



Longwoods
Travel USA®

Augusta Visitor Report

Introduction



- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods **Travel USA®** program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- It is currently the largest ongoing study ever conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- This report provides an overview for Augusta's domestic tourism business in 2013, 2014 and 2015.

Methodology



- Each quarter, a random cross-section of online sample is invited to participate in the survey.
- For the 2015 travel year, this yielded:
 - 337,164 trips for analysis nationally:
 - 237,555 overnight trips
 - 99,609 day trips
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Methodology (Cont'd)

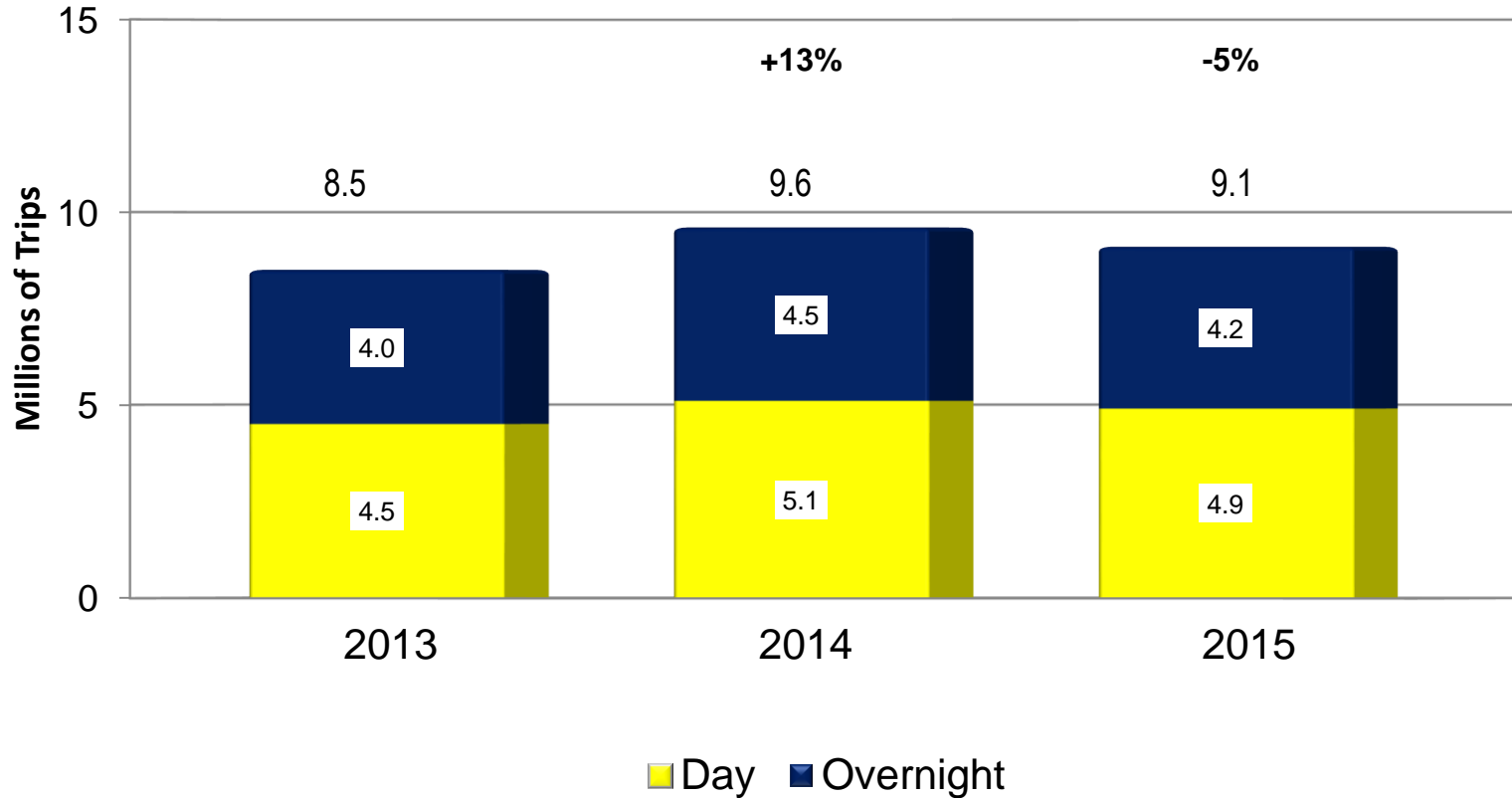


- For Augusta the following sample was achieved:
 - In 2015, 436 trips:
 - 301 overnight trips
 - 135 day trips*
 - In 2014, 546 trips:
 - 386 overnight trips
 - 160 day trips*
 - In 2013, 380 trips:
 - 266 overnight trips
 - 114 day trips*



