





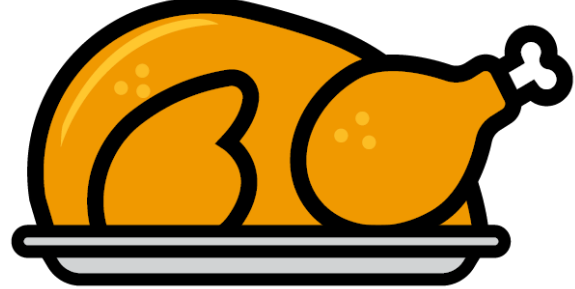



# THANKSGIVING WEEK 2018

## Travel Forecast for Buckhead

(Based upon an evaluation of Thanksgiving weeks in 2016 and 2017)

 <p><b>TUESDAY</b> 11/20/2018</p>	 <p><b>WEDNESDAY</b> 11/21/2018</p>	 <p><b>THURSDAY</b> 11/22/2018</p>	 <p><b>FRIDAY</b> 11/23/2018</p>	 <p><b>SATURDAY</b> 11/24/2018</p>	 <p><b>SUNDAY</b> 11/25/2018</p>
<p><b>AVOID</b> <b>10AM – 5PM</b></p>	<p><b>AVOID</b> <b>12PM – 4PM</b></p>	<p><b>AVOID</b> <b>8AM – 9AM</b></p>	<p><b>AVOID</b> <b>4PM – 5PM</b></p>	<p><b>AVOID</b> <b>8AM – 9AM</b></p>	<p><b>AVOID</b> <b>6PM – 7PM</b></p>
<p><b>TRAVEL INSIGHT</b></p> <p>→ Worst time between ← 1:00 PM and 2:00 PM</p> <p>Congestion: 5%-10% increase</p> <p>Speeds: 35%-40% decrease</p>	<p><b>TRAVEL INSIGHT</b></p> <p>→ Worst travel time ← of the week</p> <p>Congestion: 5%-10% increase</p> <p>Speeds: 35%-40% decrease</p>	<p><b>TRAVEL INSIGHT</b></p> <p>→ Good day to travel ←</p> <p>Lower usage than an average Thursday</p>  <p><b>HAPPY THANKSGIVING!</b></p>	<p><b>TRAVEL INSIGHT</b></p> <p>→ Good day to travel ←</p> <p>Lower usage than an average Friday</p>  <p><b>HAPPY BLACK FRIDAY!</b></p>	<p><b>TRAVEL INSIGHT</b></p> <p>→ Good day to travel ←</p> <p>Lower usage than an average Saturday</p>	<p><b>TRAVEL INSIGHT</b></p> <p>→ Good day to travel ←</p> <p>Lower usage than an average Sunday</p>

 Heavy traffic and worse than normal

 Heavy traffic but better than normal

 Average Traffic









 Light Traffic

# THANKSGIVING WEEK 2018



## Travel Forecast for Northeast Atlanta

(Based upon an evaluation of Thanksgiving weeks in 2016 and 2017)

 <p><b>TUESDAY</b> 11/20/2018</p>	 <p><b>WEDNESDAY</b> 11/21/2018</p>	 <p><b>THURSDAY</b> 11/22/2018</p>	 <p><b>FRIDAY</b> 11/23/2018</p>	 <p><b>SATURDAY</b> 11/24/2018</p>	 <p><b>SUNDAY</b> 11/25/2018</p>
<p><b>AVOID</b> <b>4PM – 9PM</b></p>	<p><b>AVOID</b> <b>1PM – 3PM</b></p>	<p><b>AVOID</b> <b>5PM – 7PM</b></p>	<p><b>TRAVEL INSIGHT</b> → Good day to travel ←</p>	<p><b>AVOID</b> <b>8PM – 9PM</b></p>	<p><b>AVOID</b> <b>3PM – 5PM</b></p>
<p><b>TRAVEL INSIGHT</b> → Worst travel time of the week ← Congestion: 10%-15% increase Speeds: 40%-45% decrease</p>	<p><b>TRAVEL INSIGHT</b> Congestion: 0%-5% increase Speeds: 25%-30% decrease</p>	<p><b>TRAVEL INSIGHT</b> → Good day to travel ← Lower usage than an average Thursday</p>  <p><b>HAPPY THANKSGIVING!</b></p>	<p><b>TRAVEL INSIGHT</b> → Good day to travel ← Lower usage than an average Friday</p>  <p><b>HAPPY BLACK FRIDAY!</b></p>	<p><b>TRAVEL INSIGHT</b> → Good day to travel ← Lower usage than an average Saturday</p>	<p><b>TRAVEL INSIGHT</b> → Good day to travel ← Lower usage than an average Sunday</p>



