



METRO ATLANTA LEISURE VISITOR PROFILE

Leisure Visitors

- 25.7 million leisure visitors in 2006;
13 million of the 25.7 million spent at least one night in Atlanta
- The 25.7 million leisure visitors spent \$6.2 billion in 2006;
the 13 million overnight leisure visitors spent \$5.1 billion
Source: D.K. Shifflet and Associates, Ltd., Oct. 2007

Total Leisure Visitor Trip Data

- 2006 Average Party Size = 2.39 persons
- 2006 Average Stay Length = 2.22 days
- 2006 Average Party Spend = \$580
- 2006 Spend per person per day = \$109
Source: D.K. Shifflet and Associates, Ltd., Oct. 2007

Overnight Leisure Visitor Typical Characteristics

- Average age of 45, with no children, often single or part of a couple
- Have a household income of close to \$70K
- Visit Friends/Relatives
- Stay 2.9 nights
- Spend \$114 per person per day
- 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., Oct. 2007

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 and 2007 Attendance where available

- [Atlanta Botanical Garden](#)
- [Centennial Olympic Park](#) 3 million visitors
- [Center for Puppetry Arts](#)
- [CNN – Inside CNN Tour](#) 330,000 visitors
- [Cyclorama](#) 90,000 visitors
- [Georgia Aquarium](#) 2.6 million visitors
- [Martin Luther King Jr. National Historic Site](#)
- [Six Flags Over Georgia](#)
- [Six Flags White Water](#)
- [Stone Mountain Park](#)
- [Underground Atlanta](#)
- [Zoo Atlanta](#)

Museums and 2007 Attendance where available

- [Atlanta History Center](#) 152,631 visitors
- [Braves Museum and Hall of Fame](#) 65,414 visitors
- [Fernbank Museum of Natural History](#) 450,125 visitors
- [High Museum of Art](#) 450,000 visitors
- [Imagine It! Children's Museum of Atlanta](#) 209,307 visitors
- [Jimmy Carter Library and Museum](#) 80,000 visitors
- [Margaret Mitchell House and Museum](#) 43,144 visitors
- [New World of Coca-Cola](#) 800,000 visitors
- [Wren's Nest](#)

Performing Arts Venues and 2007 Attendance

- [Alliance Theatre](#) 112,451 visitors
- [Cobb Energy Performing Arts Centre](#) 61,910 visitors
- [Fox Theatre](#) 799,868 visitors
- [Rialto Center for the Arts](#) 59,883 visitors

Sports and 2007 Attendance where available

- [Atlanta Braves MLB Baseball](#) 2,745,210 visitors
- [Atlanta Falcons NFL Football](#)
- [Atlanta Hawks NBA Basketball](#)
- [Atlanta Motor Speedway](#) 328,400 visitors
- [Atlanta Thrashers NHL Hockey](#) 235,503 visitors