

# ECONOMIC IMPACT OF TOURISM IN GEORGIA 2020

Prepared for:  
Explore Georgia



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# INTRODUCTION

The travel sector is an integral part of the Georgia economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of Georgia's future. How critical? Tourism represents 2.4% of Georgia's economy and supports 3.4% of all jobs in the state.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs. This is particularly true for Georgia as it builds upon its tourism economy. By establishing a baseline of economic impacts, the industry can track its progress over time.

To quantify the economic significance of the tourism sector in Georgia, Tourism Economics has prepared a comprehensive model detailing the wide-reaching impacts arising from visitor spending. The results of this study show the scope of the travel sector in terms of direct visitor spending, as well as the total economic impacts, jobs, personal income, and fiscal (tax) impacts in the broader economy.

The analysis draws on the following data sources:

- Longwoods International: survey data, including spending and visitor profile characteristics for visitors to Georgia
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- STR: Lodging performance data, including room demand, room rates, occupancy, and room revenue
- US Census: business sales by industry and seasonal second homes inventory
- Georgia Department of Revenue – sales tax data by industry and other data points
- Bed tax revenues – local sources
- National and State park attendance levels

# KEY FINDINGS

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The pandemic affected 2020 visitor activity



## Visitor Spending

In 2020, visitors spent \$21.1 billion in Georgia.



## Employment Supporter

Employment directly supported by visitor spending tallied 210,187 jobs in the state – one out of every 29 jobs in Georgia.



## Pandemic affects results

Visitor spending dropped 31% as the pandemic affected travel.



## Fiscal Contributions

Visitors generated \$1.7 billion in state and local taxes, which is equivalent to \$430 in tax savings for every household in Georgia.

# VISITATION AND SPENDING

# VISITOR SPENDING HIGHLIGHTS

## Pandemic affected visitor activity in 2020

### **Shutdowns cut visitation and spending, but Georgia tourism still brought in visitors and their money.**

The 2020 visitor and visitor spending results have been significantly impacted by the pandemic. Both the limitations and restrictions to mobility, as well as economic disruptions, hit travel hard.

But travel did happen in 2020 – it was just a lot different than previous years. Travel leaned towards day trips. With travel limited, overnight visitors stayed longer when they did travel. Travel party sizes grew as more families traveled together while solo business travel declined.

While declines in 2020 were significant, the number of trips and associated spending that occurred in Georgia during the year was still noteworthy.



### **Despite declines, Georgia still welcomed 152 million visitors in 2020**

Day visitors constituted 57% of all Georgia visitors.



### **Visitors spent \$21.1 billion in Georgia in 2020**

The Covid-19 pandemic cut 31% from 2019 visitor spending levels.



### **Retail spending holds its own**

While both prices and spending opportunities fell in other sectors as a result of the pandemic, in-state residents' demand for retail goods helped moderate retail spending declines.

# VISITOR SPENDING TRENDS

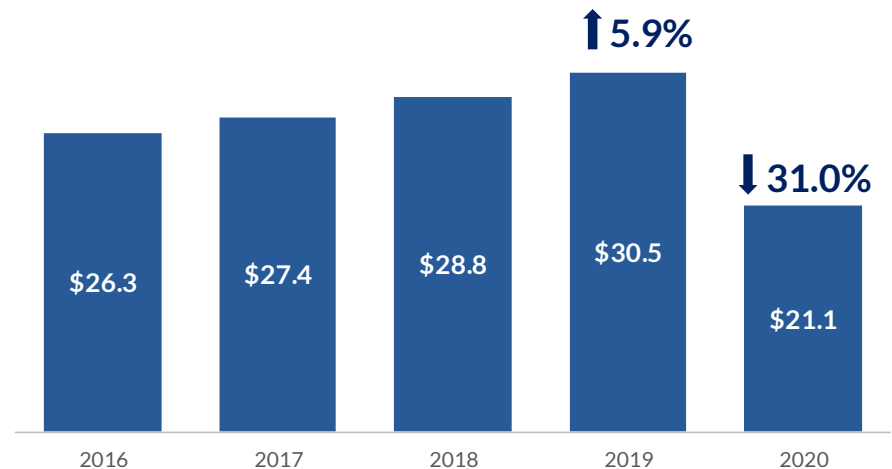
## Total visitor spending

Visitor spending in Georgia declined \$9.5 billion in 2020, falling to \$21.1 billion.

The pandemic and its various travel restrictions and changes in traveler behavior cut 31% off of 2019 visitor spending levels.

Prices in key traveler sectors—gasoline and lodging, fell, exacerbating the decline in spending.

Georgia visitor spending (\$ billions)



Source: Longwoods, Tourism Economics

# SPENDING DETAILS

## Spending by category, 2020

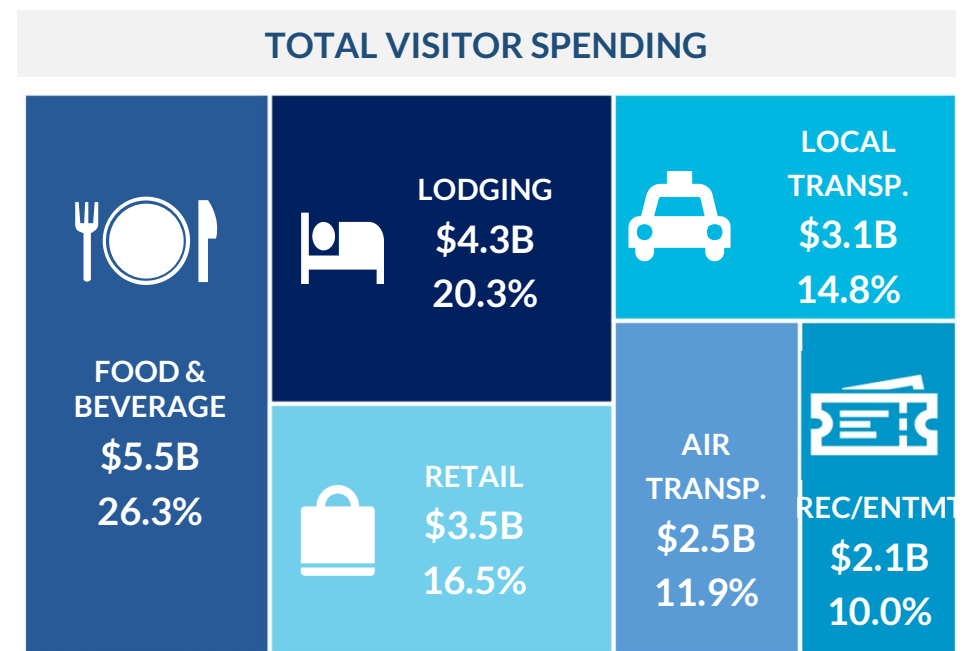
Food & beverage and lodging spending were the top spending categories by visitors in 2020.

Of the \$21.1 billion spent in Georgia in 2020 by visitors, food & beverage spending captured \$5.5 billion—26% of the average visitor dollar.

Lodging captured twenty cents of each visitor dollar. The \$4.3 billion in lodging spending includes both room rentals as well as 2<sup>nd</sup> home rental income. In 2019, lodging capturing 22% of each visitor dollar.

Retail captured 16.5% of each visitor dollar, a total of \$3.5 billion.

Visitors spent 10% on recreational activities in 2020.



Source: Longwoods, Tourism Economics



# SPENDING TIMELINE

## Visitor spending timeline

### Visitor spending fell by \$9.5 billion in 2020.

As 2020 saw more in-state and leisure travel in Georgia, spending sectors with more reliance on those segments declined less. For example, retail spending declined just 20%.

Lodging spending was hit hard by the pandemic. With fewer rooms rented coupled with lower prices, lodging spending in 2020 fell by 36%.

Gas prices fell, as did air travel and spending on car rentals, driving transportation spending lower.

### Visitor Spending in Georgia, 2016-2020

Amounts in millions of dollars

	2016	2017	2018	2019	2020	2020 Growth	2016-2020 CAGR
<b>Total visitor spending</b>	<b>\$26,301</b>	<b>\$27,428</b>	<b>\$28,811</b>	<b>\$30,519</b>	<b>\$21,058</b>	<b>-31.0%</b>	<b>-5.4%</b>
 Lodging*	\$5,606	\$5,908	\$6,332	\$6,729	\$4,279	-36.4%	-6.5%
 Food & beverages	\$6,391	\$6,645	\$6,780	\$7,148	\$5,547	-22.4%	-3.5%
 Retail	\$3,865	\$3,991	\$4,110	\$4,369	\$3,485	-20.2%	-2.6%
 Rec/Entnmt.	\$2,482	\$2,690	\$2,800	\$2,950	\$2,114	-28.3%	-3.9%
 Transportation**	\$7,956	\$8,195	\$8,790	\$9,324	\$5,633	-39.6%	-8.3%

\*Lodging includes 2<sup>nd</sup> home spending

\*\*Transportation includes both local and air transportation spending

Source: Tourism Economics, Longwoods International

# SPENDING DISTRIBUTION

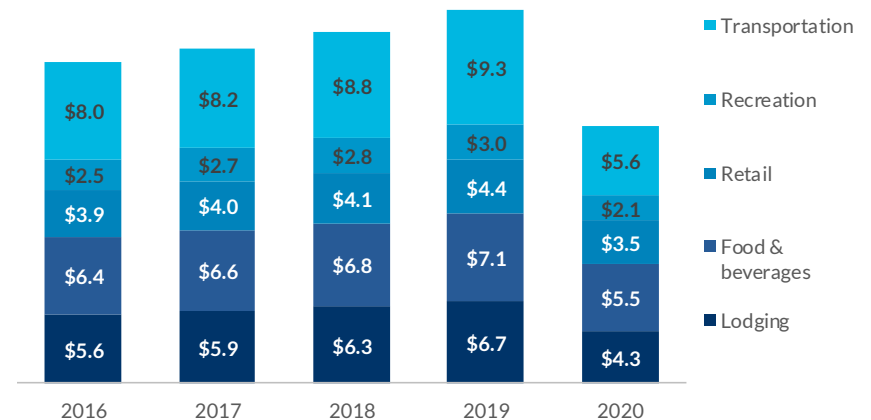
## Spending by category

Visitors spent \$5.5 billion on food and beverages in 2020, \$1.6 billion less spent at restaurants and grocery stores than in 2019.

