

\$310.17 mil.
tourist spending, up
6.1%



2,872
tourism jobs with
\$65.14 mil.
payroll

Athens
LIFE UNLEASHED
Athens Convention & Visitors Bureau



Average
worker whose
first job was in
tourism earns
\$81K/yr.

Each
Athens-Clarke County
household would need
to be taxed an additional
\$473 to replace taxes
generated by tourism's
economic activity.

\$850,000
per day in tourist
spending

\$8.28 mil.
local tax receipts



\$12.96 mil.
state tax receipts

Investing in tourism promotion stimulates visitor demand, which in turn generates tax revenue benefiting local residents. By continuing to invest in the value of travel, Athens-Clarke County will be able to reduce the tax burden on our residents and will be in a more favorable financial position to fund essential services to make our community stronger.

VisitAthensGA.com

*Preliminary Figures
Direct, domestic spending