Heavy traffic and worse than normal



Heavy traffic but better than normal



Average Traffic










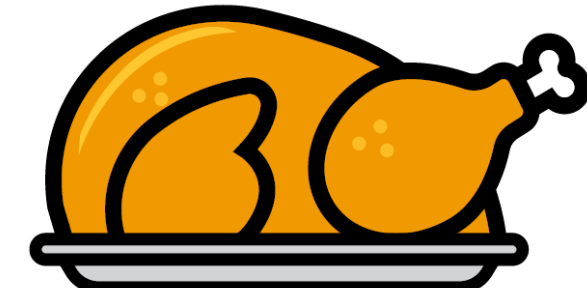
Light Traffic

# THANKSGIVING WEEK 2018



## Travel Forecast for Northwest Atlanta

(Based upon an evaluation of Thanksgiving weeks in 2016 and 2017)


 <b>TUESDAY</b> 11/20/2018	 <b>WEDNESDAY</b> 11/21/2018	 <b>THURSDAY</b> 11/22/2018	 <b>FRIDAY</b> 11/23/2018	 <b>SATURDAY</b> 11/24/2018	 <b>SUNDAY</b> 11/25/2018
<b>AVOID</b> <b>5PM – 7PM</b>	<b>AVOID</b> <b>2PM – 4PM</b>	<b>AVOID</b> <b>8PM – 10PM</b>	<b>TRAVEL INSIGHT</b> → Great day to travel ← Lower usage than an average Friday	<b>AVOID</b> <b>6PM – 10PM</b>	<b>AVOID</b> <b>7PM – 8PM</b>
<b>TRAVEL INSIGHT</b> → Worst travel time of the week ← Congestion: 0%-5% increase Speeds: 30%-35% decrease	<b>TRAVEL INSIGHT</b> Congestion: 5%-10% increase Speeds: 30%-35% decrease	<b>TRAVEL INSIGHT</b> → Good day to travel ← Lower usage than an average Thursday	 <b>HAPPY BLACK FRIDAY!</b>	<b>TRAVEL INSIGHT</b> → Good day to travel ← Lower usage than an average Saturday	<b>TRAVEL INSIGHT</b> → OK day to travel ← Lower usage than an average Sunday
 <b>HAPPY THANKSGIVING!</b>					



Heavy traffic and worse than normal



Heavy traffic but better than normal



Average Traffic









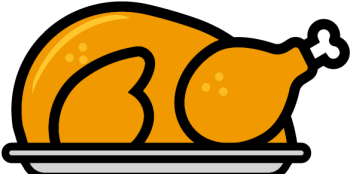

Light Traffic



# THANKSGIVING WEEK 2018

## Travel Forecast for Downtown

(Based upon an evaluation of Thanksgiving weeks in 2016 and 2017)

