



METRO ATLANTA LEISURE VISITOR PROFILE

Leisure Visitors

- 23.6 million leisure visitors in 2008, 23.9 million leisure visitors in 2007; 12.7 million of the 23.6 million spent at least one night in Atlanta
 - The 23.6 million leisure visitors spent \$5.7 billion in 2008; the 13.3 million overnight leisure visitors spent \$4.8 billion
- Source: D.K. Shifflet and Associates, Ltd., 2008*

Total Leisure Visitor Trip Data

- 2008 Average Party Size = 2.43 persons
 - 2008 Average Stay Length = 2.20 days
 - 2008 Average Party Spend = \$584
 - 2008 Spend per person per day = \$109
- Source: D.K. Shifflet and Associates, Ltd., 2008*

Overnight Leisure Visitor Typical Characteristics

- Average age of 46, with no children, often single or part of a couple
 - Have a household income of a little over \$80K
 - Nearly half travel to visit Friends/Relatives; 4 out of 10 stay in private homes
 - Stay 2.82 nights
 - Average party size is 2.39 persons
 - Spend an average of \$112 per person per day
 - 4 out of 10 have visited Atlanta at least once before in the past three years
 - Dine, shop and partake in entertainment activities
 - Travel to Atlanta by automobile and are from the South Atlantic or East South Central regions
- Source: D.K. Shifflet and Associates, Ltd., 2008*

Major Shopping Centers

- [Atlantic Station](#)
- [Lenox Square](#)
- [Phipps Plaza](#)
- [North Georgia Premium Outlets](#)

Neighborhoods

- [Buckhead](#)
- [Castleberry Hill](#)
- [Downtown](#)
- [Midtown](#)
- [Virginia Highland](#)



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Major Attractions

- [Atlanta Botanical Garden](#)
- [Centennial Olympic Park](#)
- [Center for Puppetry Arts](#)
- [CNN – Inside CNN Tour](#)
- [Cyclorama](#)
- [Georgia Aquarium](#)
- [Martin Luther King Jr. National Historic Site](#)
- [Six Flags Over Georgia](#)
- [Six Flags White Water](#)
- [Stone Mountain Park](#)
- [Underground Atlanta](#)
- [Zoo Atlanta](#)

Museums

- [Atlanta History Center](#)
- [Braves Museum and Hall of Fame](#)
- [Fernbank Museum of Natural History](#)
- [High Museum of Art](#)
- [Imagine It! Children's Museum of Atlanta](#)
- [Jimmy Carter Library and Museum](#)
- [Margaret Mitchell House and Museum](#)
- [New World of Coca-Cola](#)
- [Wren's Nest](#)

Performing Arts Venues

- [Alliance Theatre](#)
- [Cobb Energy Performing Arts Centre](#)
- [Fox Theatre](#)
- [Rialto Center for the Arts](#)

Sports

- [Atlanta Braves MLB Baseball](#)
- [Atlanta Falcons NFL Football](#)
- [Atlanta Hawks NBA Basketball](#)
- [Atlanta Motor Speedway](#)
- [Atlanta Thrashers NHL Hockey](#)