



Savannah 2017 Visitor Research

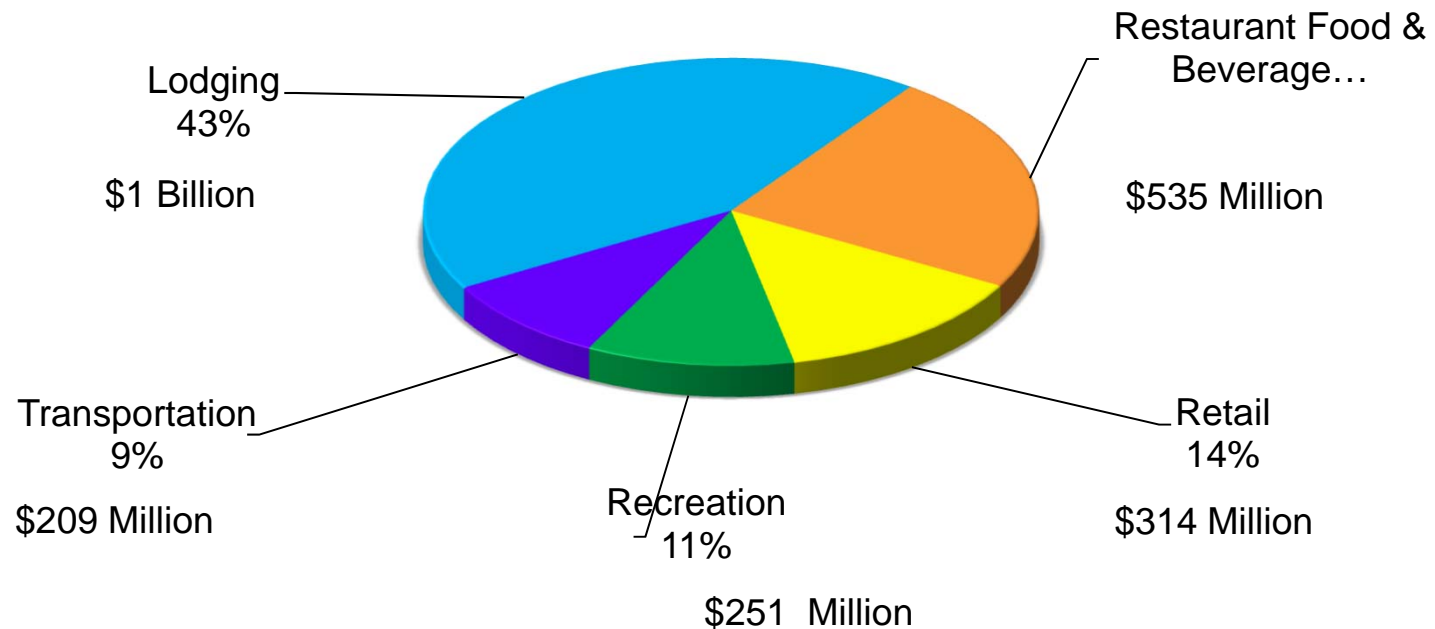


Domestic Overnight Expenditures — by Sector

Total Spending = \$2.31 Billion



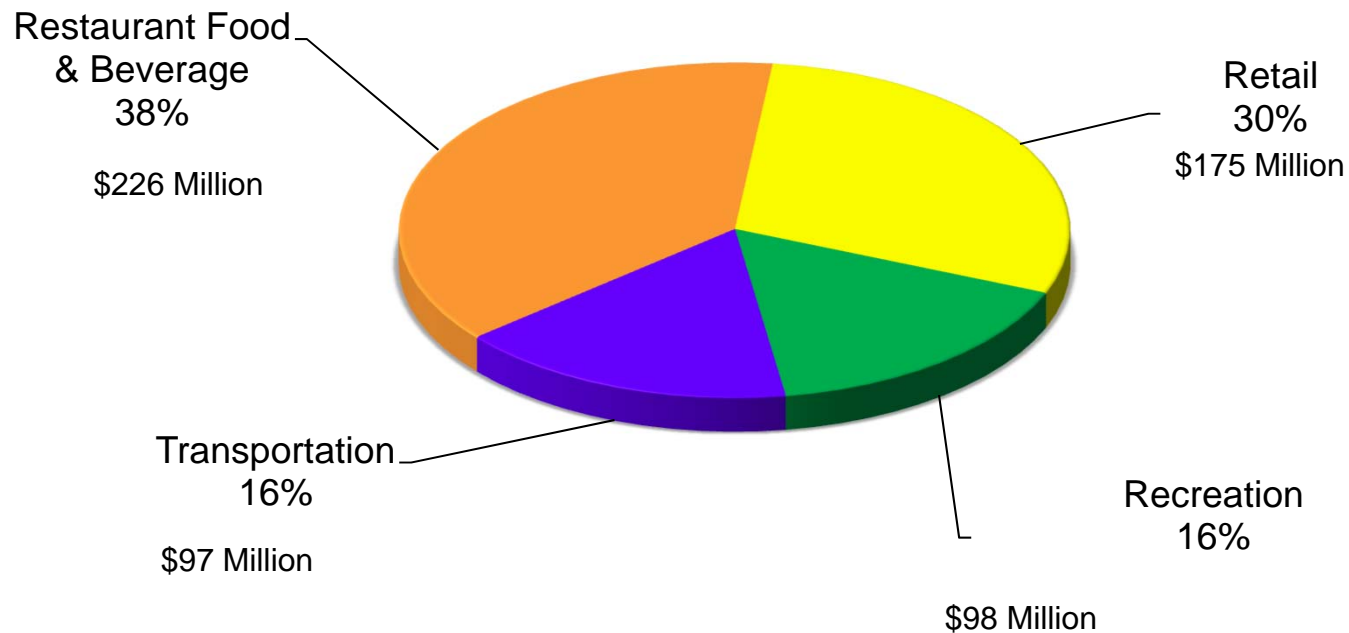
+3.6% vs. 2016



Total Savannah Domestic Day Trip Spending — by Sector

Total Spending = \$596 Million