Size & Structure of Augusta's Travel Market

Size of Augusta's Day and Overnight Travel Market



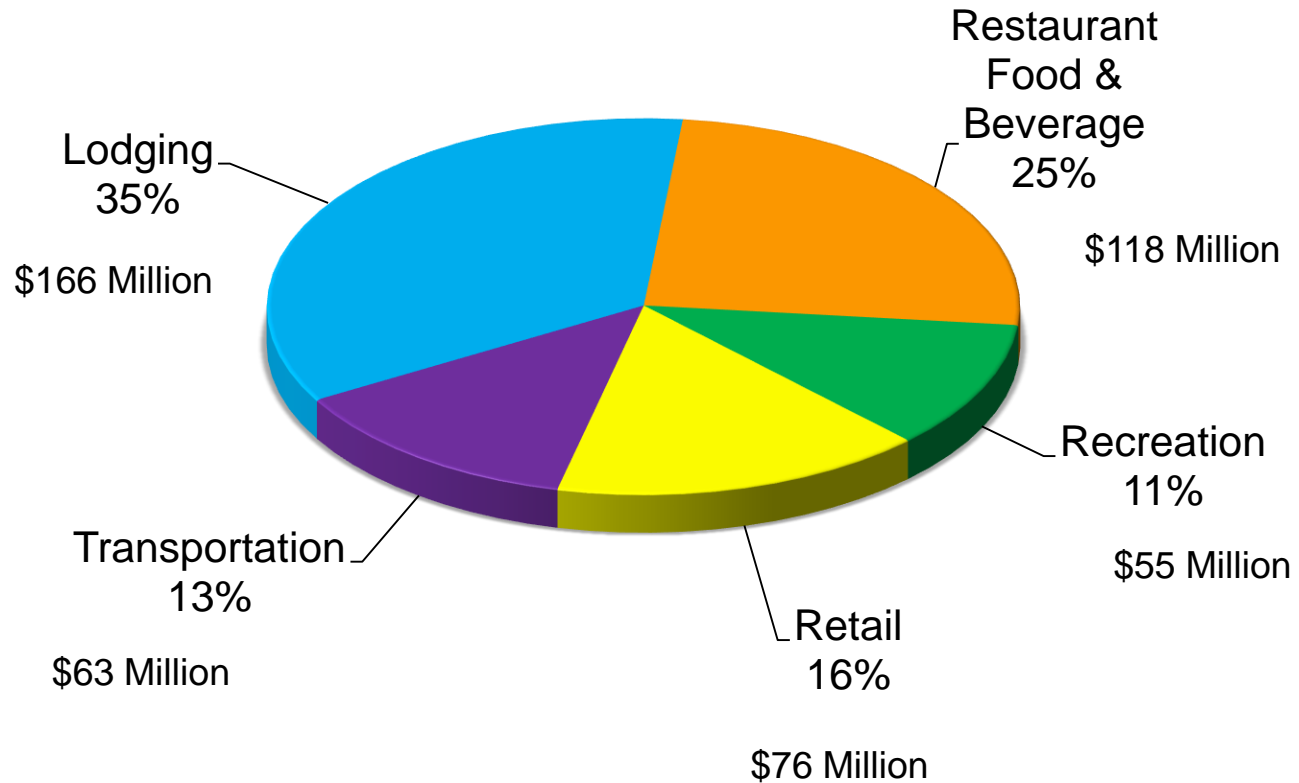


Overnight Expenditures

Total 2015 Overnight Spending — by Sector



Total Spending = \$478 Million



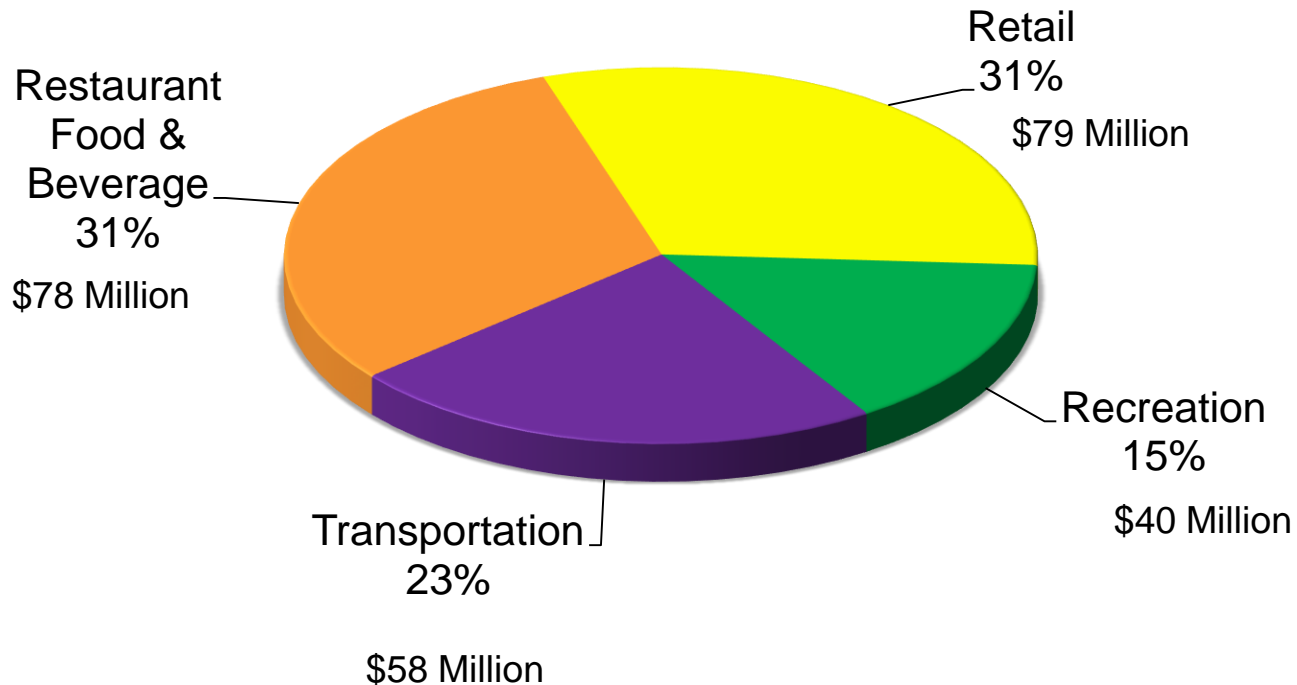


Day Trip Expenditures

Total 2015 Day Trip Spending — by Sector



Total Spending = \$255 Million





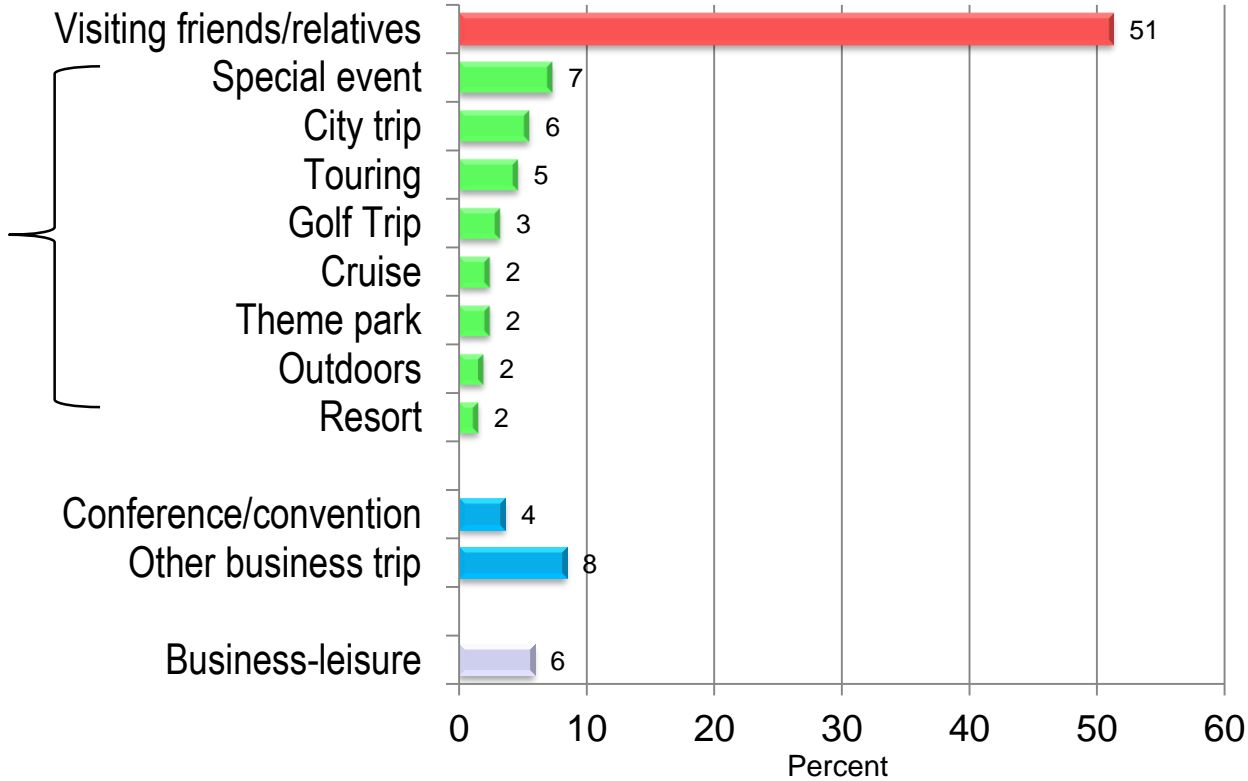
Overnight Trip Characteristics