Lodging suffered the largest hit among the non-transportation sectors, with spending falling \$2.4 billion between 2019 and 2020.

The smallest dollar declines in visitor spending in 2020 were in retail and recreational spending. Retail was supported by its importance to in-state travelers.

Georgia visitor spending (\$ billions)



Source: Tourism Economics

# SPENDING DISTRIBUTION

## Visitor spending shares

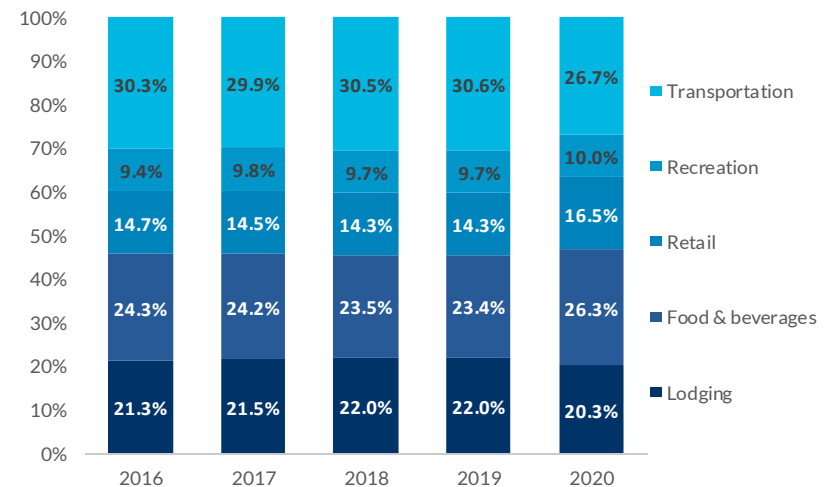
Closures and safety issues affected where the traveler spent in 2020.

With the drop in air travel and decrease in gas prices, the share of the visitor dollar spent on transportation fell nearly four percentage points in 2020.

Retail is a key spending area for in-state travelers helping moderate spending losses. As a result, the retail share grew 2.2 percentage points in 2020.

Visitor spending on lodging options dropped as a share of each dollar spent in Georgia from 22 to 20.3 cents of each dollar.

Georgia visitor spending (shares)



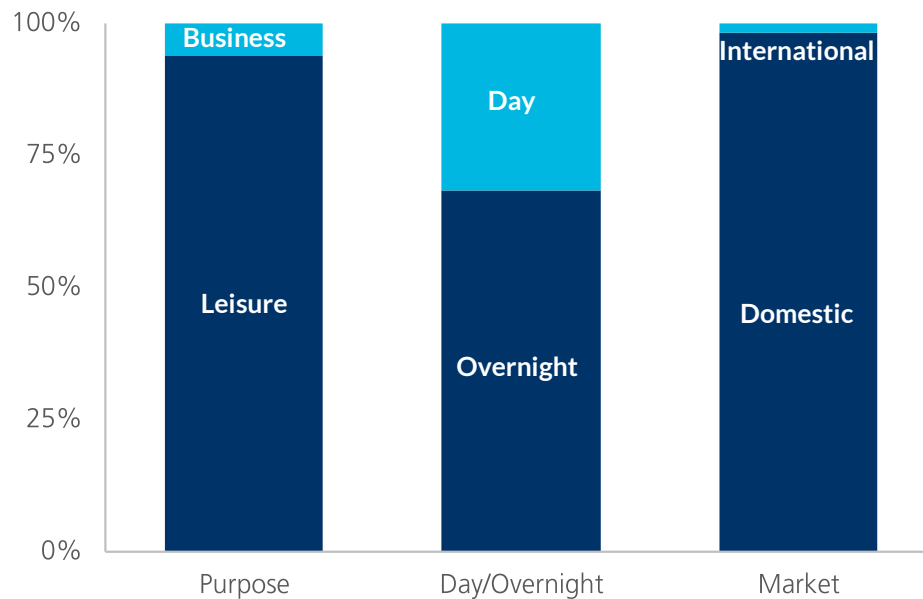
Source: Tourism Economics

# SPENDING

## Visitor spending by market

### Spending share by market, 2020

Expressed as a percentage of total expenditure per market



Source: Longwoods, Tourism Economics

### Georgia spending by market

Amounts in millions of nominal dollars and percent of total

	Spending	% of total
<b>Purpose</b>	<b>\$21,058</b>	
Leisure	\$19,750	94%
Business	\$1,308	6%
<b>Stay</b>	<b>\$21,058</b>	
Day	\$6,712	32%
Overnight	\$14,347	68%
<b>Market</b>	<b>\$21,058</b>	
Domestic	\$20,689	98%
International	\$369	2%

Source: Longwoods, Tourism Economics

# SEASONALITY OF SPENDING

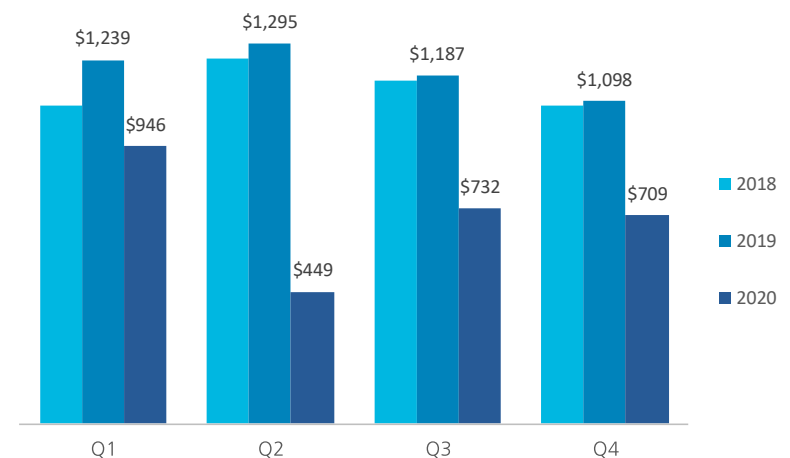
## Lodging revenue by quarter

With much of Q1 occurring prior to the pandemic closures, room revenue declines were smallest in that quarter. A portion of the room revenue growth in 2019 was due to Atlanta's hosting of the Super Bowl and the higher demand and prices associated with that event.

Closures significantly affected room revenues in Q2 with room revenue dropping 65% in the quarter.

Some summer travel did occur – Q3 had the highest room revenue of the final three quarters in 2020.

Georgia room revenue (millions)



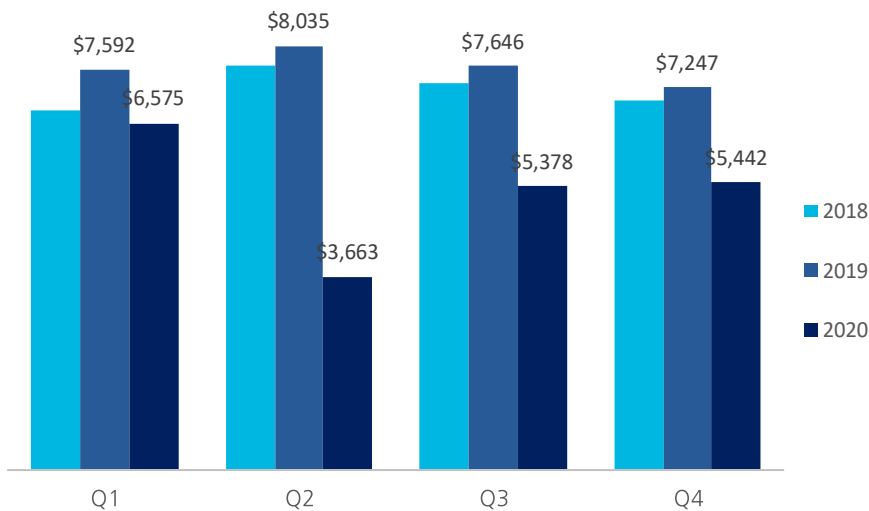
Source: Smith Travel Research

# SEASONALITY OF SPENDING

## Visitor spending by quarter

### Georgia quarterly visitor spending

Amounts in millions of dollars



Source: Tourism Economics

### Visitor spending by quarter

Amounts in millions of nominal dollars

	Q1	Q2	Q3	Q4
2018	\$6,825.9	\$7,653.1	\$7,329.7	\$7,002.7
2019	\$7,591.8	\$8,035.1	\$7,645.8	\$7,246.9
2020	\$6,574.9	\$3,663.2	\$5,377.9	\$5,442.3
% Change	-13.4%	-54.4%	-29.7%	-24.9%

Source: Tourism Economics

# ECONOMIC IMPACTS



## ECONOMIC IMPACTS

How visitor spending generates employment and income

Our analysis of tourism's impact on Georgia begins with actual spending by visitors, but also considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in Georgia, we input visitor spending into a model of the Georgia economy created in IMPLAN. This model calculates three distinct types of impact: direct, indirect, and induced.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

- 1. Direct Impacts:** Visitors create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- 2. Indirect Impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.
- 3. Induced Impacts:** Lastly, the induced impact is generated when employees whose wages are generated wither directly or indirectly by visitors, spend those wages in the local economy.