➔ +5.0% vs. 2016

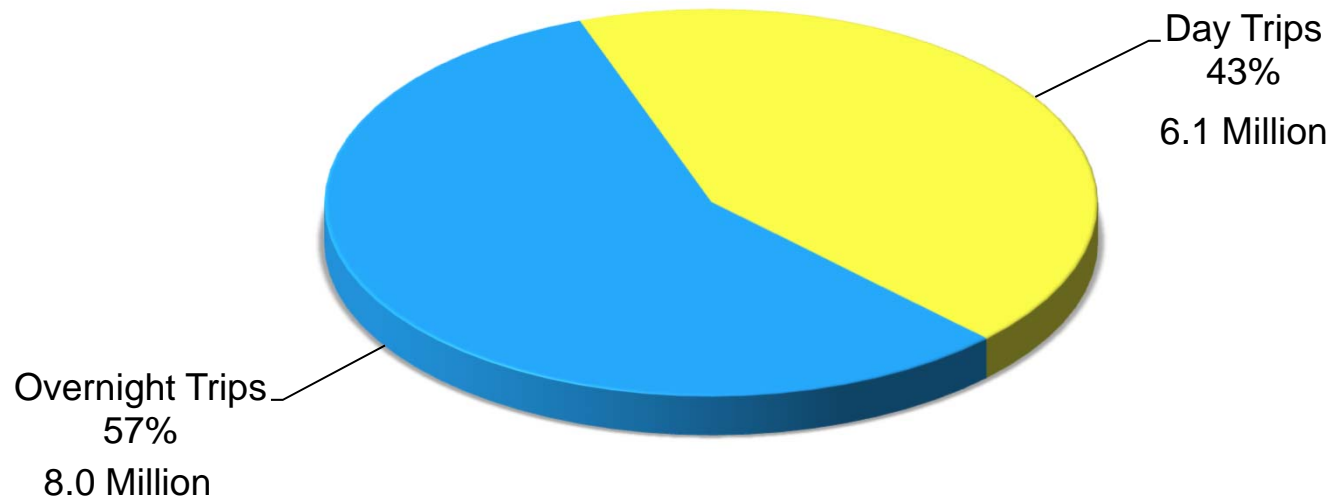


Total Size of Savannah 2017 Domestic Travel Market

Adult Person-Trips = 14.1 Million

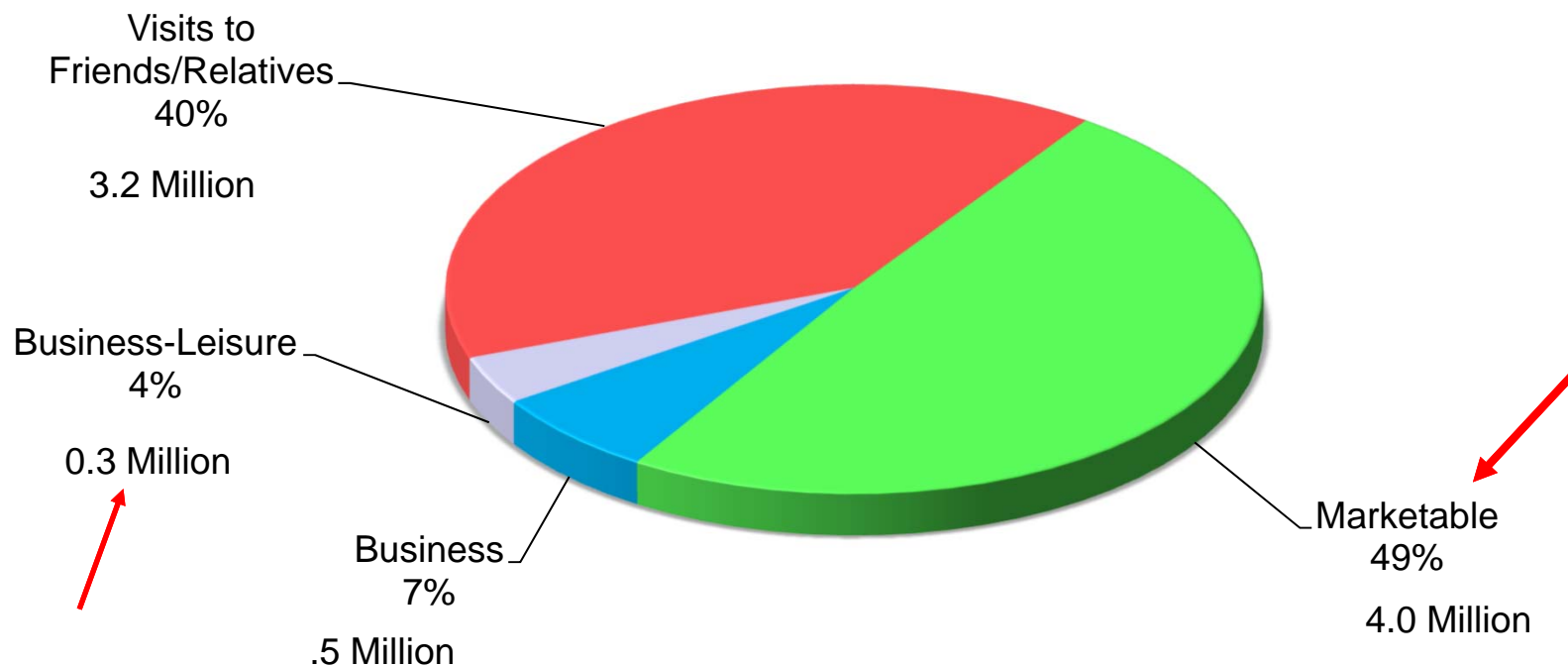


+1.7% vs. 2016



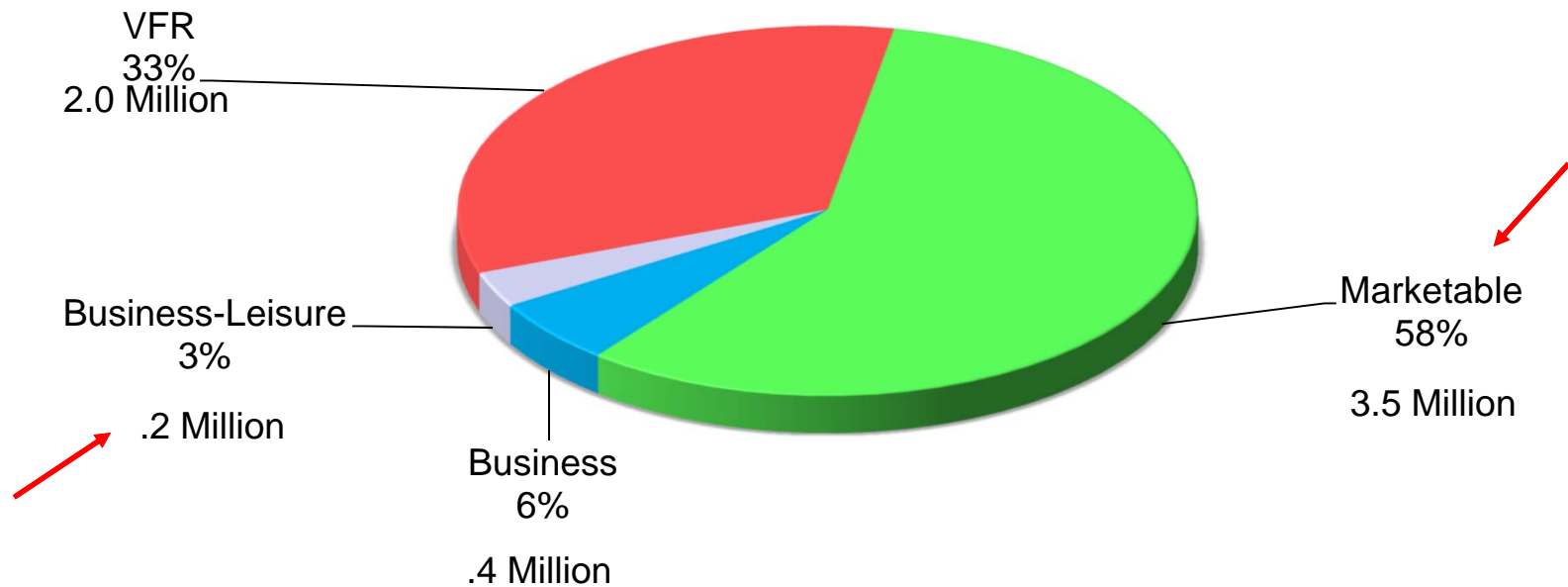
Savannah Overnight Travel Market — by Main Trip Purpose