2015 Main Purpose of Trip



Base: Total Overnight Person-Trips to Augusta

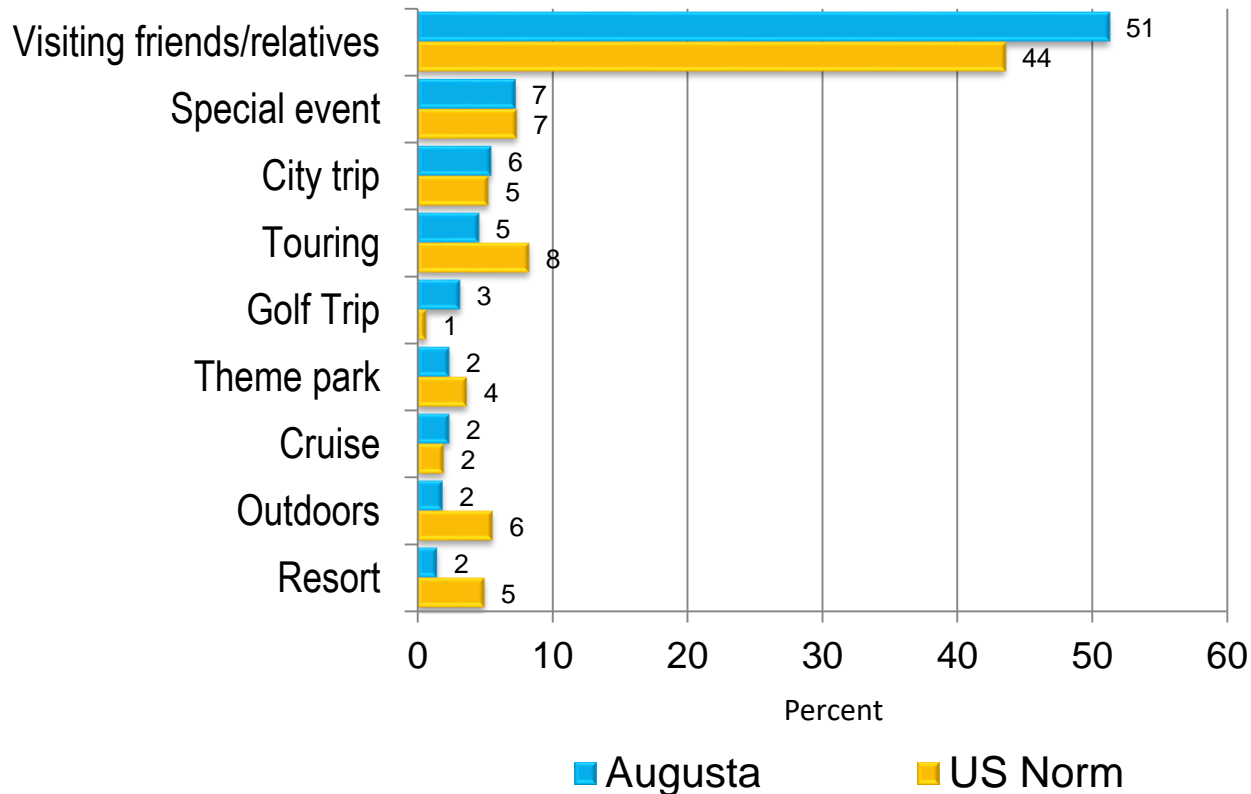
**Marketable
Trips
31%**



Main Purpose of Leisure Trip 2015 Augusta vs. National Norm



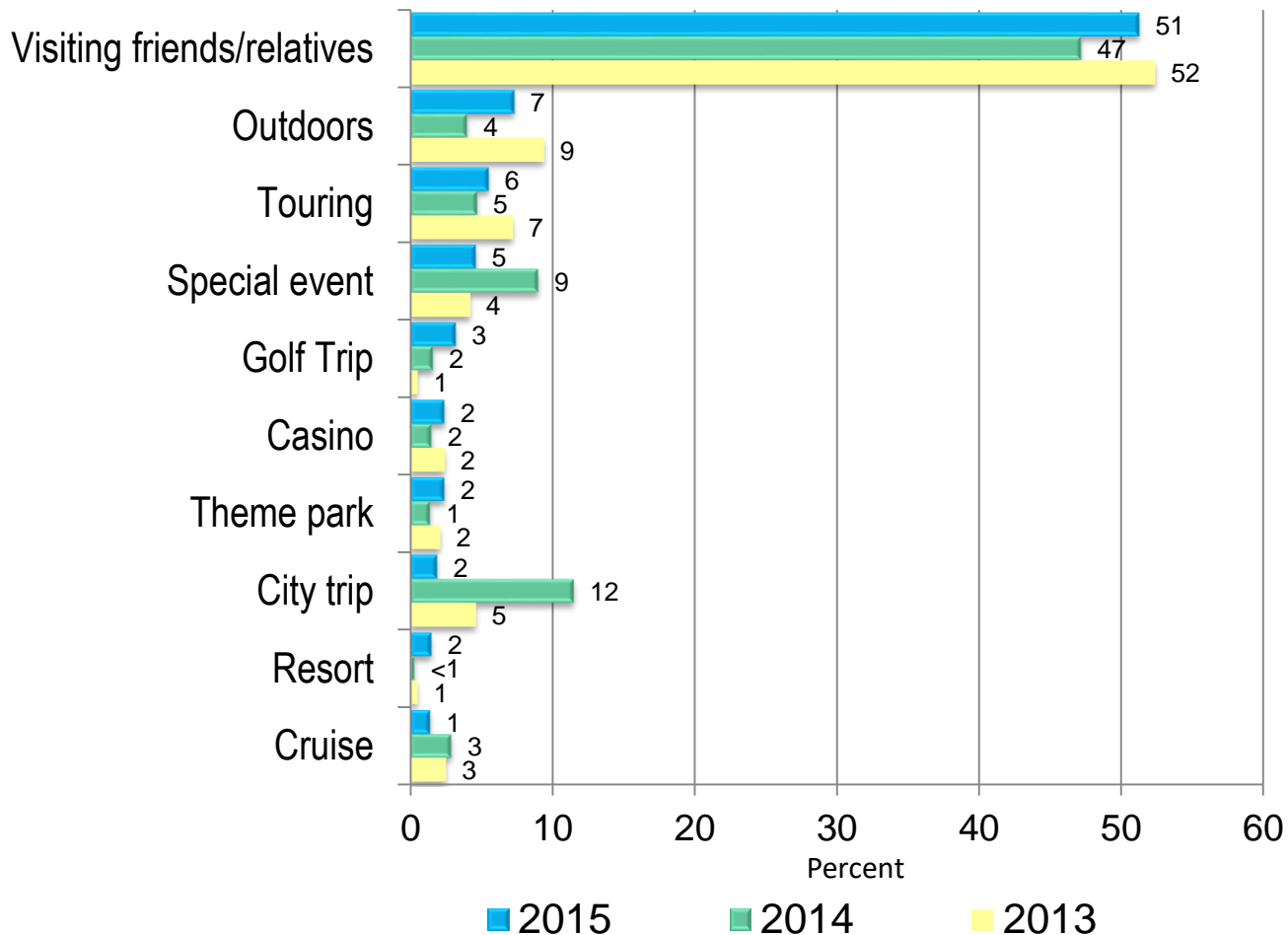
Base: Total Overnight Person-Trips



Main Purpose of Leisure Trip 2015 vs. 2014 vs. 2013



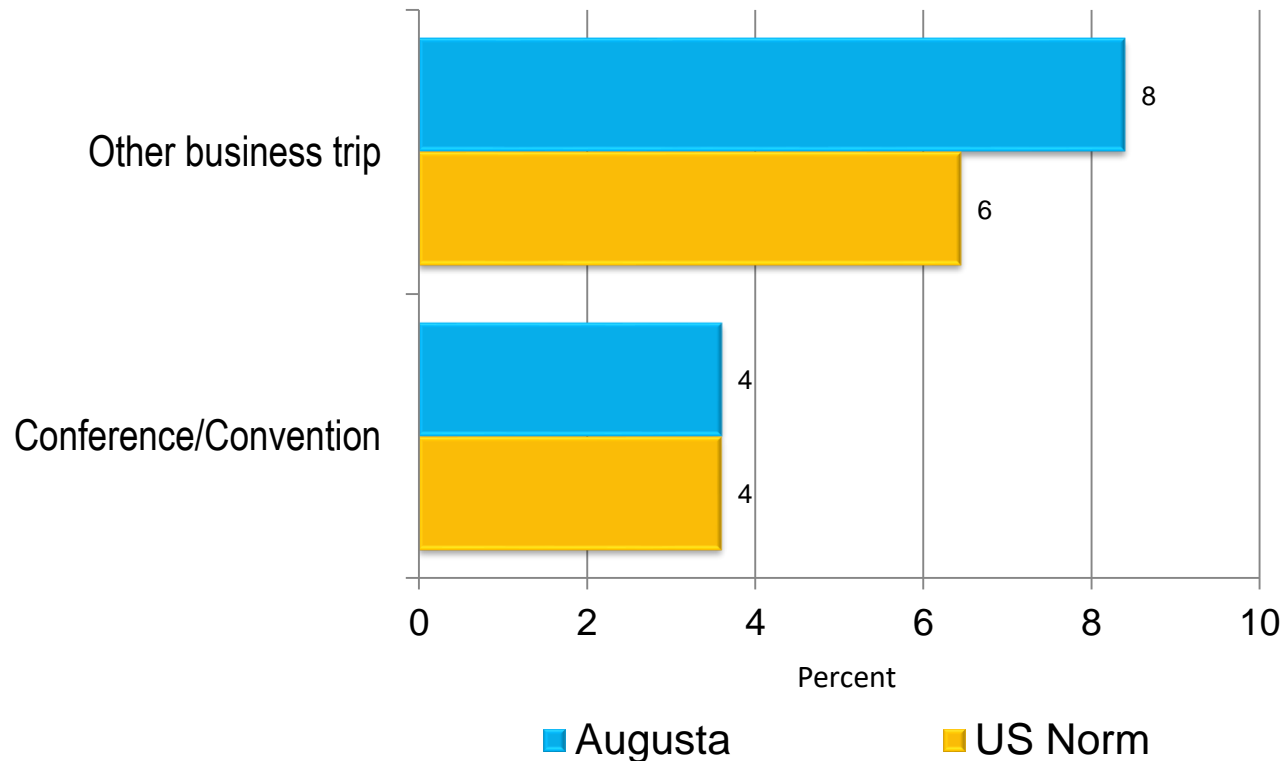
Base: Total Overnight Person-Trips to Augusta