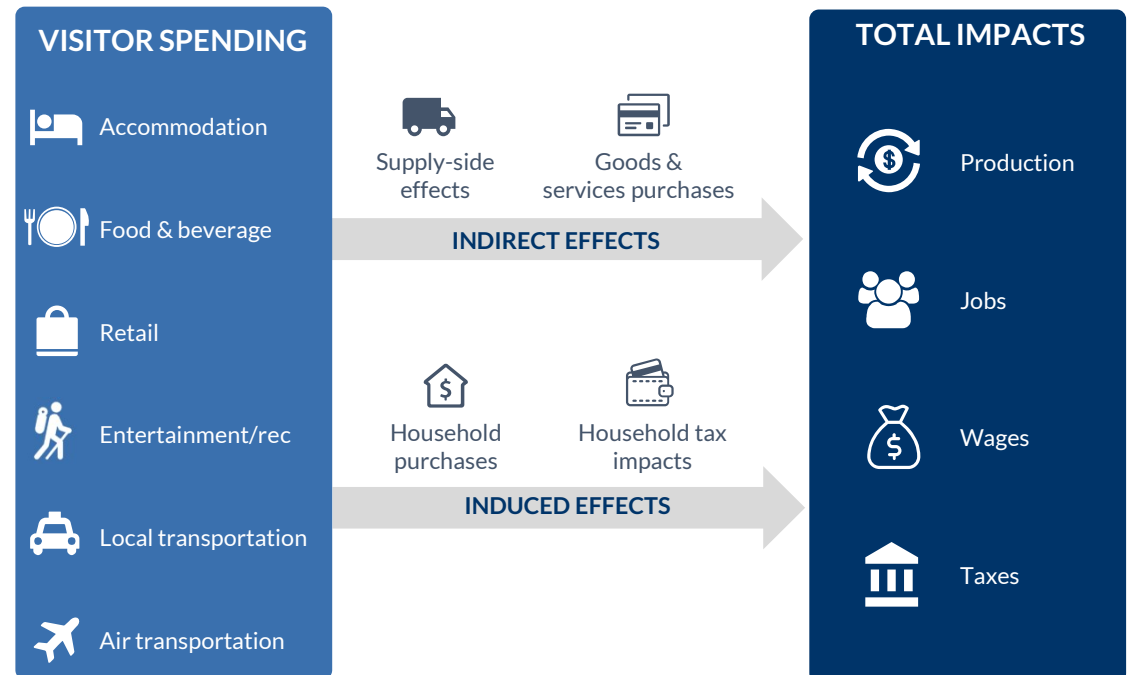
# ECONOMIC IMPACTS

How visitor spending generates employment and income

## Economic impact flowchart

IMPLAN calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes



# DIRECT TOURISM INDUSTRY

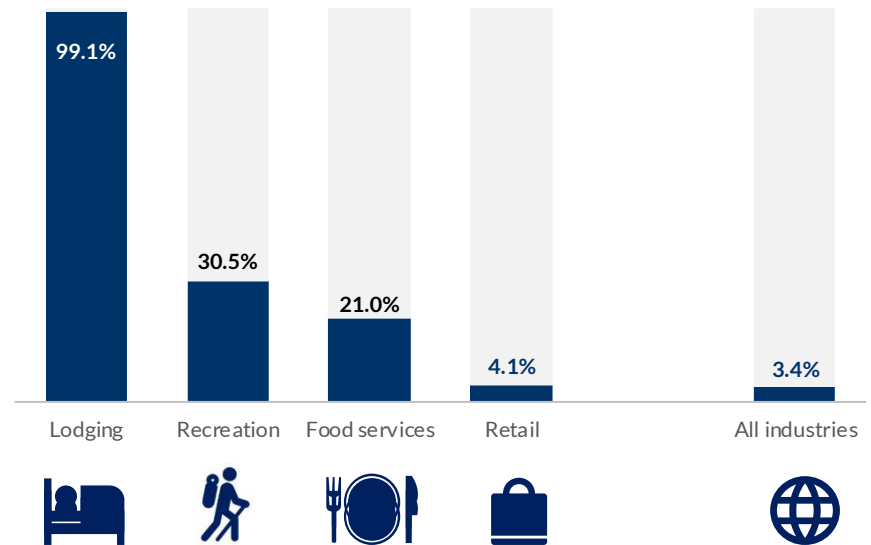
## Tourism employment intensity

Tourism employment is a significant part of several industries in Georgia—the majority of lodging employment, 30% of Georgia’s recreational jobs, and 21% of food services employment in the state is supported by tourism spending.

Tourism shares fell in 2020 with the decline in visitor spending. The share of recreational jobs supported by visitor activity dropped 2.6 percentage points to 30.5% in 2020 as resident spending rose in importance to businesses.

### Tourism employment intensity

Amounts in percentage of total industry employment



Source: Tourism Economics, BEA

# DIRECT INDUSTRY EMPLOYMENT

## Tourism employment growth

### Visitor spending directly supported 210,187 jobs

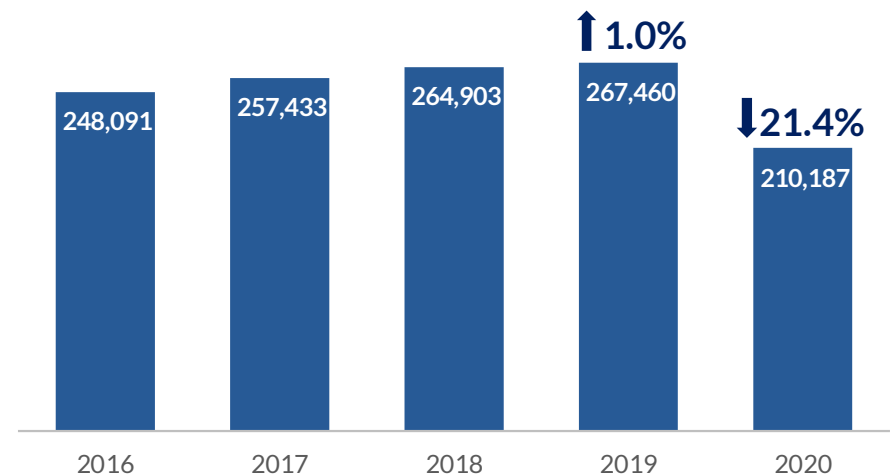
Employment fell by 57,273 jobs as many businesses were affected by both closures and changes in the types of travel that occurred.

Key visitor employment sectors are recreation and lodging. Employment in both fell by nearly 25%.

Despite these drops, the 210,187 jobs supported by visitor activity still represent 3.4% of all jobs in Georgia. One out of every 29 Georgia jobs is directly supported by visitor spending.

### Tourism supported employment in Georgia

Amounts in number of jobs and YOY percentage growth



Source: Tourism Economics

# MONTHLY EMPLOYMENT TRENDS

## State employment

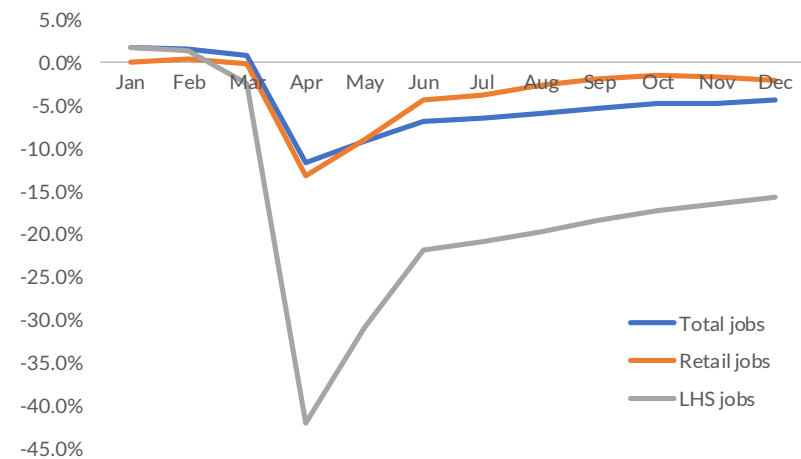
**Leisure & hospitality jobs have seen the largest declines – for the state’s economy to come back, tourism needs to come back.**

Not only are job losses in the Leisure and Hospitality sector significant, they also make up a large share of all job losses in the state.

To complete the state’s recovery from the pandemic job losses, tourism will need to recover. In the latter part of 2020, 38% of all Georgia job losses were in the leisure and hospitality sector— losses of around 80,000 Georgia jobs.