Adult Overnight Person-Trips = 8.0 Million



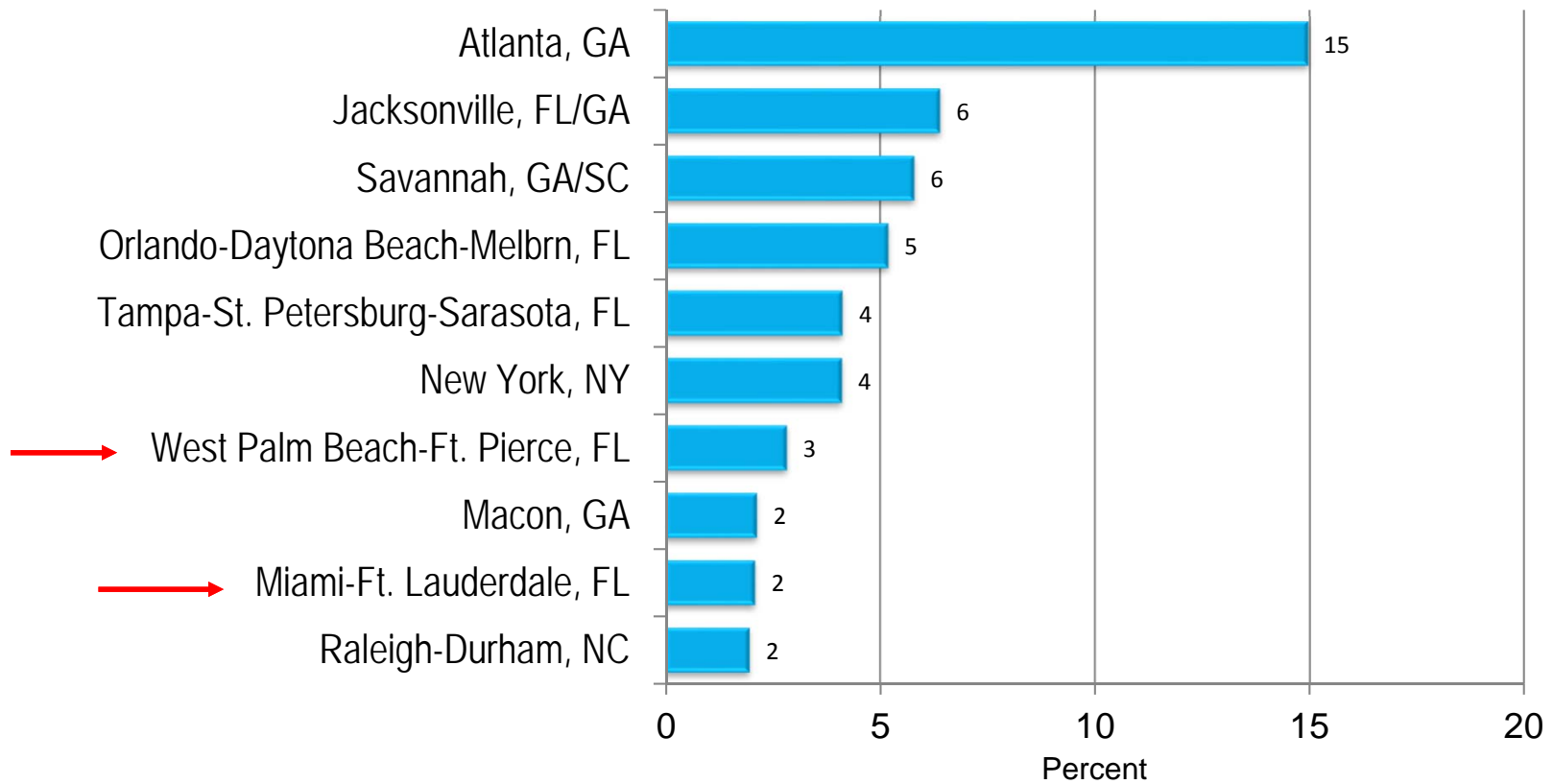
Savannah Day Travel Market — by Trip Purpose