Main Purpose of Business Trip 2015 Augusta vs. National Norm



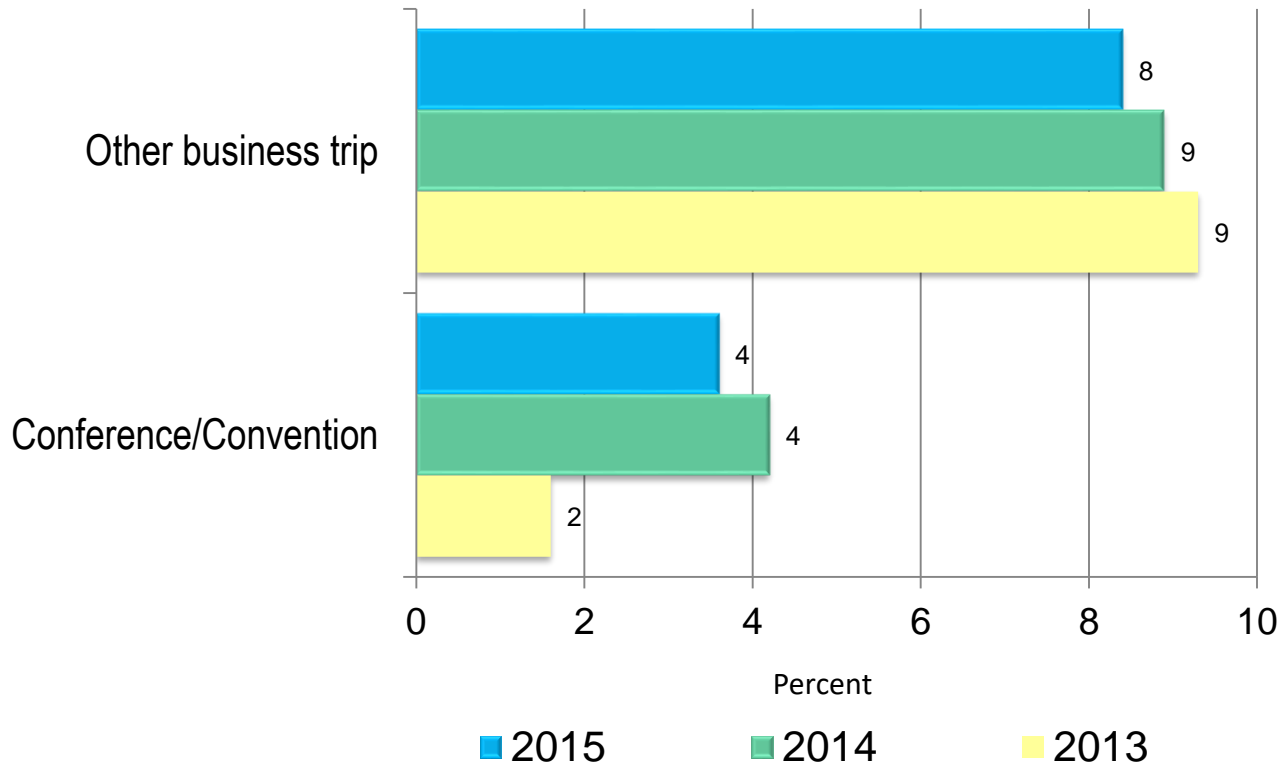
Base: Total Overnight Person-Trips



Main Purpose of Business Trip 2015 vs. 2014 vs. 2013



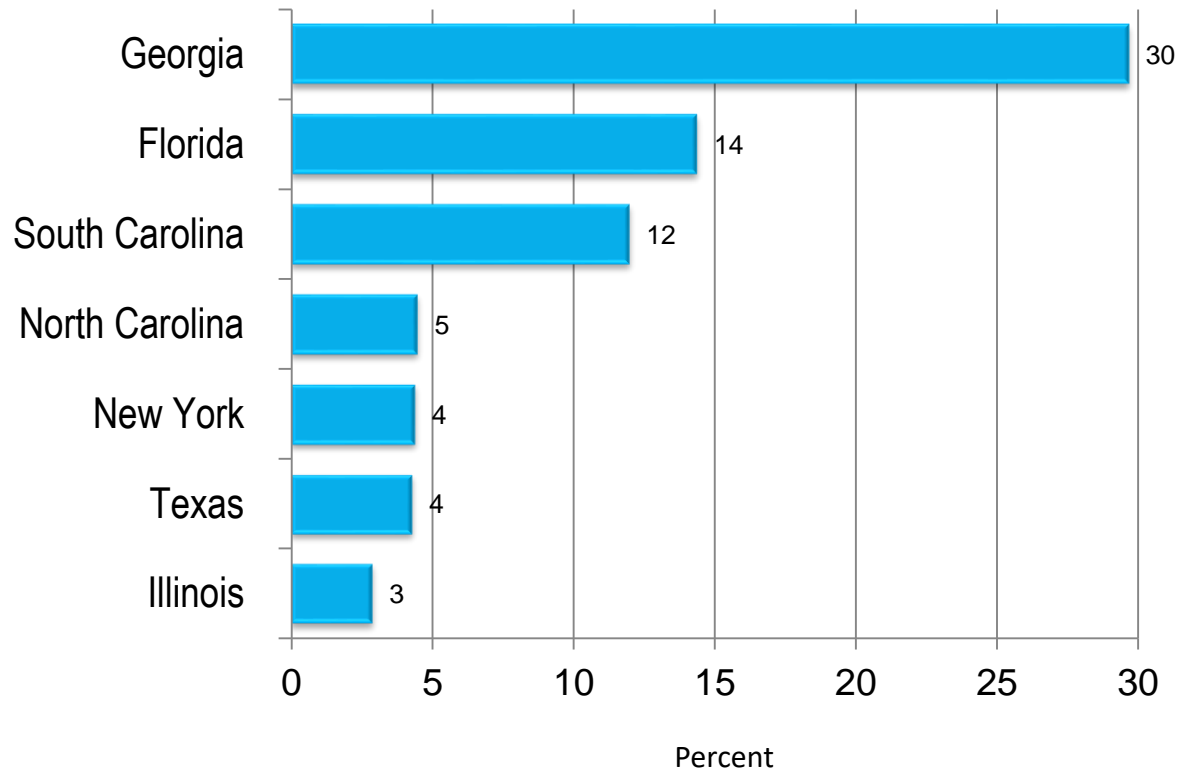
Base: Total Overnight Person-Trips to Augusta



2015 State Origin Of Trip



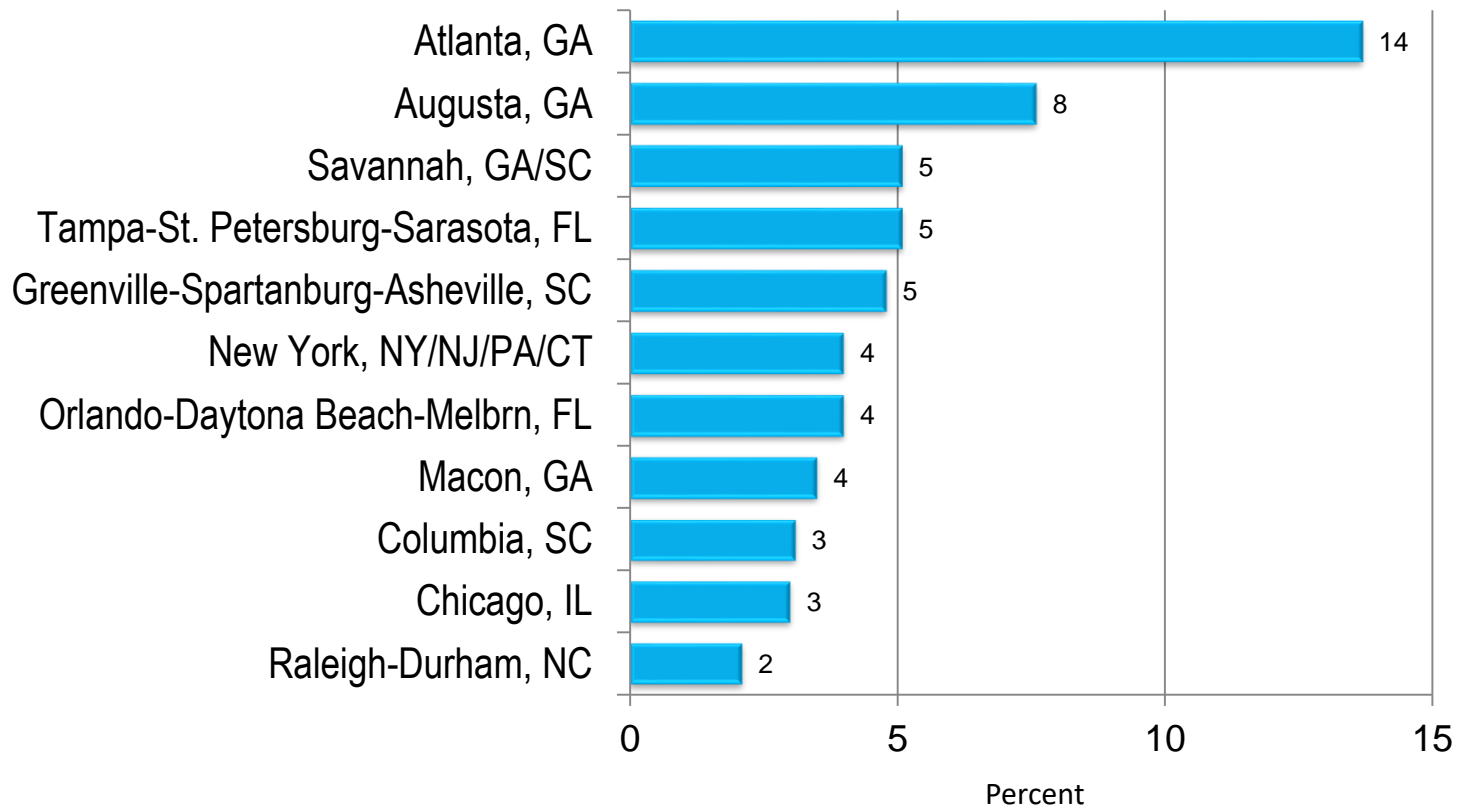
Base: Total Overnight Person-Trips to Augusta



2015 DMA Origin Of Trip



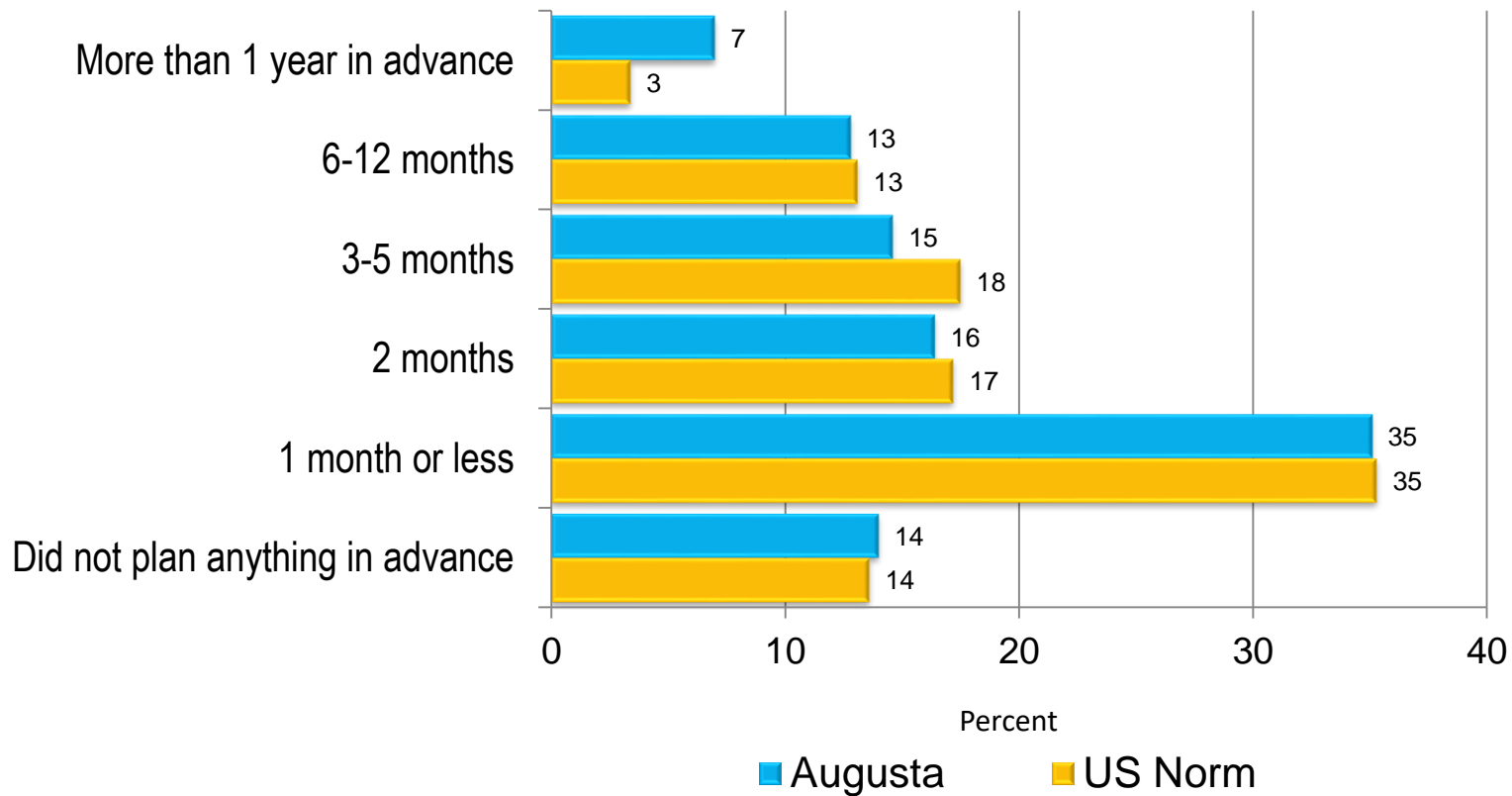
Base: Total Overnight Person-Trips to Augusta