### Employment in Georgia, by major industry

YOY growth, by month in 2020



LHS – Leisure and hospitality  
Source: Tourism Economics, BLS

Source: BLS SAE

# DIRECT INDUSTRY EMPLOYMENT

## Tourism employment

In 2020, tourism was the 13th largest employer in Georgia

Visitor activity directly supported 210,187 jobs in Georgia in 2020. Comparing this with the direct employment in other industry sectors, tourism would rank as the 13th largest industry.

### Employment in Georgia, by major industry

Amounts in number of jobs



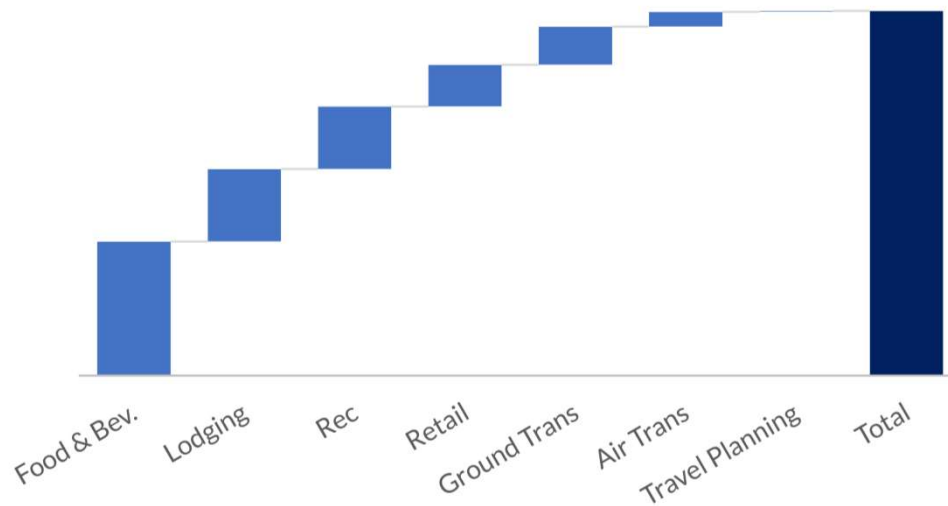
Source: Tourism Economics, BEA

# TOTAL EMPLOYMENT IMPACTS

## Employment

Tourism directly supported 210,187 jobs when indirect and induced impacts are considered. This represents 3.4% of all jobs in the state—or one of every 29 jobs in Georgia.

### Summary employment impacts



### Employment Impacts

Amounts in total employment	Direct jobs
<b>Total, all industries</b>	<b>210,187</b>
<b>By industry</b>	
Food & Beverage	77,358
Lodging	41,652
Recreation and Entertainment	30,648
Retail Trade	24,025
Other Transport	16,611
Air Transport	8,428
Personal Services	5,456
Gasoline Stations	3,931
Finance, Ins. & Real Estate	1,424
Business Services	655

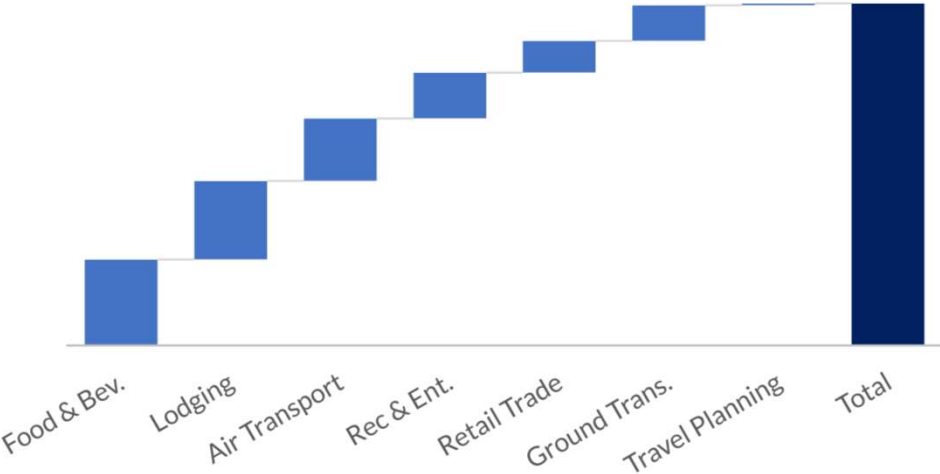
Source: IMPLAN, Tourism Economics

# TOTAL INCOME IMPACTS

## Personal income

Tourism generated \$7.0 billion in direct income for tourism-supported job holders. These wages and benefits are paid to people whose jobs are located in Georgia and supported by visitor activity.

### Summary personal income impacts



### Personal income impacts

Amounts in millions of current dollars	Direct income
<b>Total, all industries</b>	<b>\$6,971</b>

### By industry

	Direct
Food & Beverage	\$1,753
Lodging	\$1,597
Air Transport	\$1,273
Recreation and Entertainment	\$816
Retail Trade	\$649
Other Transport	\$354
Finance, Ins. & Real Estate	\$221
Gasoline Stations	\$153
Personal Services	\$119
Business Services	\$37

Source: IMPLAN, Tourism Economics

# TOTAL TAX IMPACTS

## Fiscal (tax)

Visitor spending, visitor supported jobs, and business sales directly generated \$3.0 billion in governmental revenues.

State and local taxes alone tallied \$1.7 billion in 2020.

Each household in Georgia would need to be taxed an additional \$430 per year to replace the traveler taxes received by state and local governments.

## Tax impacts

Amounts in millions of current dollars	Direct revenues
<b>Total</b>	<b>\$2,970</b>
<b>Federal</b>	<b>\$1,305</b>
Personal income	\$445
Corporate	\$95
Indirect business	\$104
Social insurance	\$661
<b>State and Local</b>	<b>\$1,666</b>
Sales	\$579
Bed tax	\$394
Personal income	\$128
Corporate	\$19
Social insurance	\$2
Excise and fees	\$39
Property	\$505

Source: Tourism Economics, IMPLAN, Georgia Department of Revenue



# TOTAL TAX IMPACTS

## State and local detail

State and local governing bodies received \$1.7 billion in tax/assessment revenues from visitor activity.

State taxes and charges directly generated \$800 million in revenue from visitor associated economic activity in 2020. This is 48% of the \$1.7 billion state and local revenue aggregate.

Local governments gained \$863 million in revenues from taxes and assessments on visitor activity and its impacts.

## State and local tax revenues

Amounts in millions of nominal dollars

	State	Local
<b>Tax Revenues</b>	<b>\$802.6</b>	<b>\$863.2</b>
Sales	\$377.9	\$201.3
Bed tax	\$215.8	\$177.9
Personal income	\$127.5	\$0.0
Corporate	\$18.5	\$0.0
Social insurance	\$2.0	\$0.0
Excise and fees	\$25.6	\$13.8
Property	\$35.3	\$470.2

Source: Tourism Economics, IMPLAN, Georgia Department of Revenue

# ECONOMIC IMPACT IN CONTEXT

# ECONOMIC IMPACTS IN CONTEXT

Figures in context



## Visitor spending

The pandemic cut visitor spending by \$9.5 billion— similar in size to the total impact of the film industry in Georgia (2018).



## Visitor spending

The \$21.1 billion in visitor spending in 2020 is similar in size to what Americans spent on chocolate in 2020.



## Employment

Tourism directly supports 210,187 Georgia jobs in 2020— enough to employ EVERY resident of Athens and Albany - the 6<sup>th</sup> and 12<sup>th</sup> largest cities in Georgia.



## Taxes

Visitor supported sales tax collections brought in \$1.7 billion in state and local tax revenues in 2020, similar in size to what Americans spent on their pets for Valentine's Day.

# REGIONS

# ATLANTA METRO – VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$1,916.4</b>	<b>\$2,584.7</b>	<b>\$986.4</b>	<b>\$1,629.9</b>	<b>\$3,985.1</b>	<b>\$11,102.5</b>	<b>-40.7%</b>
<b>County</b>							
Clayton County	\$88.6	\$149.1	\$37.9	\$83.8	\$107.7	\$467.1	-24.9%
Cobb County	\$191.1	\$321.2	\$144.8	\$169.0	\$218.7	\$1,044.8	-32.9%
DeKalb County	\$190.8	\$315.7	\$107.7	\$205.1	\$163.2	\$982.6	-26.4%
Douglas County	\$34.8	\$69.0	\$27.3	\$39.6	\$38.1	\$208.8	-16.8%
Fayette County	\$22.9	\$37.0	\$13.8	\$30.2	\$20.0	\$124.0	-26.2%
Fulton County	\$1,226.9	\$1,344.1	\$506.8	\$882.2	\$3,195.5	\$7,155.4	-46.6%
Gwinnett County	\$121.6	\$246.3	\$100.1	\$159.8	\$180.8	\$808.6	-24.1%
Henry County	\$39.6	\$102.4	\$48.0	\$60.3	\$61.0	\$311.3	-6.6%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# ATLANTA METRO – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Labor Income	State and local tax revenues	State & local tax savings	Federal tax revenues
	Tourism jobs			Millions	Millions	per hhld	Millions
<b>Region Total</b>	<b>93,753</b>	<b>44.6%</b>	<b>3.08%</b>	<b>\$4,179.5</b>	<b>\$909.1</b>	<b>\$595.6</b>	<b>\$770.4</b>
<b>County</b>							
Clayton County	5,154	2.45%	3.18%	\$140.8	\$32.1	\$340.4	\$26.7
Cobb County	11,526	5.48%	2.20%	\$411.9	\$98.1	\$349.8	\$76.2
DeKalb County	10,314	4.91%	2.31%	\$328.6	\$75.6	\$267.6	\$61.5
Douglas County	2,374	1.13%	3.61%	\$55.3	\$15.5	\$315.0	\$10.6
Fayette County	1,377	0.66%	2.11%	\$35.7	\$10.6	\$262.4	\$6.8
Fulton County	51,587	24.54%	4.58%	\$2,903.4	\$593.1	\$1,444.4	\$530.5
Gwinnett County	8,337	3.97%	1.53%	\$223.7	\$63.2	\$215.4	\$42.7
Henry County	3,084	1.47%	2.90%	\$80.2	\$21.0	\$276.8	\$15.4