Adult Day Person-Trips = 6.1 Million



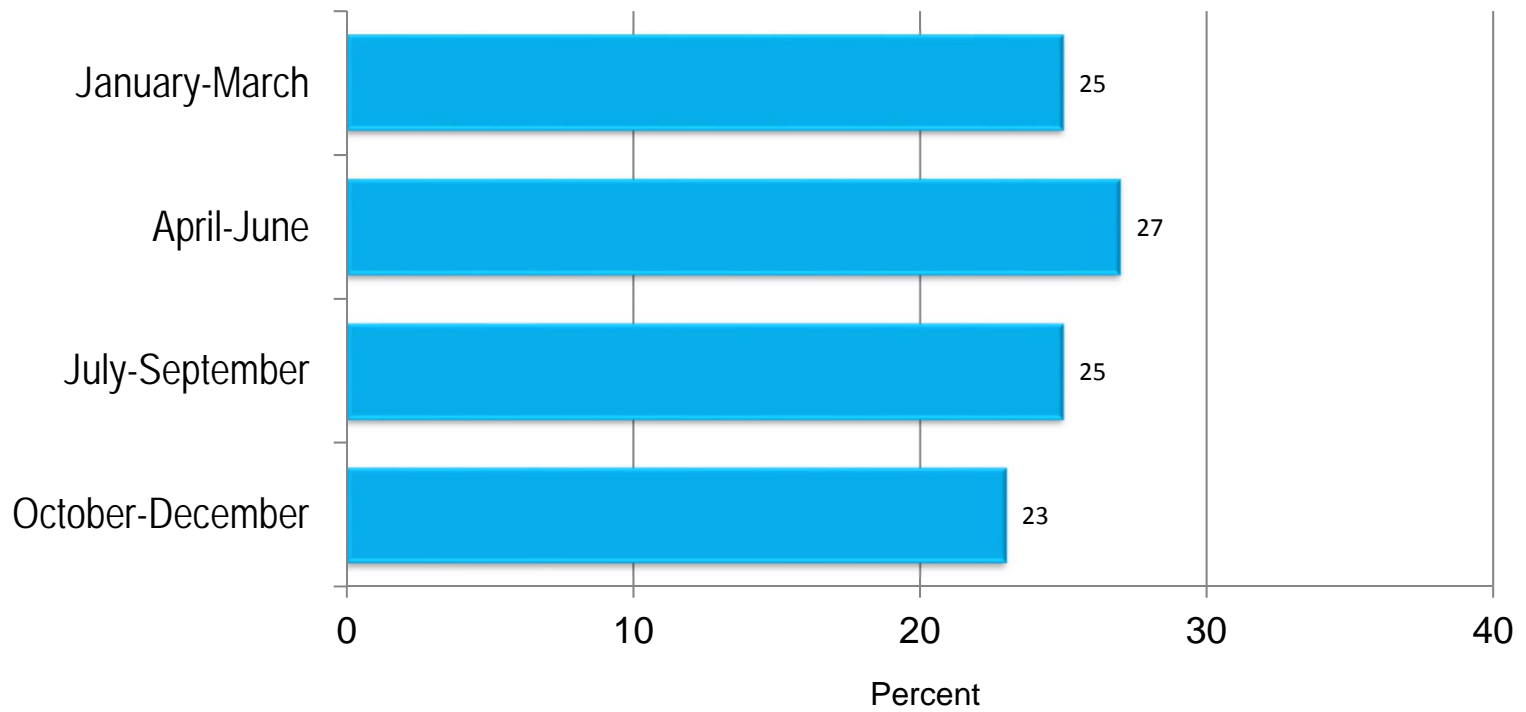
DMA Origin Of Trip

Base: Overnight Person-Trips

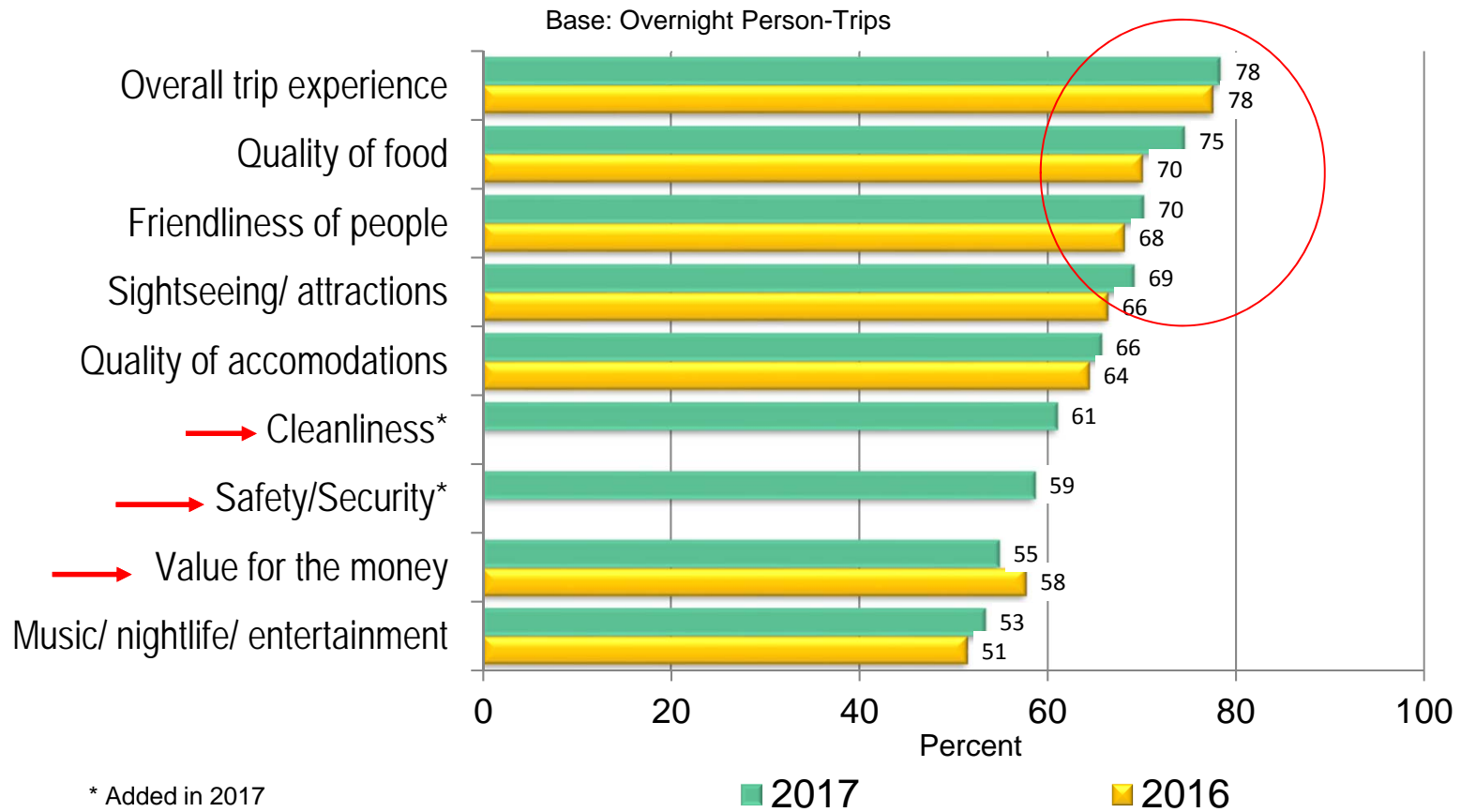