Length of Trip Planning* 2015 vs. National Norm



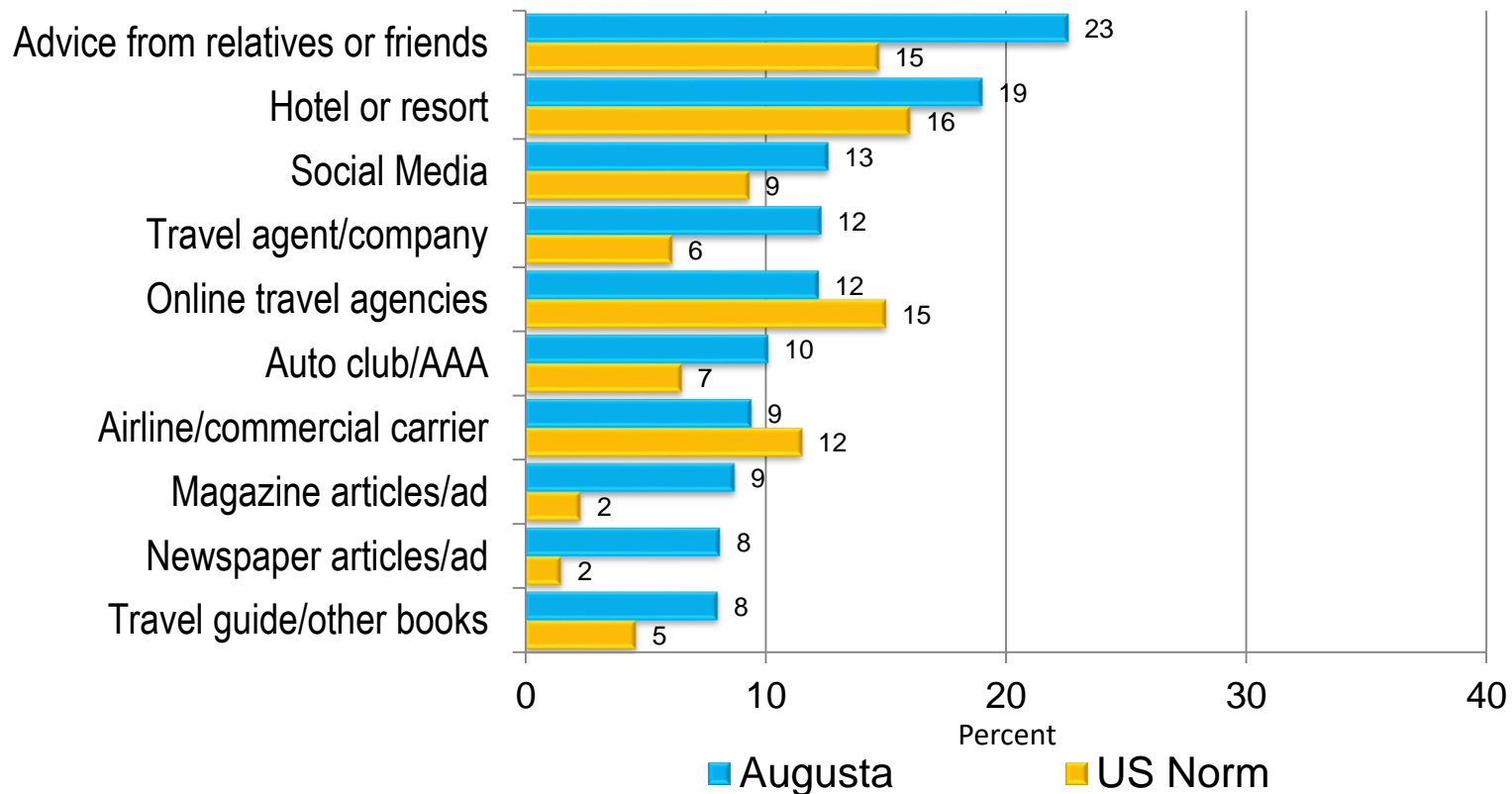
Base: Total Overnight Person-Trips



Trip Planning Information Sources* 2015 vs. National Norm



Base: Total Overnight Person-Trips

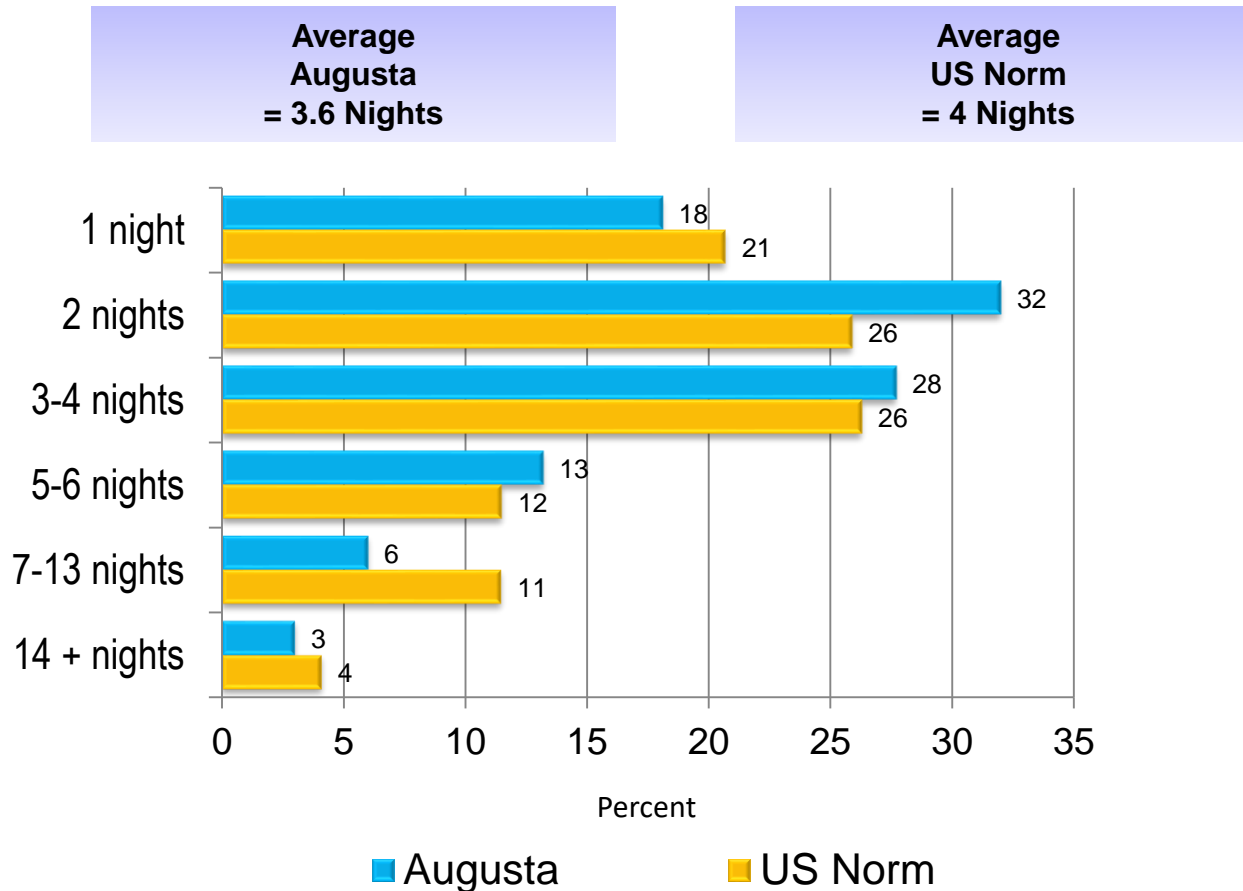


*New in 2015

Total Nights Away on Trip 2015 vs. National Norm



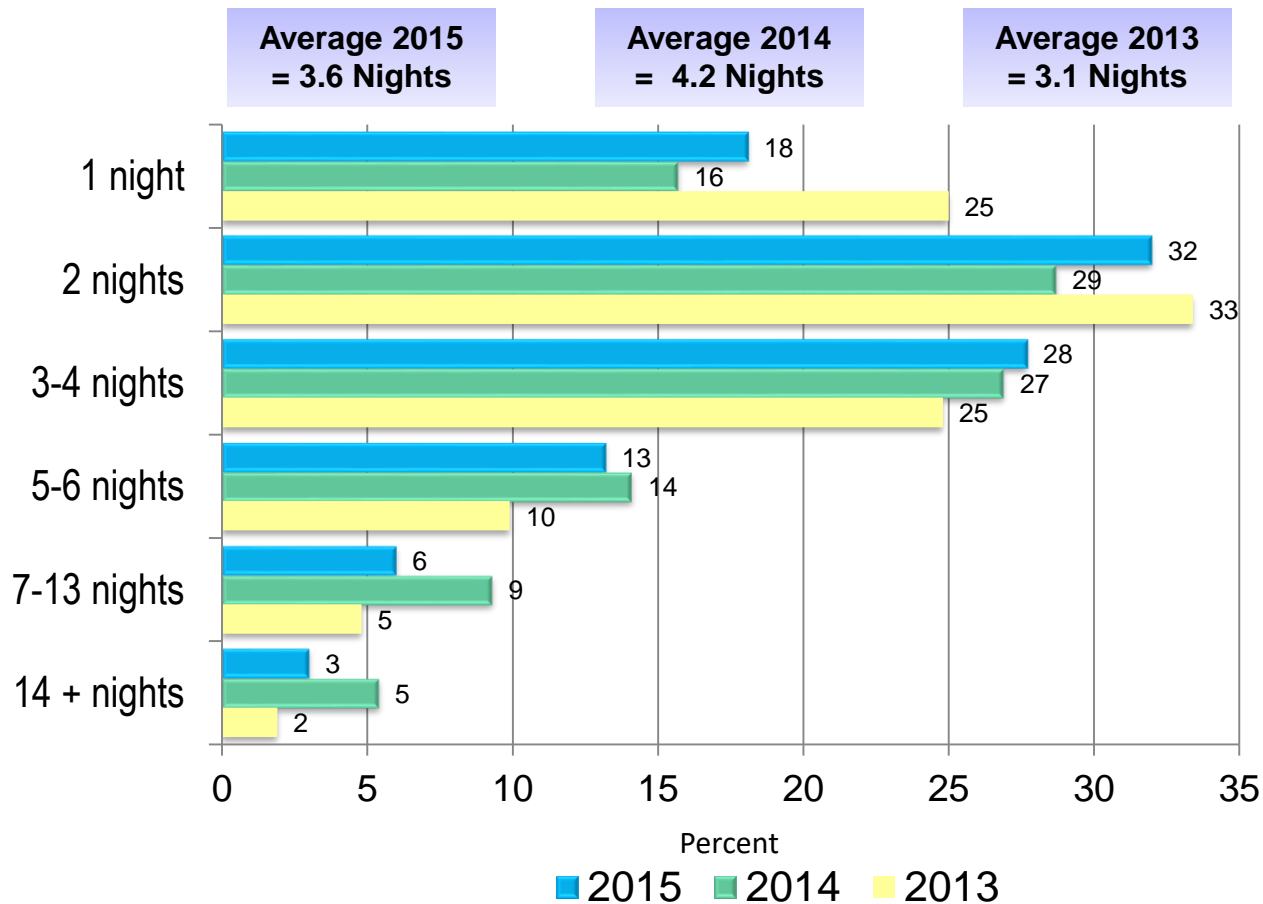
Base: Total Overnight Person-Trips



Total Nights Away on Trip 2015 vs. 2014 vs. 2013



