spending. The top five spending countries are Brazil, South Korea, the United Kingdom, Mexico, and China/Hong Kong. They total 39 percent of total spending while in the Georgia Mountains Region while the top 15 countries comprise 65 percent of total spending.

**Top Spending by Country of Origin
Georgia Mountains Region 2010Q1-4**

Country	Volume	% of Total
Brazil	\$3.4M	9%
South Korea	\$3.3M	9%
United Kingdom	\$3.3M	9%
Mexico	\$2.3M	6%
China/Hong Kong	\$2.2M	6%
Germany	\$1.9M	5%
Japan	\$1.9M	5%
France	\$1.0M	3%
Australia	\$1.0M	3%
Colombia	\$0.8M	2%
South Africa	\$0.7M	2%
Venezuela	\$0.6M	2%
India	\$0.6M	2%
Costa Rica	\$0.6M	2%
Norway	\$0.6M	2%
TOTAL COUNTRIES	\$37.2M	100%

**Georgia Mountains Region Spending
2010**



Middle Georgia Region

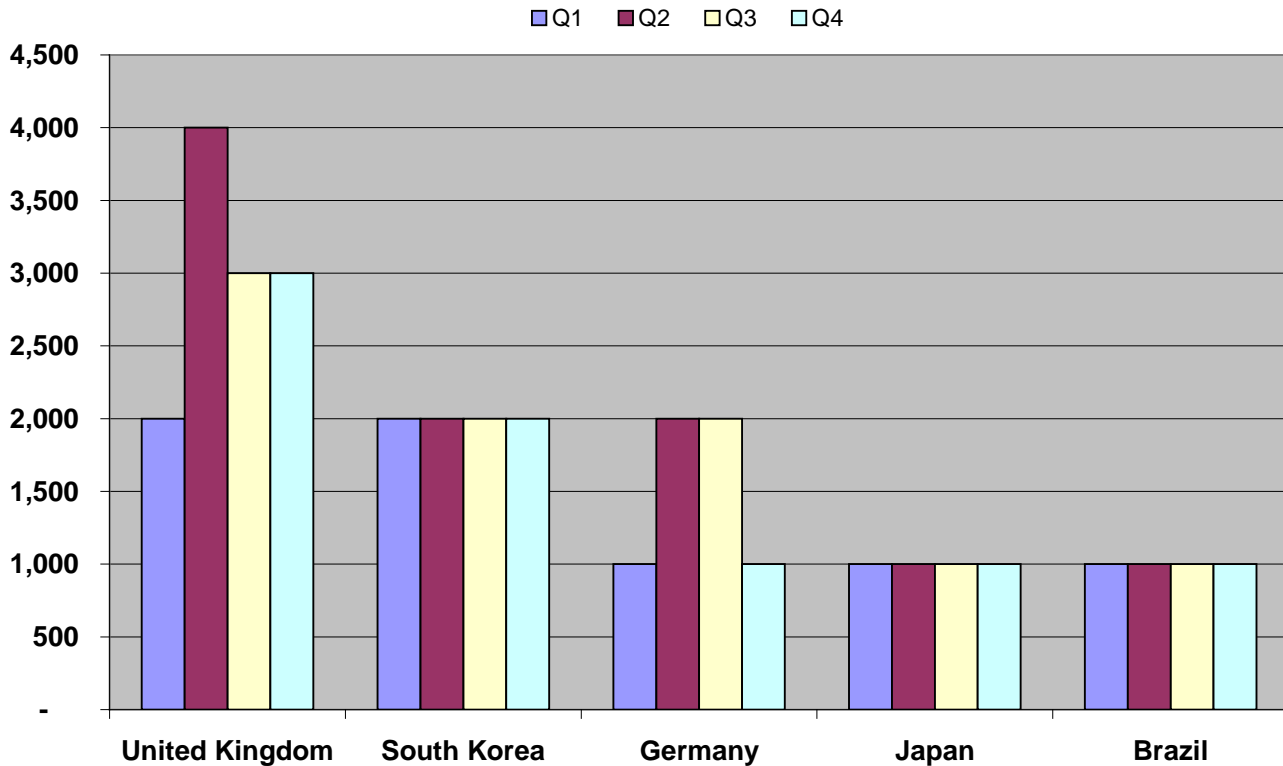
Middle Georgia Region Volume

During 2010 (Q1-4), the Middle Georgia Region had visitors from 139 different countries around the world (excluding Canada). Total visitors for these four quarters combined equaled 78,000. Top countries of origin visiting the Middle Georgia Region include the United Kingdom, South Korea, Germany, Japan, and Brazil. These top five countries of origin account for 42 percent of total visitation to the Middle