Season of Trip

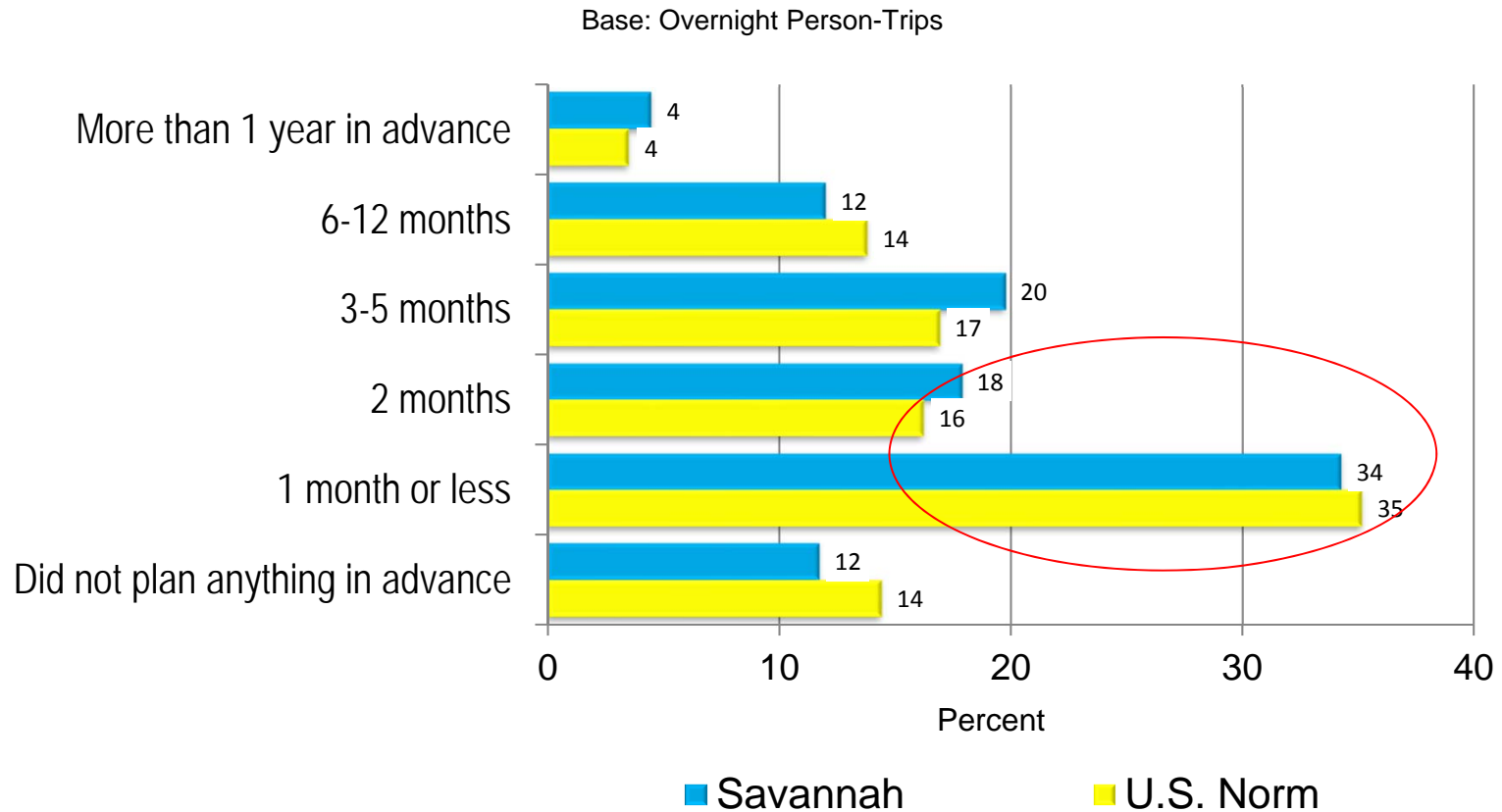
Base: Overnight Person-Trips



% Very Satisfied with Trip

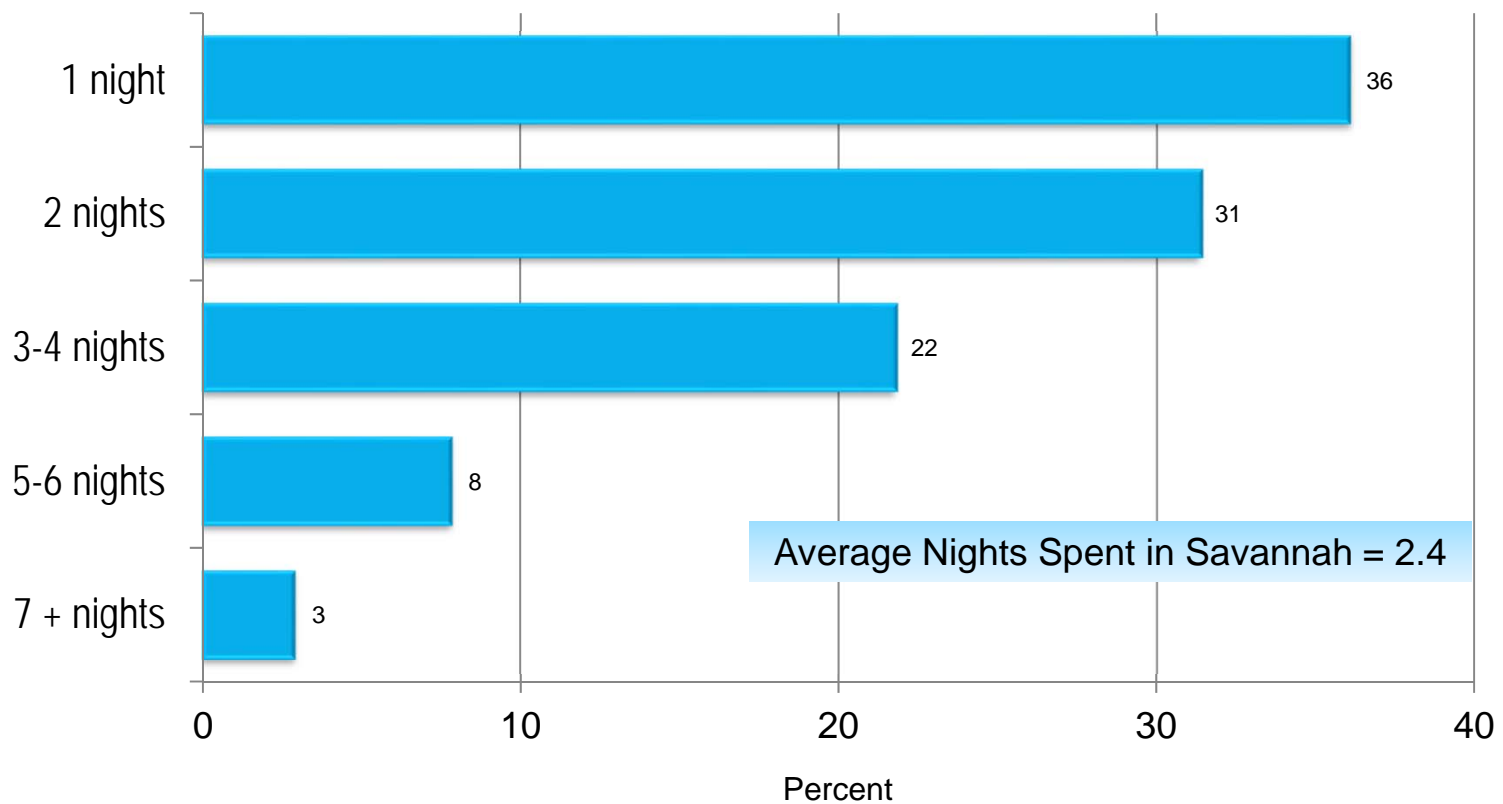