# CLASSIC SOUTH – VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$209.7</b>	<b>\$294.1</b>	<b>\$149.7</b>	<b>\$163.4</b>	<b>\$147.1</b>	<b>\$963.9</b>	<b>-25.2%</b>
<b>County</b>							
Burke County	\$7.0	\$8.0	\$3.1	\$4.9	\$5.3	\$28.3	-2.3%
Columbia County	\$30.3	\$49.8	\$18.4	\$31.6	\$25.7	\$156.0	-9.2%
Emanuel County	\$5.3	\$6.8	\$1.9	\$5.3	\$3.4	\$22.7	-0.7%
Glascok County	\$1.5	\$1.1	\$0.3	\$0.3	\$0.1	\$3.2	-6.2%
Greene County	\$28.6	\$21.2	\$18.6	\$11.8	\$12.6	\$92.7	-25.5%
Hancock County	\$9.3	\$3.6	\$1.3	\$2.0	\$0.4	\$16.6	-10.9%
Jefferson County	\$2.1	\$2.5	\$0.5	\$0.7	\$3.2	\$9.0	-5.4%
Jenkins County	\$1.7	\$1.9	\$0.4	\$0.4	\$0.8	\$5.3	-12.3%
Johnson County	\$0.6	\$0.7	\$0.2	\$0.2	\$0.6	\$2.3	-27.9%
Lincoln County	\$6.2	\$3.2	\$1.7	\$3.2	\$0.9	\$15.1	-1.0%
McDuffie County	\$6.9	\$8.4	\$4.2	\$3.1	\$5.5	\$28.0	-14.2%
Oglethorpe County	\$1.8	\$1.0	\$0.3	\$0.4	\$0.2	\$3.7	-0.8%
Richmond County	\$97.4	\$174.3	\$95.3	\$94.0	\$83.7	\$544.7	-32.9%
Taliaferro County	\$1.3	\$1.4	\$0.2	\$0.3	\$0.0	\$3.3	-4.6%
Warren County	\$3.1	\$2.9	\$0.4	\$0.6	\$0.5	\$7.5	11.0%
Washington County	\$3.9	\$5.3	\$2.1	\$3.0	\$2.9	\$17.2	3.9%
Wilkes County	\$2.6	\$2.1	\$0.7	\$1.6	\$1.2	\$8.2	-15.4%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# CLASSIC SOUTH – DIRECT IMPACTS

	Employment Tourism jobs	Share of State	Share of total county employment	Labor Income Millions	State and local tax revenues Millions	State & local tax savings per hhld	Federal tax revenues Millions
<b>Region Total</b>	<b>11,860</b>	<b>5.6%</b>	<b>4.16%</b>	<b>\$283.6</b>	<b>\$74.4</b>	<b>\$390.5</b>	<b>\$54.1</b>
<b>County</b>							
Burke County	298	0.14%	1.69%	\$6.5	\$1.8	\$224.6	\$1.3
Columbia County	2,284	1.09%	3.95%	\$46.3	\$10.8	\$228.4	\$8.9
Emanuel County	197	0.09%	1.95%	\$3.8	\$1.4	\$161.7	\$0.8
Glascocock County	48	0.02%	5.76%	\$0.7	\$0.2	\$159.3	\$0.1
Greene County	872	0.41%	9.03%	\$22.4	\$11.4	\$1,595.0	\$4.3
Hancock County	104	0.05%	3.97%	\$1.3	\$0.8	\$260.4	\$0.3
Jefferson County	98	0.05%	1.31%	\$2.2	\$0.6	\$109.3	\$0.4
Jenkins County	52	0.02%	2.04%	\$0.9	\$0.3	\$90.2	\$0.2
Johnson County	38	0.02%	1.49%	\$0.6	\$0.1	\$39.0	\$0.1
Lincoln County	140	0.07%	5.62%	\$2.6	\$0.8	\$234.4	\$0.5
McDuffie County	343	0.16%	3.39%	\$6.7	\$2.1	\$258.8	\$1.3
Oglethorpe County	34	0.02%	0.76%	\$0.6	\$0.2	\$32.9	\$0.1
Richmond County	6,914	3.29%	4.89%	\$179.9	\$41.7	\$583.6	\$34.0
Taliaferro County	40	0.02%	8.35%	\$0.7	\$0.2	\$298.0	\$0.1
Warren County	82	0.04%	3.75%	\$1.6	\$0.4	\$180.7	\$0.3
Washington County	224	0.11%	2.48%	\$4.7	\$1.1	\$151.7	\$0.9
Wilkes County	94	0.04%	2.33%	\$2.0	\$0.5	\$134.3	\$0.4



# COASTAL GEORGIA – VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$725.2</b>	<b>\$774.8</b>	<b>\$246.4</b>	<b>\$476.3</b>	<b>\$426.5</b>	<b>\$2,649.2</b>	<b>-21.1%</b>
<b>County</b>							
Brantley County	\$1.9	\$2.3	\$0.6	\$1.0	\$0.8	\$6.7	-19.8%
Bryan County	\$15.3	\$24.5	\$10.2	\$13.5	\$19.6	\$83.1	-10.9%
Camden County	\$27.8	\$36.6	\$15.0	\$17.6	\$24.1	\$121.2	-10.1%
Charlton County	\$1.2	\$1.7	\$0.3	\$1.0	\$1.1	\$5.2	-27.1%
Chatham County	\$392.5	\$457.7	\$152.4	\$269.9	\$244.1	\$1,516.5	-25.6%
Effingham County	\$3.4	\$4.7	\$1.7	\$4.7	\$5.0	\$19.4	-4.7%
Glynn County	\$231.2	\$186.1	\$44.0	\$125.1	\$97.9	\$684.3	-16.2%
Liberty County	\$18.0	\$26.4	\$10.0	\$16.4	\$13.6	\$84.4	-9.5%
McIntosh County	\$19.4	\$7.8	\$2.7	\$9.5	\$2.7	\$42.1	-7.8%
Pierce County	\$1.7	\$3.6	\$1.2	\$1.6	\$2.1	\$10.3	-9.9%
Ware County	\$12.9	\$23.5	\$8.2	\$15.9	\$15.5	\$76.1	-13.2%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# COASTAL GEORGIA – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Labor Income	State and local tax revenues	State & local tax savings	Federal tax revenues
	Tourism jobs			Millions	Millions	per hhld	Millions
<b>Region Total</b>	<b>29,738</b>	<b>14.1%</b>	<b>7.68%</b>	<b>\$830.2</b>	<b>\$222.6</b>	<b>\$865.7</b>	<b>\$156.8</b>
<b>County</b>							
Brantley County	76	0.04%	1.70%	\$1.4	\$0.4	\$52.2	\$0.3
Bryan County	1,180	0.56%	8.09%	\$29.9	\$6.8	\$519.0	\$5.6
Camden County	1,619	0.77%	6.74%	\$38.9	\$10.0	\$518.1	\$7.4
Charlton County	63	0.03%	2.07%	\$1.4	\$0.3	\$87.9	\$0.3
Chatham County	17,106	8.14%	8.36%	\$480.0	\$129.1	\$1,189.5	\$90.6
Effingham County	159	0.08%	0.88%	\$3.3	\$1.2	\$54.5	\$0.7
Glynn County	6,904	3.28%	13.90%	\$219.6	\$60.3	\$1,768.1	\$41.2
Liberty County	1,188	0.57%	3.04%	\$24.4	\$6.0	\$255.3	\$4.7
McIntosh County	271	0.13%	8.02%	\$6.4	\$2.5	\$417.4	\$1.3
Pierce County	138	0.07%	2.04%	\$2.6	\$0.8	\$107.3	\$0.5
Ware County	1,034	0.49%	5.25%	\$22.4	\$5.2	\$379.3	\$4.3