Georgia Region. With 139 countries of origin, many countries account for very little in the total. After the top ten countries of origin, the share goes to just one percent or less for each additional country of that 139. The top 15 countries account for 68 percent of total visitors to the Middle Georgia Region in the 2010Q1-3 time period.

Top Countries of Origin by Volume Middle Georgia Region 2010Q1-4

Country	Volume	% of Total
United Kingdom	12,000	15%
South Korea	7,000	9%
Germany	6,000	8%
Japan	4,000	5%
Brazil	4,000	5%
Australia	4,000	5%
China/Hong Kong	3,000	4%
France	3,000	4%
Mexico	3,000	4%
Sweden	2,000	3%
Italy	1,000	1%
Spain	1,000	1%
India	1,000	1%
Denmark	1,000	1%
Bahamas	1,000	1%
Total Countries	78,000	100%

Middle Georgia Region Volume 2010



Middle Georgia Region Spending

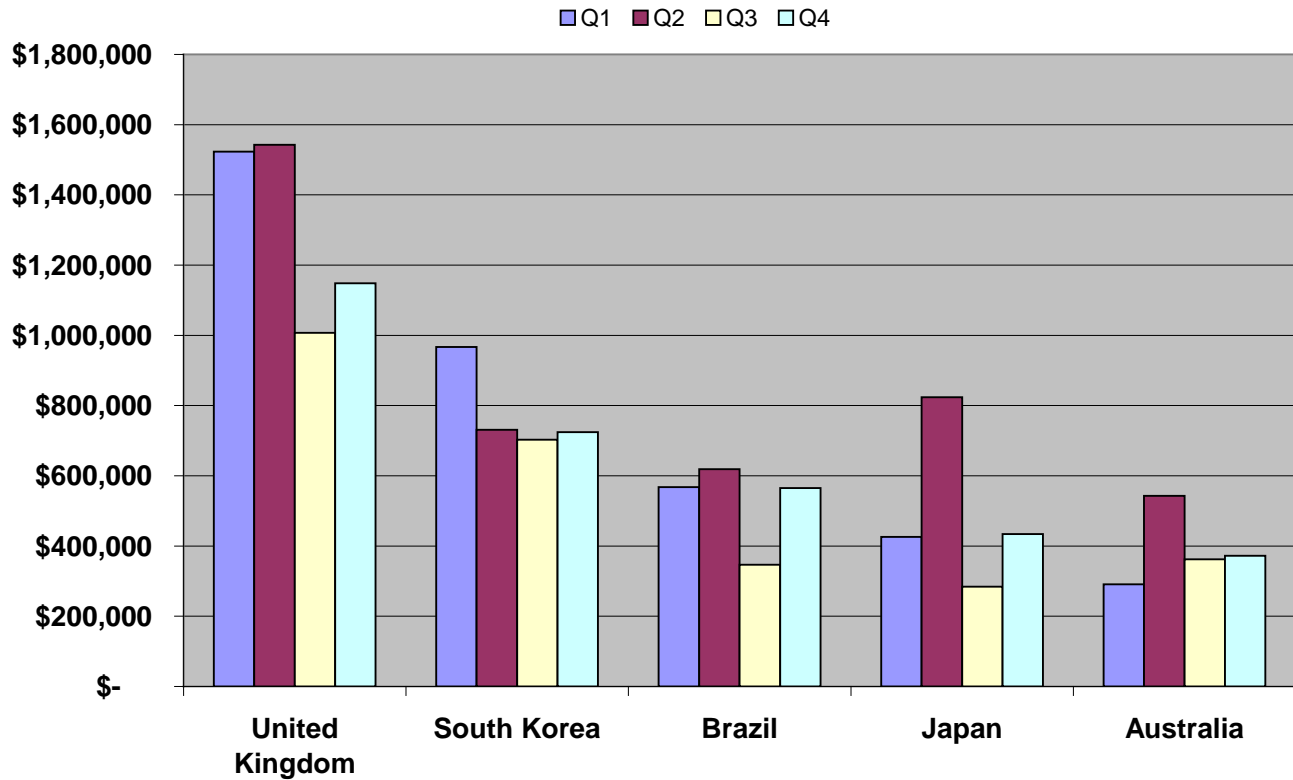
For 2010 (quarters one through four), more than \$36 million was spent in the Middle Georgia Region of Georgia by visitors from international origins (excluding Canada). That equates to about \$472 being spent per person on their visit while in the Middle Georgia Region. Once again, data for 2009 is not available for this entire time period, so a direct comparison is not available at this time.