Base: Total Overnight Person-Trips to Augusta

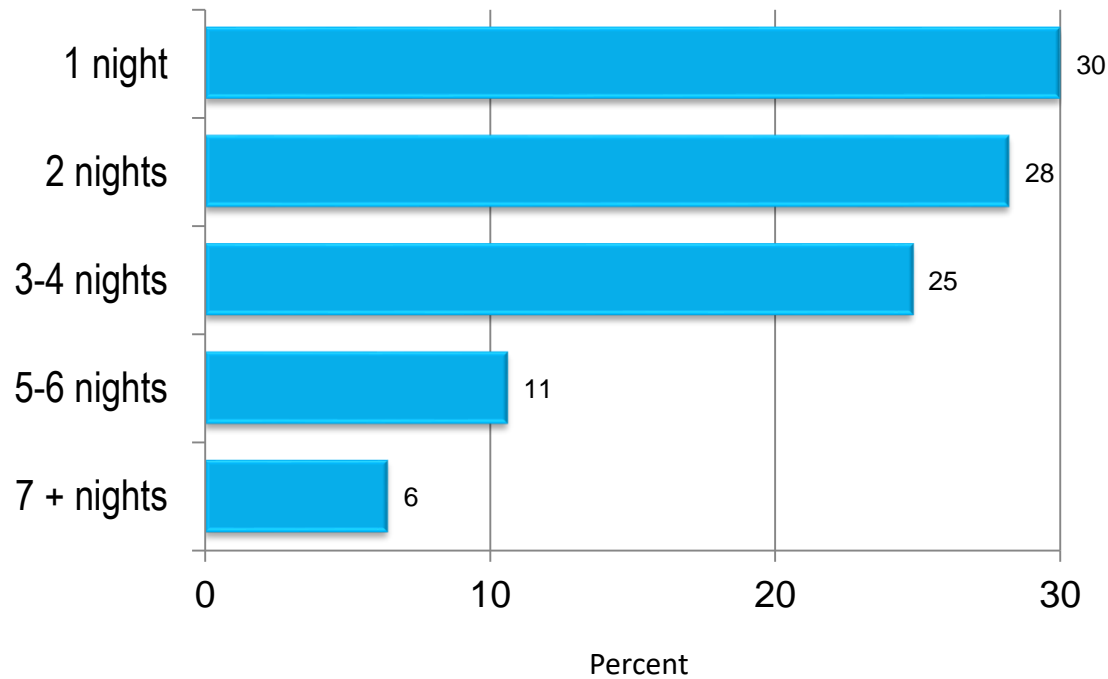


Number of Nights Spent in Augusta 2015



Base: Total Overnight Person-Trips with 1+ nights spent in Augusta

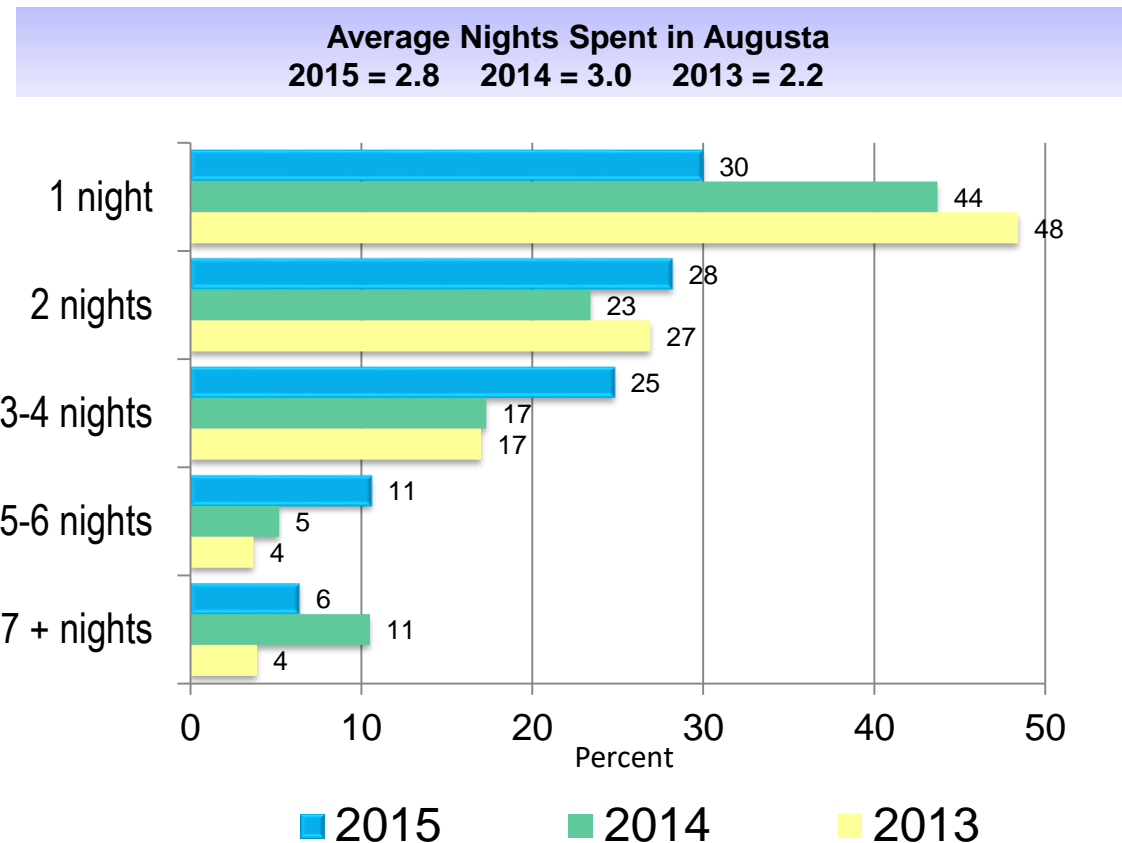
Average Nights Spent in Augusta = 2.8



Number of Nights Spent in Augusta 2015 vs. 2014 vs. 2013



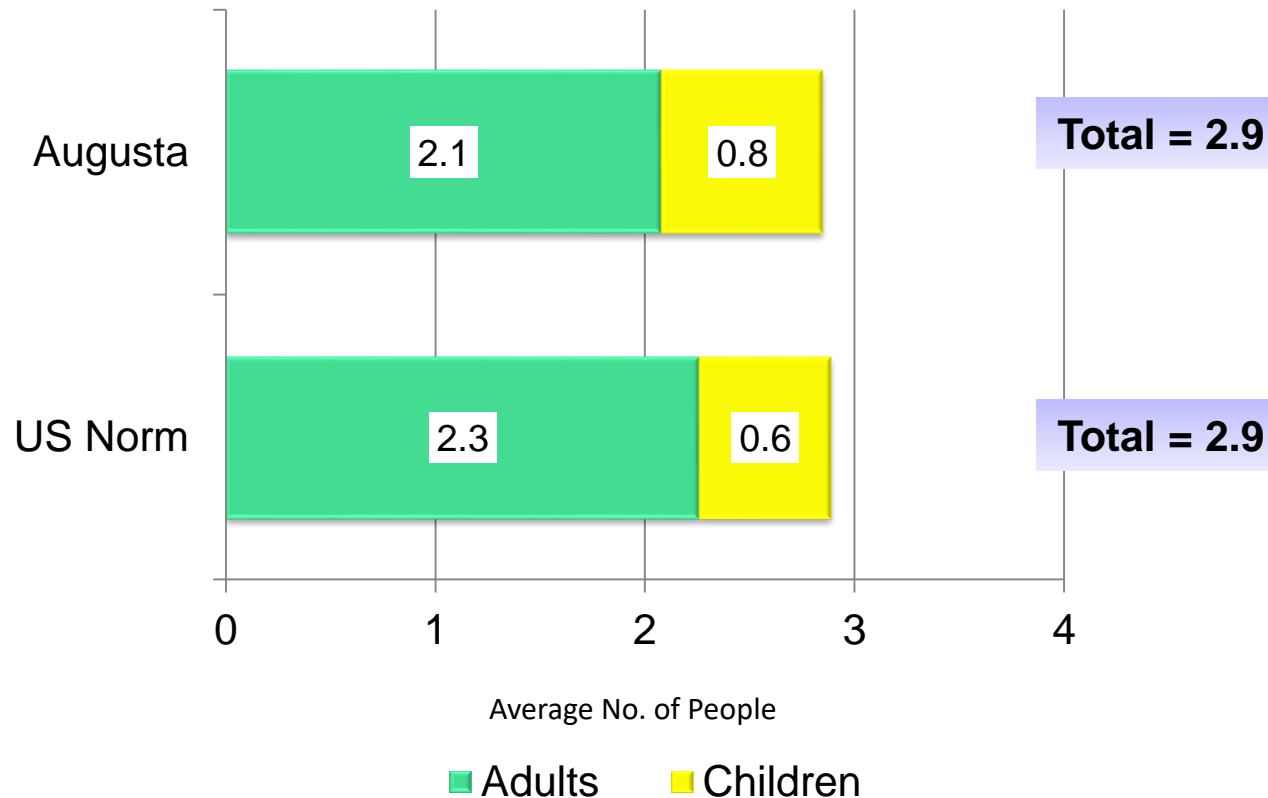
Base: Total Overnight Person-Trips with 1+ nights spent in Augusta