# HISTORIC HEARTLAND – VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$266.8</b>	<b>\$423.2</b>	<b>\$144.6</b>	<b>\$246.2</b>	<b>\$230.2</b>	<b>\$1,311.1</b>	<b>-16.3%</b>
<b>County</b>							
Baldwin County	\$15.9	\$20.5	\$8.0	\$11.1	\$10.9	\$66.4	-10.2%
Bibb County	\$53.1	\$99.9	\$33.8	\$52.0	\$53.2	\$292.0	-20.1%
Butts County	\$2.0	\$4.1	\$1.4	\$1.5	\$3.9	\$12.9	5.8%
Clarke County	\$47.6	\$80.5	\$23.7	\$49.9	\$35.5	\$237.1	-28.7%
Crawford County	\$0.8	\$0.7	\$0.2	\$0.2	\$0.4	\$2.1	1.9%
Houston County	\$42.1	\$74.5	\$27.9	\$40.4	\$37.7	\$222.6	-14.9%
Jasper County	\$3.8	\$1.6	\$0.7	\$1.7	\$0.4	\$8.2	-1.1%
Jones County	\$1.1	\$2.1	\$0.9	\$0.8	\$1.0	\$5.9	-14.5%
Lamar County	\$1.3	\$2.3	\$0.8	\$0.4	\$1.2	\$6.0	4.8%
Monroe County	\$7.6	\$14.2	\$7.2	\$9.4	\$6.9	\$45.4	-19.5%
Morgan County	\$9.5	\$12.4	\$3.3	\$7.7	\$10.0	\$42.9	-14.5%
Newton County	\$17.8	\$27.0	\$8.6	\$16.1	\$16.0	\$85.5	-4.2%
Oconee County	\$2.4	\$7.5	\$2.7	\$3.8	\$3.8	\$20.2	-20.2%
Peach County	\$6.7	\$12.3	\$4.2	\$5.1	\$11.5	\$39.7	-8.4%
Putnam County	\$25.0	\$11.2	\$3.6	\$13.0	\$4.1	\$57.0	3.6%
Rockdale County	\$22.1	\$37.4	\$12.4	\$21.6	\$22.0	\$115.5	-10.1%
Twiggs County	\$1.7	\$1.2	\$0.5	\$1.3	\$0.7	\$5.4	-1.2%
Walton County	\$5.1	\$12.5	\$4.3	\$9.8	\$10.3	\$42.0	1.9%
Wilkinson County	\$1.2	\$1.3	\$0.5	\$0.5	\$0.6	\$4.2	5.5%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# HISTORIC HEARTLAND – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Labor Income	State and local tax revenues	State & local tax savings	Federal tax revenues
	Tourism jobs			Millions	Millions	per hhld	Millions
<b>Region Total</b>	<b>16,951</b>	<b>8.1%</b>	<b>3.13%</b>	<b>\$366.0</b>	<b>\$98.0</b>	<b>\$264.4</b>	<b>\$70.4</b>
<b>County</b>							
Baldwin County	786	0.37%	3.60%	\$15.3	\$4.3	\$266.4	\$3.0
Bibb County	4,144	1.97%	3.85%	\$94.5	\$23.8	\$409.7	\$18.0
Butts County	130	0.06%	1.25%	\$3.1	\$1.0	\$116.3	\$0.6
Clarke County	3,231	1.54%	3.63%	\$73.3	\$18.6	\$380.1	\$14.0
Crawford County	21	0.01%	0.76%	\$0.4	\$0.1	\$24.5	\$0.1
Houston County	3,163	1.51%	3.68%	\$61.3	\$16.9	\$296.0	\$11.9
Jasper County	54	0.03%	1.20%	\$1.0	\$0.5	\$89.2	\$0.2
Jones County	76	0.04%	0.98%	\$1.2	\$0.4	\$39.4	\$0.2
Lamar County	89	0.04%	1.46%	\$2.7	\$0.4	\$67.2	\$0.5
Monroe County	724	0.34%	6.10%	\$14.4	\$3.7	\$381.5	\$2.8
Morgan County	447	0.21%	3.81%	\$11.7	\$3.6	\$516.9	\$2.2
Newton County	996	0.47%	2.27%	\$19.2	\$5.8	\$156.5	\$3.8
Oconee County	331	0.16%	1.49%	\$7.2	\$1.4	\$106.9	\$1.4
Peach County	386	0.18%	2.92%	\$8.0	\$2.7	\$265.7	\$1.6
Putnam County	443	0.21%	4.80%	\$9.7	\$3.4	\$375.8	\$2.0
Rockdale County	1,356	0.64%	2.76%	\$30.3	\$8.2	\$264.5	\$5.8
Twiggs County	42	0.02%	1.57%	\$0.9	\$0.3	\$103.2	\$0.2
Walton County	478	0.23%	1.27%	\$10.5	\$2.6	\$82.4	\$2.0
Wilkinson County	53	0.03%	1.14%	\$1.1	\$0.3	\$79.4	\$0.2

# NORTHWEST GEORGIA – VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$290.8</b>	<b>\$371.8</b>	<b>\$126.1</b>	<b>\$241.2</b>	<b>\$225.0</b>	<b>\$1,254.9</b>	<b>-8.4%</b>
<b>County</b>							
Bartow County	\$35.7	\$56.7	\$20.2	\$27.3	\$39.5	\$179.5	-14.5%
Carroll County	\$18.5	\$42.7	\$12.8	\$20.8	\$28.0	\$122.8	-11.6%
Catoosa County	\$9.1	\$18.1	\$6.0	\$12.1	\$8.8	\$54.0	-20.5%
Chattooga County	\$2.1	\$3.1	\$0.8	\$2.9	\$1.3	\$10.3	9.1%
Cherokee County	\$18.3	\$43.0	\$19.6	\$33.5	\$27.1	\$141.4	-12.8%
Dade County	\$2.6	\$2.8	\$0.8	\$1.5	\$3.1	\$10.9	3.5%
Fannin County	\$84.4	\$36.4	\$7.1	\$29.5	\$13.9	\$171.3	18.0%
Floyd County	\$18.3	\$37.6	\$12.4	\$22.6	\$18.3	\$109.3	-9.0%
Gilmer County	\$42.0	\$21.1	\$4.6	\$16.0	\$9.6	\$93.3	5.1%
Gordon County	\$12.1	\$21.8	\$8.0	\$14.1	\$16.0	\$72.0	-14.8%
Haralson County	\$2.1	\$4.6	\$2.0	\$4.7	\$4.9	\$18.3	-17.4%
Murray County	\$2.9	\$6.7	\$2.9	\$2.3	\$3.7	\$18.5	-4.8%
Paulding County	\$5.6	\$19.6	\$8.4	\$16.5	\$13.3	\$63.4	-8.8%
Pickens County	\$11.3	\$8.4	\$1.7	\$6.2	\$4.7	\$32.3	4.6%
Polk County	\$2.6	\$7.0	\$2.3	\$6.4	\$5.2	\$23.5	-5.0%
Walker County	\$5.8	\$7.2	\$3.8	\$6.9	\$3.8	\$27.4	7.9%
Whitfield County	\$17.4	\$34.9	\$12.7	\$17.9	\$23.8	\$106.7	-24.1%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# NORTHWEST GEORGIA – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Labor Income	State and local tax revenues	State & local tax savings	Federal tax revenues
	Tourism jobs			Millions	Millions	per hhld	Millions
<b>Region Total</b>	<b>13,720</b>	<b>6.5%</b>	<b>2.49%</b>	<b>\$328.4</b>	<b>\$92.3</b>	<b>\$203.4</b>	<b>\$63.2</b>
<b>County</b>							
Bartow County	2,360	1.12%	4.24%	\$65.7	\$16.5	\$438.9	\$12.3
Carroll County	1,382	0.66%	2.40%	\$28.8	\$8.4	\$200.2	\$5.6
Catoosa County	594	0.28%	2.63%	\$12.7	\$3.7	\$148.8	\$2.5
Chattooga County	122	0.06%	1.65%	\$2.1	\$0.6	\$63.9	\$0.4
Cherokee County	1,664	0.79%	1.49%	\$38.7	\$10.0	\$113.4	\$7.4
Dade County	92	0.04%	1.58%	\$2.1	\$0.7	\$111.8	\$0.4
Fannin County	1,401	0.67%	12.45%	\$40.7	\$12.6	\$1,211.8	\$7.8
Floyd County	1,345	0.64%	2.62%	\$30.1	\$8.1	\$226.9	\$5.8
Gilmer County	721	0.34%	5.91%	\$18.0	\$5.9	\$493.5	\$3.6
Gordon County	802	0.38%	2.69%	\$17.2	\$5.1	\$248.6	\$3.3
Haralson County	163	0.08%	1.55%	\$3.4	\$1.5	\$130.1	\$0.7
Murray County	245	0.12%	2.30%	\$4.7	\$1.2	\$86.8	\$0.9
Paulding County	731	0.35%	1.49%	\$14.9	\$4.2	\$78.4	\$2.9
Pickens County	265	0.13%	1.99%	\$6.7	\$2.1	\$179.8	\$1.3
Polk County	251	0.12%	1.59%	\$5.5	\$1.5	\$97.1	\$1.1
Walker County	321	0.15%	1.53%	\$7.7	\$1.8	\$70.9	\$1.5
Whitfield County	1,260	0.60%	1.90%	\$29.4	\$8.4	\$235.4	\$5.6