 <b>TUESDAY</b> 11/20/2018	 <b>WEDNESDAY</b> 11/21/2018	 <b>THURSDAY</b> 11/22/2018	 <b>FRIDAY</b> 11/23/2018	 <b>SATURDAY</b> 11/24/2018	 <b>SUNDAY</b> 11/25/2018
<b>AVOID</b> <b>5PM – 7PM</b>	<b>AVOID</b> <b>3PM – 4PM</b>	<b>AVOID</b> <b>4PM – 7PM</b>	<b>AVOID</b> <b>7PM – 9PM</b>	<b>AVOID</b> <b>2PM – 3PM</b>	<b>AVOID</b> <b>3PM – 8PM</b>
<b>TRAVEL INSIGHT</b> Congestion: 5%-10% increase Speeds: 30%-35% decrease	<b>TRAVEL INSIGHT</b> Congestion: 0%-5% increase Speeds: 25%-30% decrease	<b>TRAVEL INSIGHT</b> ➔ <b>Worst travel time of the week</b> ← Congestion: 0%-5% increase Speeds: 40%-45% decrease  <b>HAPPY THANKSGIVING!</b>	<b>TRAVEL INSIGHT</b> Congestion: 5%-10% increase Speeds: 25%-30% decrease  <b>HAPPY BLACK FRIDAY!</b>	<b>TRAVEL INSIGHT</b> Higher usage Congestion: 0%-5% increase Speeds: 20%-25% decrease	<b>TRAVEL INSIGHT</b> ➔ Higher usage ← Congestion: 5%-10% increase Speeds: 20%-25% decrease







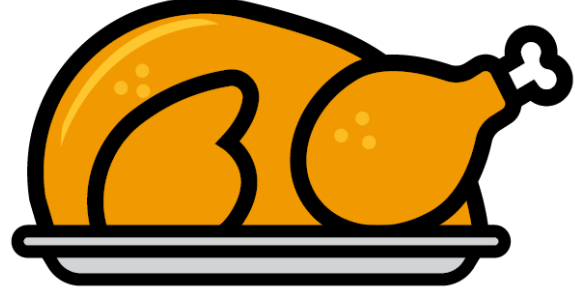

 Heavy traffic and worse than normal Heavy traffic but better than normal Average Traffic Light Traffic

# THANKSGIVING WEEK 2018



## Travel Forecast for South Atlanta

(Based upon an evaluation of Thanksgiving weeks in 2016 and 2017)

 <b>TUESDAY</b> 11/20/2018	 <b>WEDNESDAY</b> 11/21/2018	 <b>THURSDAY</b> 11/22/2018	 <b>FRIDAY</b> 11/23/2018	 <b>SATURDAY</b> 11/24/2018	 <b>SUNDAY</b> 11/25/2018
<b>AVOID</b> <b>5PM – 7PM</b>	<b>AVOID</b> <b>1PM – 6PM</b>	<b>AVOID</b> <b>12PM – 1PM</b>	<b>AVOID</b> <b>12PM – 2PM</b>	<b>AVOID</b> <b>11AM – 12PM</b>	<b>AVOID</b> <b>4PM – 6PM</b>
<b>TRAVEL INSIGHT</b> Congestion: 0%-5% increase Speeds: 20%-25% decrease	<b>TRAVEL INSIGHT</b> → <b>Worst time between</b> ← <b>2:00 PM – 3:00 PM</b> Congestion: 5%-10% increase Speeds: 20%-25% decrease	<b>TRAVEL INSIGHT</b> → <b>Good day to travel</b> ← Lower usage than an average Thursday  <b>HAPPY THANKSGIVING!</b>	<b>TRAVEL INSIGHT</b> → <b>Good day to travel</b> ← Lower usage than an average Friday  <b>HAPPY BLACK FRIDAY!</b>	<b>TRAVEL INSIGHT</b> → <b>Good day to travel</b> ← Lower usage than an average Saturday	<b>TRAVEL INSIGHT</b> Higher usage Congestion: 0%-5% increase Speeds: 15%-20% decrease



Heavy traffic and worse than normal



Heavy traffic but better than normal



Average Traffic





Light Traffic

# THANKSGIVING WEEK 2018

## Travel Forecast for West Atlanta

(Based upon an evaluation of Thanksgiving weeks in 2016 and 2017)