Size of Travel Party 2015 vs. National Norm



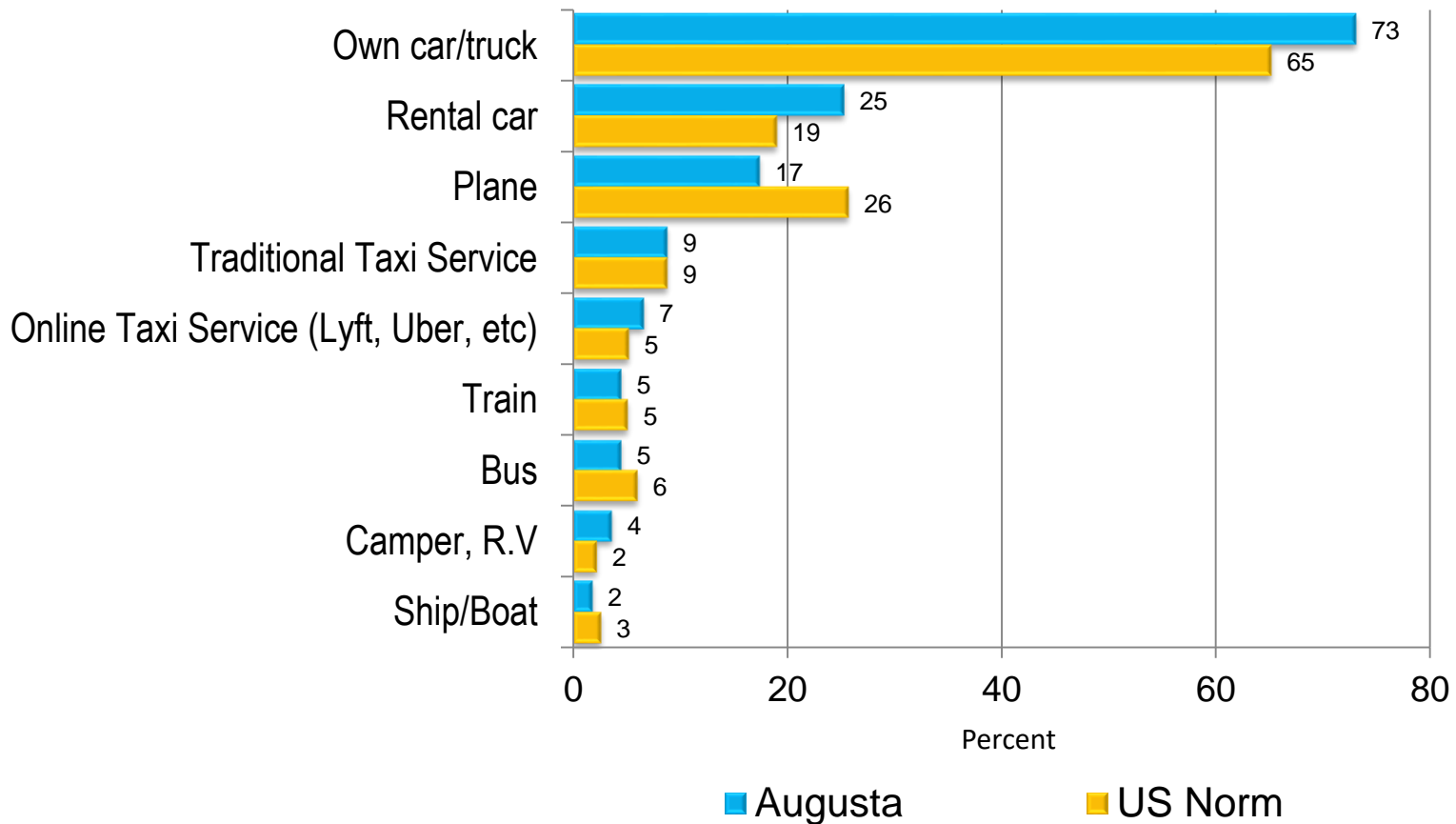
Base: Total Overnight Person-Trips



Transportation 2015 vs. National Norm



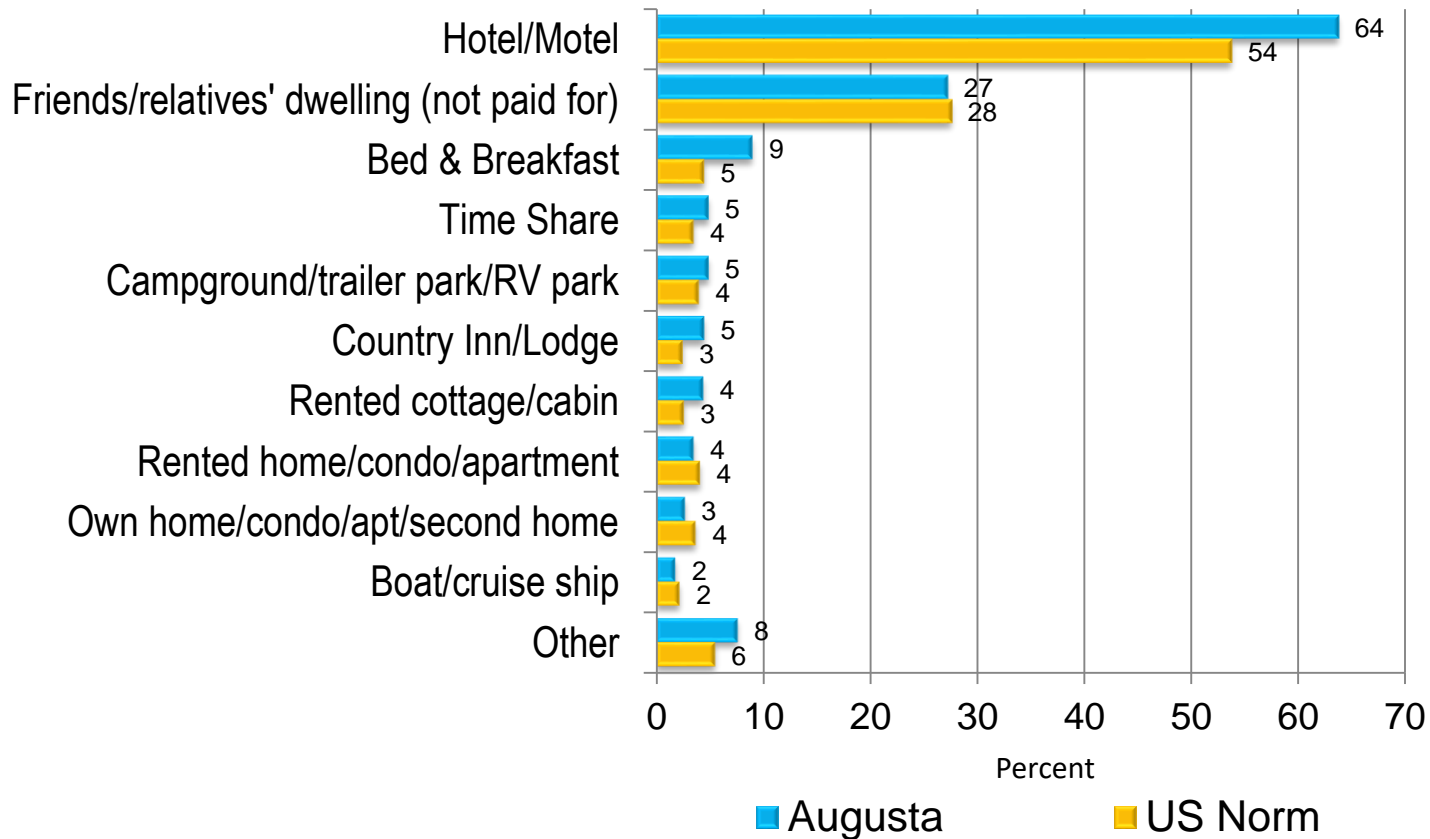
Base: Total Overnight Person-Trips



Accommodations 2015 vs. National Norm



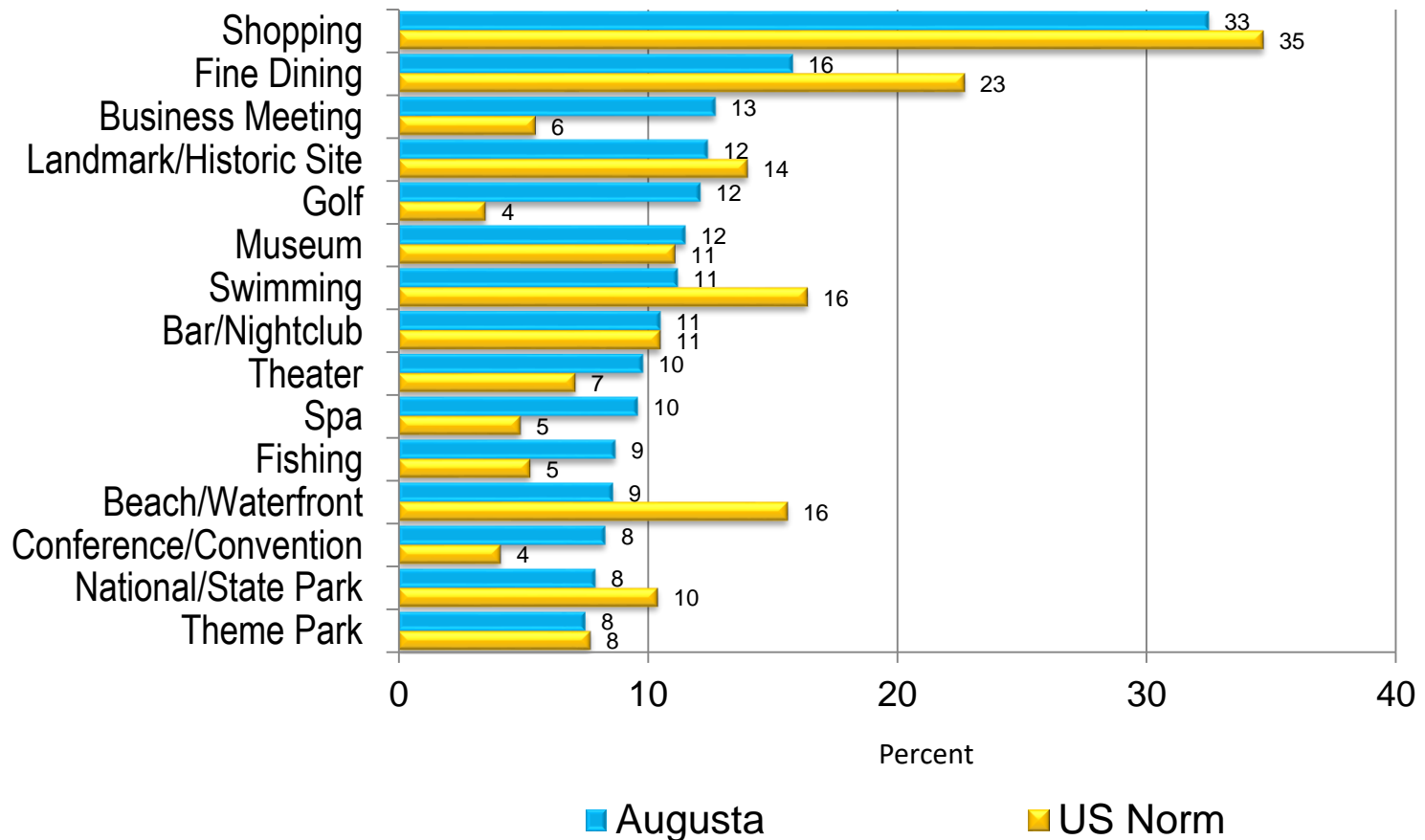
Base: Total Overnight Person-Trips



Activities and Experiences 2015 vs. National Norm



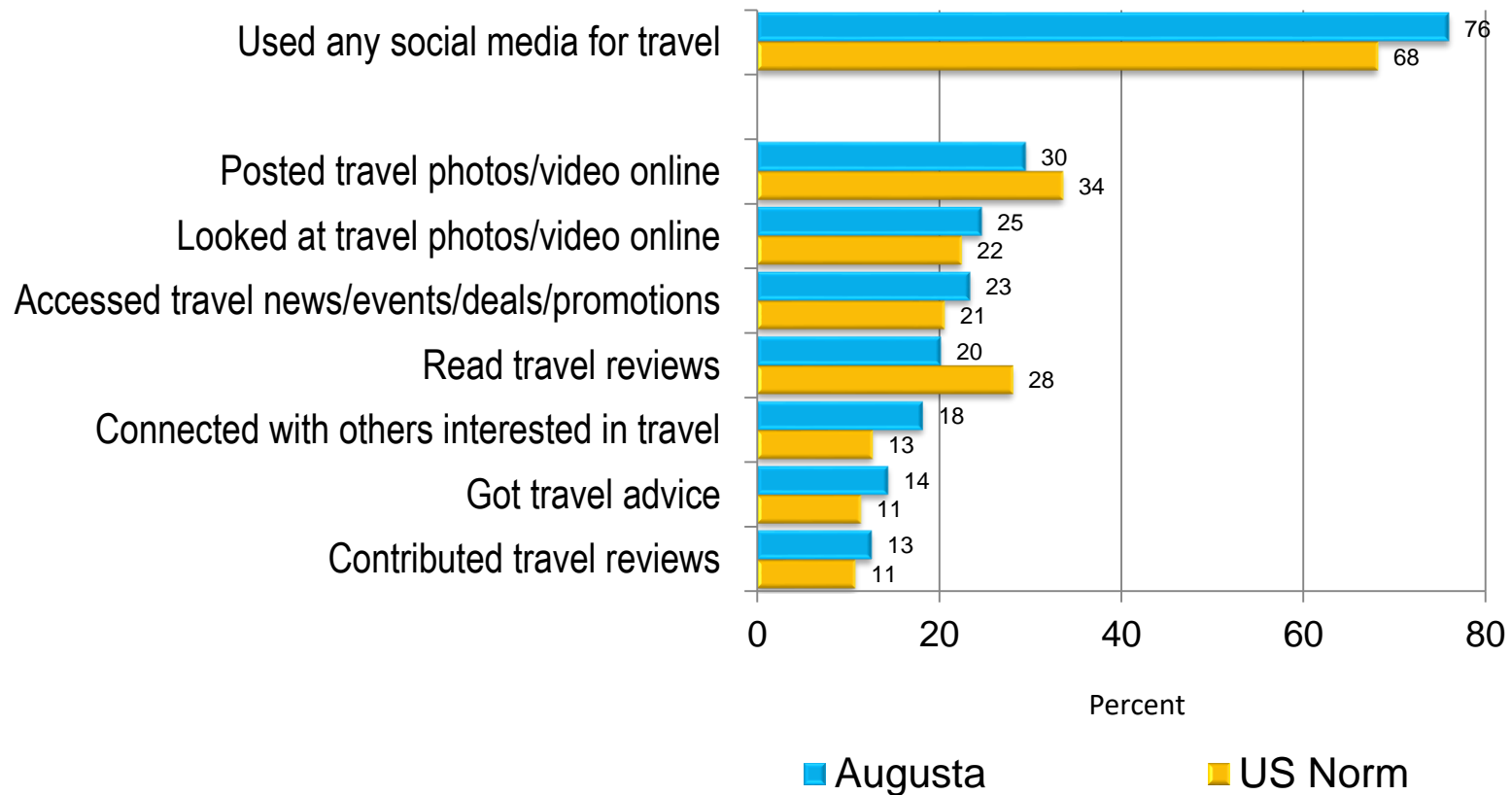
Base: Total Overnight Person-Trips



Online Social Media Use by Travelers 2015 vs. National Norm



Base: Total Overnight Person-Trips





Key Findings

2015 Key Findings



- ◉ In 2015, Augusta had 9.1 million person trips, decreasing 5% from 2014. However, 2015 volume has increased 7% from 2013. Of the 2015 trips, 46% were overnight trips. The rest were day trips.
- ◉ The 2015 overnight trips generated \$478 million in spending.
- ◉ For 2015 overnight trips, the top state markets for Augusta visitors were Georgia, Florida, and South Carolina. Among DMAs, the top three visitor sources were Atlanta, Augusta, and Savannah.
- ◉ Similar to the national average, over half (51%) of the 2015 overnight trips were planned 2 months or less before the trip. Also, similar to the national average, fourteen (14%) percent did not plan anything in advance.

2015 Key Findings (Cont'd)



- ◉ “Advice from relatives or friends,” “hotel or resort,” and “social media” were the most common planning sources for a 2015 Augusta overnight trip. “Online travel agencies” were the most common booking source.
- ◉ The average number of 2015 nights spent in Augusta for an overnight trip was 2.8, down from 3.0 in 2014. The average travel party size was 2.9 persons in 2015.
- ◉ The top five 2015 overnight trip Augusta activities and experiences were “Shopping,” “Fine Dining,” “Business Meeting,” “Landmark/Historic Site,” and “Golf.”
- ◉ The highest 2015 social media activities on an overnight trip to Augusta were “posting photos online,” “looking at photos online,” “accessing the internet to learn about travel deals, news, events, or promotions,” and “reading travel reviews.” The usage of social media on the overnight trip remained unchanged from 2014.