Length of Trip Planning



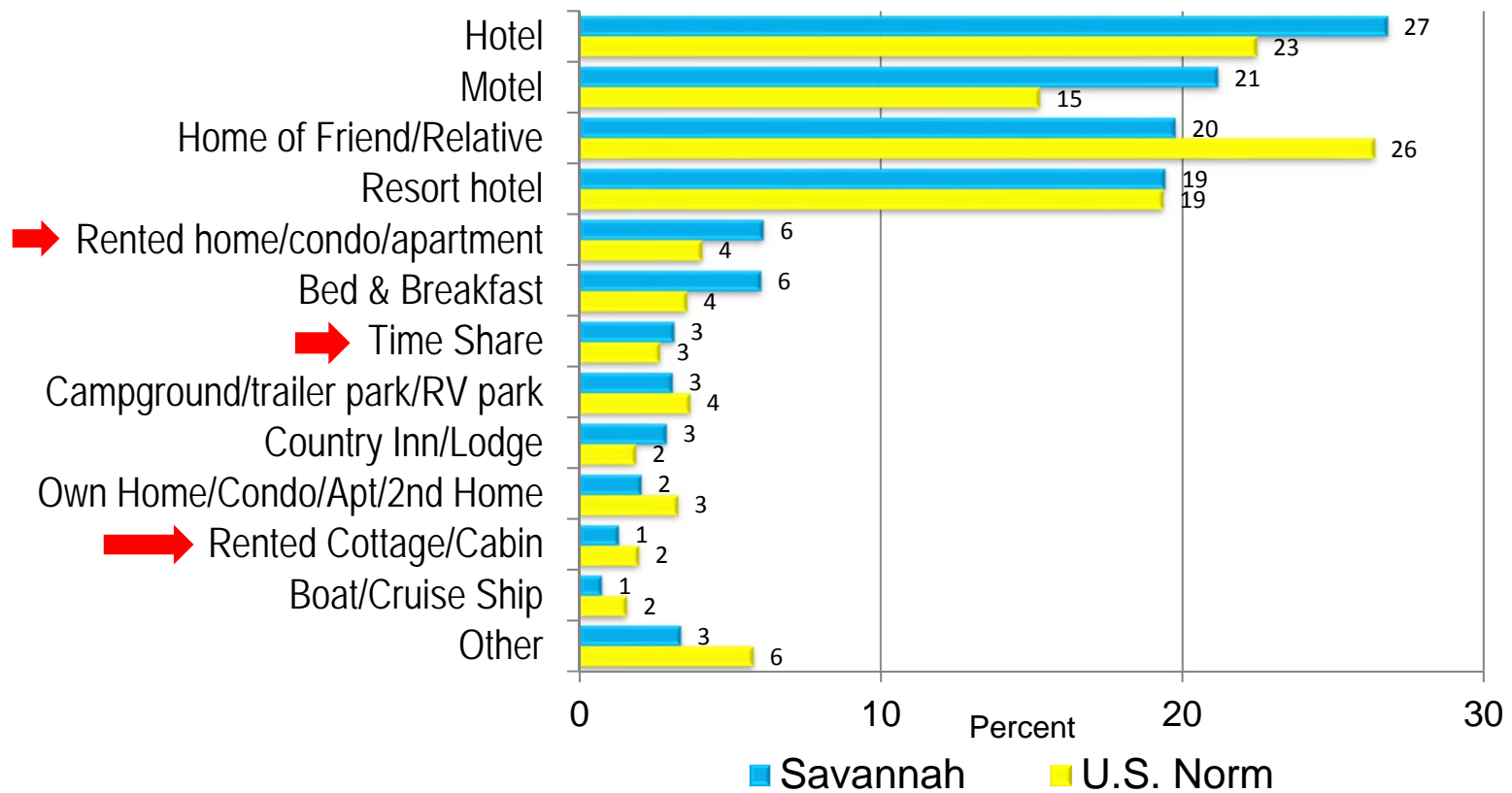
Number of Nights Spent in Savannah

Base: Overnight Person-Trips with 1+ Nights Spent In Savannah