# MAGNOLIA MIDLANDS – VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$88.8</b>	<b>\$143.7</b>	<b>\$40.5</b>	<b>\$85.7</b>	<b>\$89.9</b>	<b>\$448.5</b>	<b>-6.2%</b>
<b>County</b>							
Appling County	\$4.3	\$6.3	\$1.4	\$5.5	\$3.1	\$20.7	17.4%
Atkinson County	\$0.1	\$0.4	\$0.0	\$0.0	\$0.5	\$1.1	-13.4%
Bacon County	\$0.7	\$2.1	\$0.5	\$0.9	\$1.2	\$5.3	-35.7%
Ben Hill County	\$2.3	\$4.6	\$1.1	\$3.9	\$2.3	\$14.3	2.2%
Bleckley County	\$0.9	\$2.0	\$0.8	\$0.8	\$1.0	\$5.4	0.9%
Bulloch County	\$20.4	\$33.4	\$9.2	\$21.4	\$17.7	\$102.2	-13.5%
Candler County	\$1.7	\$3.3	\$1.0	\$0.7	\$2.2	\$8.9	-17.0%
Coffee County	\$9.1	\$17.6	\$4.7	\$11.4	\$12.9	\$55.6	1.5%
Dodge County	\$2.4	\$3.2	\$0.9	\$3.6	\$1.9	\$12.0	-6.8%
Evans County	\$1.0	\$2.8	\$0.6	\$0.9	\$1.4	\$6.7	-8.5%
Irwin County	\$0.5	\$0.7	\$0.3	\$0.1	\$0.5	\$2.1	6.3%
Jeff Davis County	\$2.3	\$4.4	\$1.4	\$1.4	\$3.2	\$12.8	4.8%
Laurens County	\$16.9	\$26.4	\$8.4	\$14.6	\$20.3	\$86.6	-6.7%
Long County	\$1.4	\$0.5	\$0.2	\$0.3	\$0.5	\$2.7	-2.4%
Montgomery County	\$1.2	\$0.9	\$0.4	\$0.3	\$1.5	\$4.2	-4.4%
Pulaski County	\$0.8	\$1.8	\$0.5	\$0.3	\$0.9	\$4.4	-22.5%
Screven County	\$3.2	\$3.1	\$1.2	\$0.8	\$1.4	\$9.8	1.8%
Tattnall County	\$2.3	\$3.3	\$1.2	\$1.2	\$2.1	\$10.2	2.1%
Telfair County	\$2.8	\$2.8	\$0.6	\$1.2	\$2.0	\$9.4	1.0%
Toombs County	\$8.4	\$13.5	\$3.3	\$10.0	\$8.1	\$43.3	-4.2%
Treutlen County	\$1.1	\$1.2	\$0.2	\$0.2	\$0.4	\$3.1	-5.3%
Wayne County	\$2.8	\$6.6	\$1.7	\$5.8	\$4.2	\$21.0	-10.0%
Wheeler County	\$0.7	\$1.4	\$0.3	\$0.1	\$0.3	\$2.9	-7.9%
Wilcox County	\$1.4	\$1.5	\$0.6	\$0.3	\$0.3	\$3.9	-3.5%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# MAGNOLIA MIDLANDS – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Labor Income	State and local tax revenues	State & local tax savings	Federal tax revenues
	Tourism jobs			Millions	Millions	per hhld	Millions
<b>Region Total</b>	<b>5,431</b>	<b>2.6%</b>	<b>2.67%</b>	<b>\$112.6</b>	<b>\$30.2</b>	<b>\$182.7</b>	<b>\$21.9</b>
<b>County</b>							
Appling County	193	0.09%	2.05%	\$4.4	\$1.2	\$180.9	\$0.9
Atkinson County	14	0.01%	0.43%	\$0.2	\$0.1	\$20.0	\$0.0
Bacon County	75	0.04%	1.44%	\$1.7	\$0.4	\$96.8	\$0.3
Ben Hill County	150	0.07%	1.90%	\$3.0	\$0.8	\$127.4	\$0.6
Bleckley County	103	0.05%	2.41%	\$1.5	\$0.4	\$101.0	\$0.3
Bulloch County	1,402	0.67%	3.90%	\$31.2	\$7.6	\$276.7	\$6.0
Candler County	81	0.04%	1.62%	\$2.0	\$0.7	\$177.5	\$0.4
Coffee County	698	0.33%	3.00%	\$13.4	\$3.6	\$250.9	\$2.6
Dodge County	160	0.08%	2.15%	\$2.9	\$0.7	\$96.8	\$0.6
Evans County	93	0.04%	1.52%	\$1.8	\$0.5	\$118.8	\$0.4
Irwin County	37	0.02%	0.99%	\$0.7	\$0.2	\$47.1	\$0.1
Jeff Davis County	155	0.07%	2.51%	\$3.1	\$0.8	\$160.3	\$0.6
Laurens County	1,024	0.49%	4.09%	\$20.9	\$5.8	\$337.2	\$4.1
Long County	22	0.01%	0.88%	\$0.5	\$0.2	\$28.0	\$0.1
Montgomery County	50	0.02%	1.72%	\$1.1	\$0.3	\$87.6	\$0.2
Pulaski County	58	0.03%	1.31%	\$1.1	\$0.4	\$95.8	\$0.2
Screven County	94	0.04%	1.99%	\$1.9	\$0.6	\$121.4	\$0.4
Tattnall County	143	0.07%	1.65%	\$3.0	\$0.6	\$77.3	\$0.6
Telfair County	83	0.04%	2.30%	\$1.6	\$0.6	\$123.1	\$0.3
Toombs County	408	0.19%	2.59%	\$8.8	\$2.8	\$277.1	\$1.7
Treutlen County	29	0.01%	1.40%	\$0.5	\$0.2	\$64.9	\$0.1
Wayne County	257	0.12%	2.24%	\$4.9	\$1.4	\$135.7	\$1.0
Wheeler County	45	0.02%	2.50%	\$1.3	\$0.2	\$103.9	\$0.2
Wilcox County	55	0.03%	2.30%	\$0.9	\$0.2	\$82.8	\$0.2



# NORTHEAST GEORGIA MOUNTAINS VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$394.8</b>	<b>\$369.7</b>	<b>\$147.1</b>	<b>\$277.9</b>	<b>\$205.1</b>	<b>\$1,394.5</b>	<b>-5.2%</b>
<b>County</b>							
Banks County	\$17.2	\$28.4	\$10.9	\$15.0	\$16.5	\$87.9	3.6%
Barrow County	\$37.9	\$38.0	\$14.1	\$26.4	\$21.5	\$137.8	-2.7%
Dawson County	\$22.3	\$15.3	\$3.8	\$29.3	\$6.9	\$77.6	-11.4%
Elbert County	\$5.0	\$5.5	\$1.6	\$2.9	\$2.4	\$17.4	-2.3%
Forsyth County	\$26.5	\$40.9	\$21.9	\$28.7	\$21.6	\$139.7	-10.1%
Franklin County	\$9.1	\$11.4	\$2.8	\$7.3	\$12.2	\$42.9	-7.0%
Habersham County	\$11.7	\$13.2	\$4.6	\$8.3	\$6.7	\$44.6	-1.3%
Hall County	\$41.1	\$69.5	\$40.2	\$38.0	\$38.8	\$227.6	-15.5%
Hart County	\$14.3	\$9.7	\$4.0	\$7.7	\$4.2	\$39.8	5.1%
Jackson County	\$9.0	\$15.2	\$4.4	\$13.9	\$20.1	\$62.7	-15.6%
Lumpkin County	\$19.2	\$16.5	\$4.3	\$13.4	\$8.4	\$61.8	4.6%
Madison County	\$6.8	\$5.8	\$0.6	\$6.1	\$4.4	\$23.8	-16.3%
Rabun County	\$44.3	\$23.0	\$9.7	\$15.8	\$9.3	\$102.1	5.4%
Stephens County	\$6.0	\$5.2	\$2.5	\$4.8	\$2.4	\$20.9	-14.9%
Towns County	\$30.6	\$16.4	\$3.8	\$11.7	\$7.0	\$69.5	-1.2%
Union County	\$38.5	\$16.8	\$6.6	\$19.1	\$4.8	\$85.9	3.7%
White County	\$55.3	\$38.8	\$11.2	\$29.5	\$17.9	\$152.7	2.9%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# NORTHEAST GEORGIA MOUNTAINS – DIRECT IMPACTS

	Employment Tourism jobs	Share of State	Share of total county employment	Labor Income Millions	State and local tax revenues Millions	State & local tax savings per hhld	Federal tax revenues Millions
<b>Region Total</b>	<b>13,250</b>	<b>6.3%</b>	<b>2.92%</b>	<b>\$320.4</b>	<b>\$95.7</b>	<b>\$306.7</b>	<b>\$62.3</b>
<b>County</b>							
Banks County	920	0.44%	14.85%	\$22.8	\$6.1	\$900.9	\$4.4
Barrow County	1,570	0.75%	4.85%	\$28.0	\$9.0	\$343.8	\$5.6
Dawson County	545	0.26%	4.26%	\$13.4	\$4.6	\$513.1	\$2.7
Elbert County	232	0.11%	2.68%	\$4.4	\$1.2	\$155.0	\$0.9
Forsyth County	1,382	0.66%	1.17%	\$34.5	\$9.1	\$118.2	\$6.7
Franklin County	525	0.25%	4.62%	\$13.3	\$3.1	\$363.9	\$2.5
Habersham County	531	0.25%	2.80%	\$11.1	\$3.1	\$201.8	\$2.2
Hall County	2,063	0.98%	1.73%	\$58.7	\$16.8	\$260.3	\$11.2
Hart County	397	0.19%	3.73%	\$8.2	\$2.7	\$269.3	\$1.6
Jackson County	706	0.34%	1.55%	\$20.6	\$5.1	\$218.3	\$3.9
Lumpkin County	685	0.33%	5.42%	\$17.1	\$4.5	\$391.8	\$3.3
Madison County	258	0.12%	3.19%	\$5.5	\$1.3	\$121.2	\$1.1
Rabun County	836	0.40%	10.10%	\$22.0	\$7.4	\$1,106.0	\$4.3
Stephens County	227	0.11%	2.02%	\$4.2	\$1.4	\$149.6	\$0.8
Towns County	444	0.21%	8.08%	\$10.1	\$3.9	\$806.0	\$2.1
Union County	675	0.32%	6.03%	\$14.2	\$5.0	\$516.3	\$2.9
White County	1,254	0.60%	9.32%	\$32.3	\$11.5	\$987.2	\$6.3