Top countries of origin for spending in the Middle Georgia Region of Georgia are very similar to those for volume. The United Kingdom, South Korea, Brazil, Japan, and Australia comprise the top five. They total 38 percent of total spending while in the Middle Georgia Region of Georgia. The top 15 countries of origin account for 66 percent of total spending in the region for 2010.

**Top Spending by Country of Origin
Middle Georgia Region 2010Q1-4**

Country	Volume	% of Total
United Kingdom	\$5.2M	14%
South Korea	\$3.1M	8%
Brazil	\$2.1M	6%
Japan	\$2.0M	5%
Australia	\$1.6M	4%
Germany	\$1.4M	4%
France	\$1.4M	4%
Mexico	\$1.3M	4%
China/Hong Kong	\$1.2M	3%
Bahamas	\$1.0M	3%
India	\$0.9M	2%
Honduras	\$0.9M	2%
Colombia	\$0.9M	2%
Sweden	\$0.7M	2%
Norway	\$0.6M	2%
TOTAL COUNTRIES	\$36.8M	100%

**Middle Georgia Region Spending
2010**



Coast Region

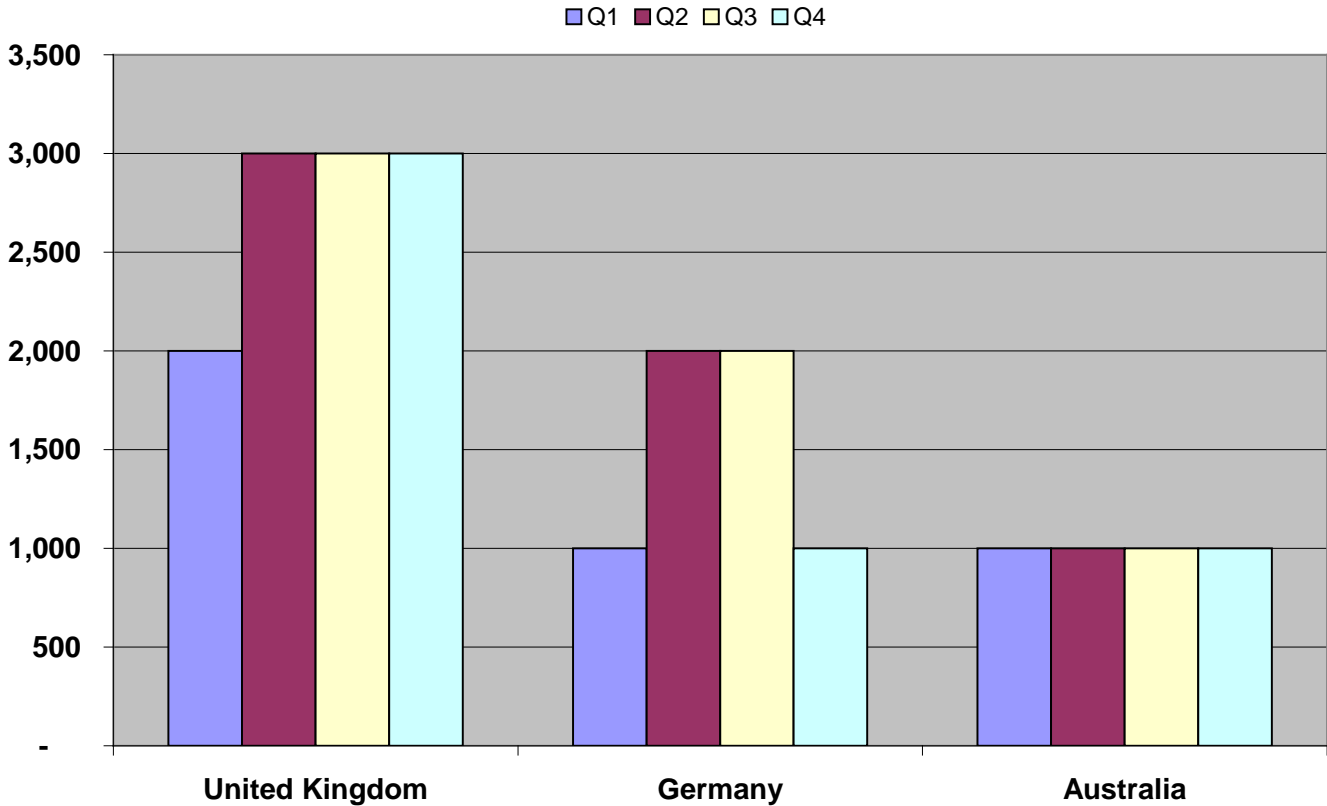
Coast Region Volume

Calendar year 2010 (Q1-4) brought the Coast Region visitors from 122 different countries around the world (excluding Canada). Total visitors for the four quarters combined totaled 59,000. Top countries of origin visiting the Coast Region include the United Kingdom, Germany, Australia, France, and Brazil. These top five countries of origin account for 44 percent of total visitation to the Coast Region. With 122 countries of origin, many countries account for very little in the total while others have a much larger share (most account for two percent or less individually). The top 15 countries account for 69 percent of total visitors to the Coast Region in the 2010Q1-4 time period. For this region, some origin countries had too few visitors on an individual quarter basis to provide a reliable (rounded) estimate as 1,000 estimated visitors is the lowest number that will be published. However, on a year-to-date basis, the estimates for these countries exceed the 1,000 threshold and are reliable.