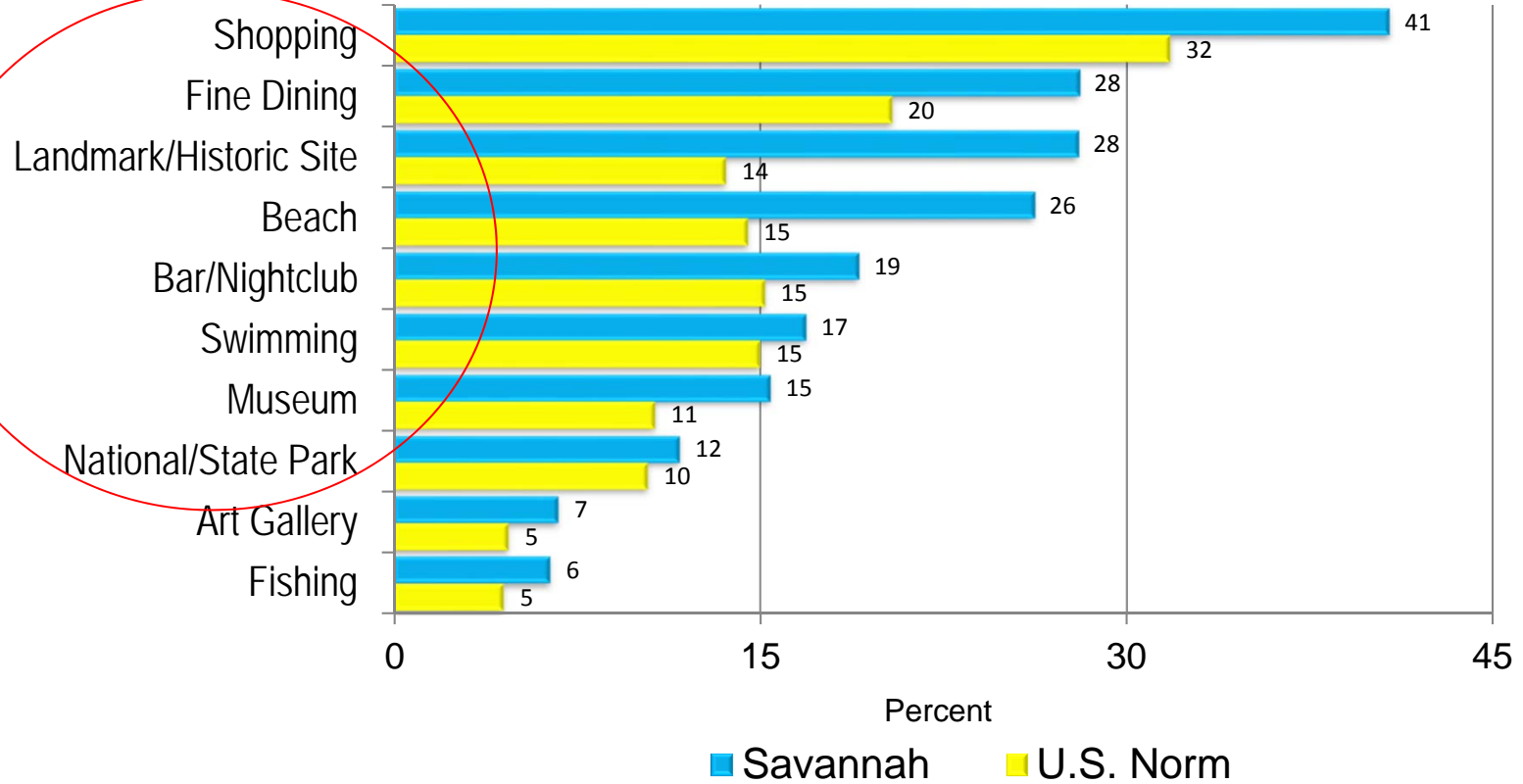
Accommodations

Base: Overnight Person-Trips

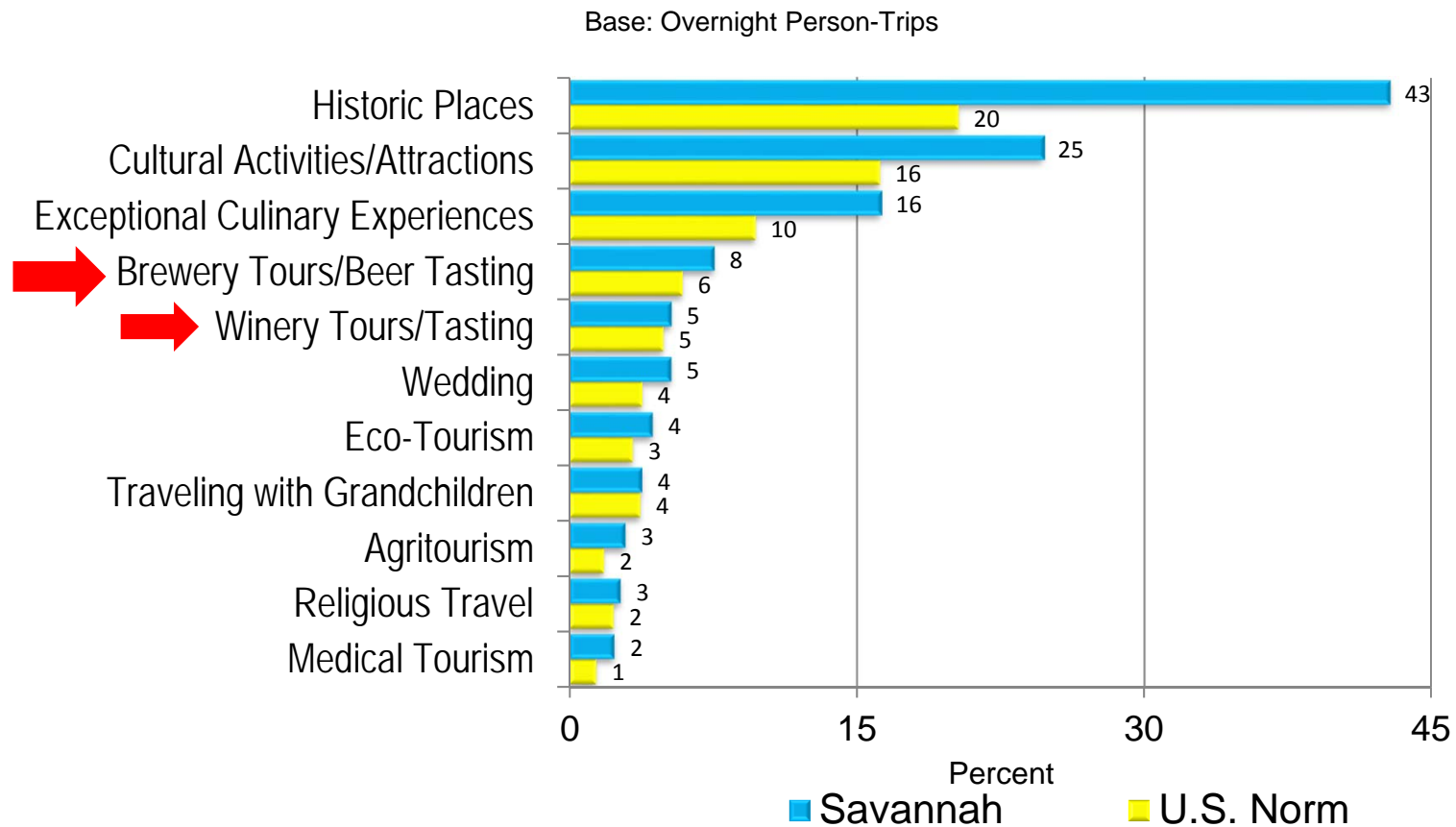


Activities and Experiences

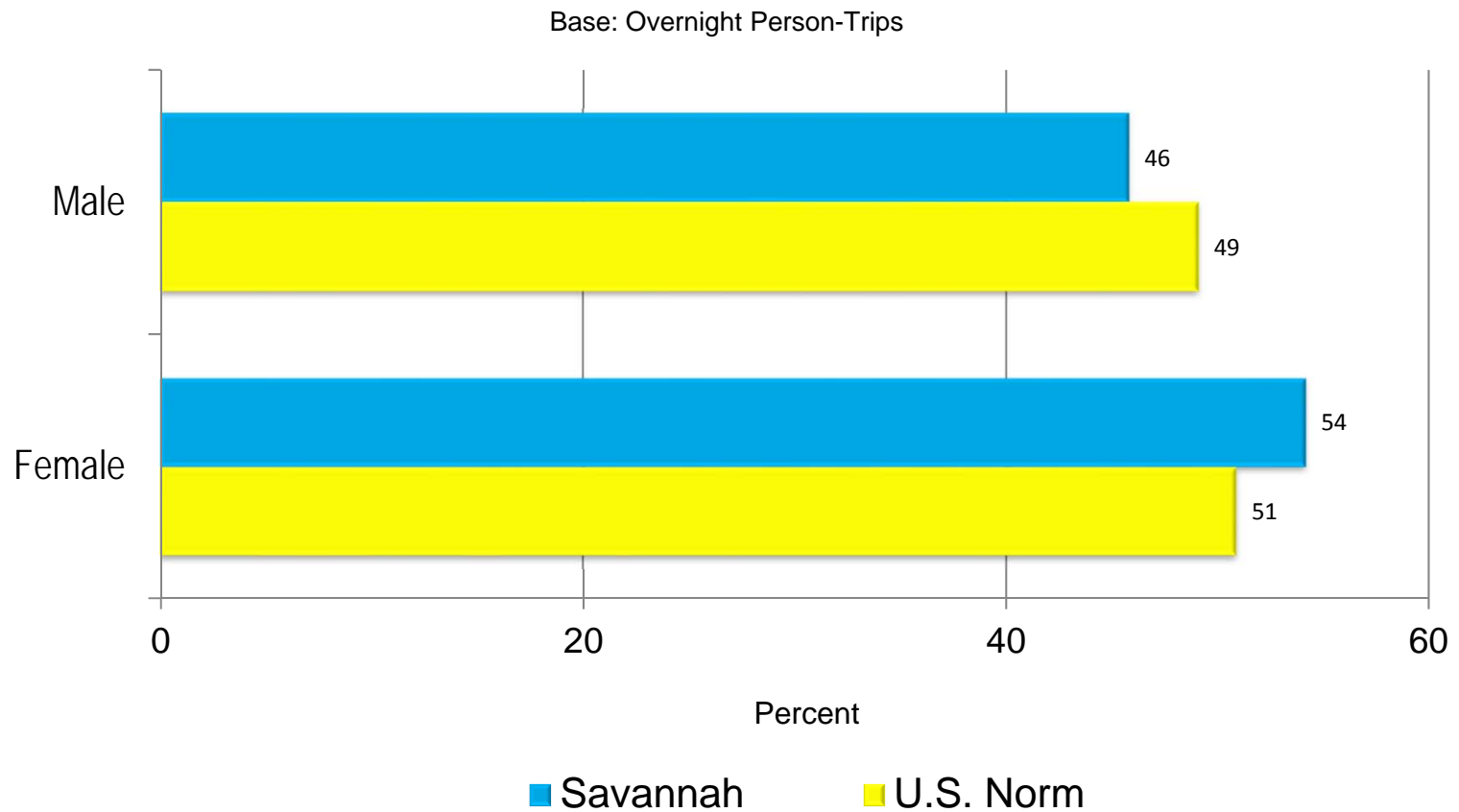