! TUESDAY 11/20/2018	! WEDNESDAY 11/21/2018	👍 THURSDAY 11/22/2018	👍 FRIDAY 11/23/2018	! SATURDAY 11/24/2018	! SUNDAY 11/25/2018
<b>AVOID</b> <b>5PM – 7PM</b>	<b>AVOID</b> <b>3PM – 6PM</b>	<b>AVOID</b> <b>4PM – 6PM</b>	<b>AVOID</b> <b>3PM – 6PM</b>	<b>TRAVEL INSIGHT</b> → Good day to travel ←	<b>TRAVEL INSIGHT</b> → Good day to travel ←
<b>TRAVEL INSIGHT</b> → Worst travel time of the week ← Congestion: 0%-5% increase Speeds: 20%-25% decrease	<b>TRAVEL INSIGHT</b> Congestion: 0%-5% increase Speeds: 15%-20% decrease	<b>TRAVEL INSIGHT</b> → Good day to travel ← Lower usage than an average Thursday  <b>HAPPY THANKSGIVING!</b>	<b>TRAVEL INSIGHT</b> → Good day to travel ← Lower usage than an average Friday  <b>HAPPY BLACK FRIDAY!</b>	<b>TRAVEL INSIGHT</b> → Good day to travel ← Higher usage Congestion: 5%-10% increase Speeds: 10%-15% decrease	<b>TRAVEL INSIGHT</b> → Good day to travel ← Higher usage Congestion: 5%-10% increase Speeds: 5%-10% decrease

! Heavy traffic and worse than normal

👍 Heavy traffic but better than normal

! Average Traffic







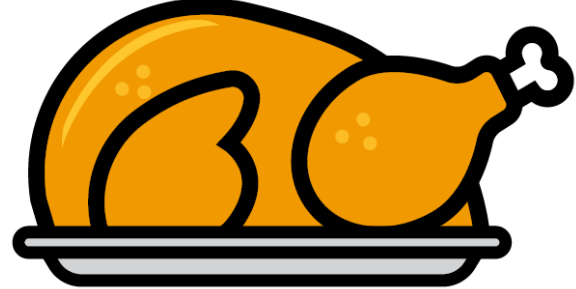

👍 Light Traffic



# THANKSGIVING WEEK 2018

## Travel Forecast for East Atlanta

(Based upon an evaluation of Thanksgiving weeks in 2016 and 2017)

 <b>TUESDAY</b> 11/20/2018	 <b>WEDNESDAY</b> 11/21/2018	 <b>THURSDAY</b> 11/22/2018	 <b>FRIDAY</b> 11/23/2018	 <b>SATURDAY</b> 11/24/2018	 <b>SUNDAY</b> 11/25/2018
<b>AVOID</b> <b>5PM – 7PM</b>	<b>AVOID</b> <b>2PM – 3PM</b>	<b>AVOID</b> <b>7PM – 8PM</b>	<b>AVOID</b> <b>6PM – 8PM</b>	<b>AVOID</b> <b>8PM – 9PM</b>	<b>AVOID</b> <b>12PM – 2PM</b>
<b>TRAVEL INSIGHT</b> Congestion: 0%-5% increase Speeds: 25%-30% decrease	<b>TRAVEL INSIGHT</b> Congestion: 5%-10% increase Speeds: 25%-30% decrease	<b>TRAVEL INSIGHT</b> Congestion: 0%-5% increase Speeds: 25%-30% decrease  <b>HAPPY THANKSGIVING!</b>	<b>TRAVEL INSIGHT</b> → <b>Good day to travel</b> ← Lower usage than an average Friday  <b>HAPPY BLACK FRIDAY!</b>	<b>TRAVEL INSIGHT</b> → <b>Good day to travel</b> ← Lower usage than an average Saturday	<b>TRAVEL INSIGHT</b> Higher usage Congestion: 0%-5% increase Speeds: 20%-25% decrease

 Heavy traffic and worse than normal Heavy traffic but better than normal Average Traffic Light Traffic