Top Countries of Origin by Volume Coast Region 2010Q1-4

Country	Volume	% of Total
United Kingdom	11,000	19%
Germany	7,000	12%
Australia	3,000	5%
France	3,000	5%
Brazil	2,000	3%
China/Hong Kong	2,000	3%
Sweden	2,000	3%
Switzerland	2,000	3%
Denmark	2,000	3%
South Korea	2,000	3%
Japan	1,000	2%
Norway	1,000	2%
Spain	1,000	2%
Italy	1,000	2%
Mexico	1,000	2%
TOTAL COUNTRIES	59,000	100%

Coast Region Volume 2010



Coast Region Spending

For 2010 quarters one through four, more than \$26 million was spent in the Middle Georgia Region of Georgia by visitors from international origins (excluding Canada). That equates to about \$441 being spent per person on their visit while in the Coast Region. Once again, data for 2009 is not available for this entire time period, so a direct comparison is not available at this time.

Top countries of origin for spending in the Coast Region of Georgia are identical to those for volume which makes sense since those five account for such a large portion of the total. The United Kingdom, Germany, Australia, France, and Brazil comprise the top five. They total 42 percent of total spending while in the Coast Region of Georgia while the top 15 countries account for 67 percent.

**Top Spending by Country of Origin
Coast Region 2010Q1-4**

Country	Volume	% of Total
United Kingdom	\$6.0M	23%
Germany	\$1.6M	6%
Australia	\$1.3M	5%
France	\$1.1M	4%
Brazil	\$1.0M	4%
China/Hong Kong	\$0.9M	3%
Switzerland	\$0.9M	3%
South Korea	\$0.8M	3%
Japan	\$0.8M	3%
Sweden	\$0.7M	3%
Mexico	\$0.6M	2%
Bahamas	\$0.5M	2%
Norway	\$0.4M	2%
Spain	\$0.4M	2%
Bermuda	\$0.4M	2%
TOTAL COUNTRIES	\$26.0M	100%

**Coast Region Spending
2010**