Base: Overnight Person-Trips



Activities of Special Interest

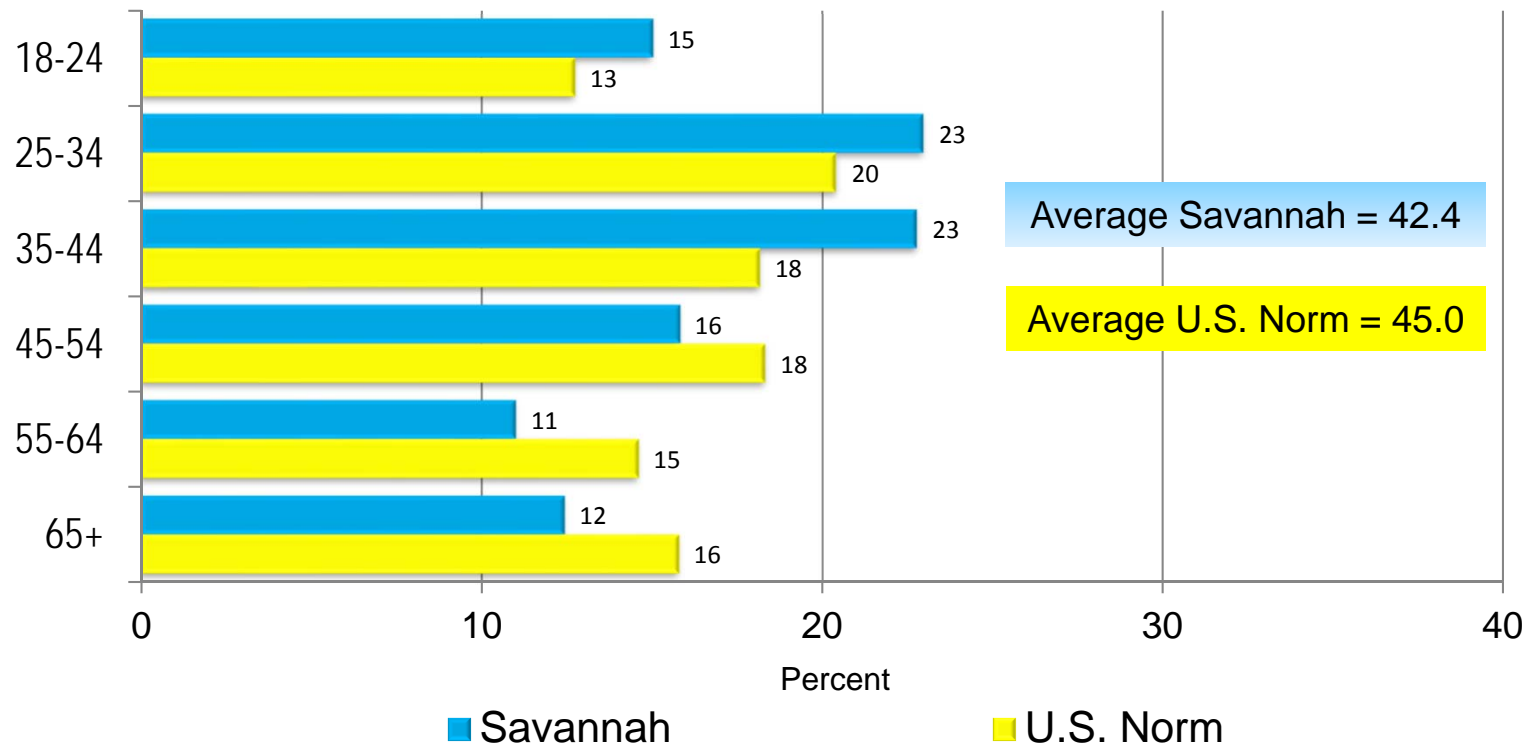


Gender



Age

Base: Overnight Person-Trips



Race