# SCENIC SOUTHWEST GEORGIA - VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$184.9</b>	<b>\$289.7</b>	<b>\$143.8</b>	<b>\$172.3</b>	<b>\$159.6</b>	<b>\$950.2</b>	<b>-11.9%</b>
<b>County</b>							
Baker County	\$0.5	\$0.2	\$0.1	\$0.2	\$0.1	\$1.2	1.6%
Berrien County	\$1.1	\$1.9	\$0.3	\$0.5	\$1.0	\$4.8	10.2%
Brooks County	\$2.0	\$1.3	\$0.5	\$1.1	\$0.6	\$5.6	-15.2%
Calhoun County	\$0.6	\$0.6	\$0.1	\$0.1	\$0.1	\$1.5	-22.0%
Clay County	\$2.1	\$1.2	\$0.4	\$0.5	\$0.3	\$4.5	-4.0%
Clinch County	\$0.2	\$0.6	\$0.1	\$0.2	\$0.6	\$1.7	-11.8%
Colquitt County	\$7.6	\$13.3	\$4.7	\$8.6	\$7.3	\$41.6	-9.2%
Cook County	\$4.9	\$10.2	\$3.9	\$5.4	\$5.1	\$29.4	-8.4%
Decatur County	\$9.8	\$12.7	\$8.2	\$8.6	\$7.0	\$46.3	-11.1%
Dougherty County	\$33.4	\$62.3	\$60.7	\$35.0	\$34.8	\$226.3	-13.7%
Early County	\$1.6	\$2.4	\$0.7	\$1.3	\$1.4	\$7.4	-20.3%
Echols County	\$0.0	\$0.1	\$0.0	\$0.0	\$0.1	\$0.3	-37.6%
Grady County	\$3.2	\$3.8	\$1.2	\$2.7	\$2.7	\$13.6	-11.9%
Lanier County	\$0.4	\$0.7	\$0.0	\$0.3	\$0.3	\$1.8	-2.4%
Lee County	\$1.5	\$2.3	\$1.3	\$4.6	\$1.6	\$11.2	-11.6%
Lowndes County	\$57.0	\$103.9	\$36.8	\$55.7	\$51.8	\$305.3	-12.8%
Miller County	\$0.7	\$0.9	\$0.6	\$0.7	\$0.6	\$3.5	-24.1%
Mitchell County	\$1.8	\$2.8	\$3.9	\$2.1	\$1.7	\$12.2	-14.4%
Quitman County	\$2.7	\$2.7	\$0.4	\$0.6	\$0.3	\$6.7	-15.0%
Randolph County	\$1.7	\$1.5	\$0.5	\$0.9	\$0.9	\$5.4	-16.3%
Seminole County	\$4.8	\$3.4	\$1.2	\$1.8	\$1.4	\$12.7	-6.0%
Terrell County	\$1.1	\$1.8	\$0.6	\$0.7	\$1.0	\$5.2	8.2%
Thomas County	\$11.2	\$14.9	\$5.4	\$10.7	\$9.4	\$51.5	-23.0%
Tift County	\$29.4	\$37.5	\$10.6	\$25.5	\$25.5	\$128.5	-4.7%
Turner County	\$1.3	\$2.6	\$1.1	\$0.6	\$1.8	\$7.3	-10.7%
Worth County	\$4.3	\$4.0	\$0.6	\$3.6	\$2.2	\$14.7	4.3%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# SCENIC SOUTHWEST GEORGIA – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Labor Income	State and local tax revenues	State & local tax savings	Federal tax revenues
	Tourism jobs			Millions	Millions	per hhld	Millions
<b>Region Total</b>	<b>13,209</b>	<b>6.3%</b>	<b>4.41%</b>	<b>\$265.7</b>	<b>\$69.2</b>	<b>\$313.4</b>	<b>\$51.3</b>
<b>County</b>							
Baker County	16	0.01%	1.52%	\$0.3	\$0.1	\$47.4	\$0.1
Berrien County	48	0.02%	0.85%	\$0.9	\$0.4	\$48.3	\$0.2
Brooks County	44	0.02%	0.83%	\$0.9	\$0.3	\$45.1	\$0.2
Calhoun County	26	0.01%	1.49%	\$0.4	\$0.1	\$50.7	\$0.1
Clay County	63	0.03%	6.47%	\$0.9	\$0.3	\$237.8	\$0.2
Clinch County	23	0.01%	0.71%	\$0.4	\$0.1	\$50.5	\$0.1
Colquitt County	632	0.30%	3.06%	\$14.5	\$3.0	\$193.2	\$2.7
Cook County	348	0.17%	5.47%	\$5.8	\$1.9	\$303.4	\$1.2
Decatur County	933	0.44%	7.94%	\$14.4	\$3.3	\$328.2	\$2.8
Dougherty County	3,345	1.59%	5.64%	\$68.7	\$16.7	\$490.8	\$13.2
Early County	84	0.04%	1.46%	\$1.5	\$0.5	\$112.0	\$0.3
Echols County	2	0.00%	0.31%	\$0.0	\$0.0	\$9.3	\$0.0
Grady County	134	0.06%	1.45%	\$2.5	\$0.8	\$92.7	\$0.5
Lanier County	22	0.01%	0.86%	\$0.4	\$0.2	\$46.9	\$0.1
Lee County	96	0.05%	0.86%	\$1.9	\$0.8	\$74.0	\$0.4
Lowndes County	4,336	2.06%	6.35%	\$82.7	\$22.4	\$541.5	\$16.0
Miller County	32	0.02%	1.25%	\$0.7	\$0.2	\$96.5	\$0.1
Mitchell County	134	0.06%	1.43%	\$3.3	\$1.0	\$120.1	\$0.6
Quitman County	72	0.03%	11.84%	\$1.1	\$0.3	\$407.7	\$0.2
Randolph County	50	0.02%	1.75%	\$1.0	\$0.3	\$134.8	\$0.2
Seminole County	89	0.04%	2.42%	\$2.0	\$0.8	\$243.9	\$0.4
Terrell County	47	0.02%	1.44%	\$1.3	\$0.3	\$100.5	\$0.2
Thomas County	713	0.34%	2.67%	\$16.4	\$4.1	\$233.9	\$3.1
Tift County	1,651	0.79%	6.05%	\$35.5	\$9.6	\$636.5	\$6.8
Turner County	109	0.05%	3.20%	\$2.8	\$0.6	\$191.4	\$0.5
Worth County	161	0.08%	2.72%	\$5.2	\$1.1	\$135.3	\$1.0

# PRESIDENTIAL PATHWAYS - VISITOR SPENDING

Amounts in millions of current dollars	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
<b>Region Total</b>	<b>\$201.5</b>	<b>\$295.4</b>	<b>\$130.0</b>	<b>\$192.3</b>	<b>\$164.2</b>	<b>\$983.5</b>	<b>-16.0%</b>
<b>County</b>							
Chattahoochee County	\$3.0	\$2.1	\$0.1	\$2.1	\$1.4	\$8.8	-0.7%
Coweta County	\$22.4	\$42.0	\$18.4	\$26.7	\$28.1	\$137.5	-6.5%
Crisp County	\$15.6	\$21.5	\$7.0	\$10.8	\$13.9	\$68.9	-19.3%
Dooly County	\$1.8	\$2.0	\$0.5	\$1.1	\$2.8	\$8.2	-11.1%
Harris County	\$13.4	\$11.1	\$26.8	\$11.4	\$6.9	\$69.6	-15.6%
Heard County	\$1.0	\$0.7	\$0.2	\$0.2	\$0.3	\$2.4	-12.3%
Macon County	\$1.3	\$1.1	\$0.5	\$0.3	\$0.5	\$3.6	-10.3%
Marion County	\$2.6	\$2.9	\$0.1	\$1.3	\$1.4	\$8.3	-16.3%
Meriwether County	\$2.6	\$3.0	\$0.8	\$1.2	\$1.8	\$9.4	7.3%
Muscogee County	\$71.4	\$121.6	\$50.2	\$81.4	\$51.8	\$376.4	-20.2%
Pike County	\$0.3	\$0.7	\$0.3	\$0.2	\$0.4	\$2.0	-17.5%
Schley County	\$0.4	\$0.4	\$0.1	\$0.2	\$0.1	\$1.1	-15.9%
Spalding County	\$5.2	\$14.3	\$4.3	\$11.8	\$8.9	\$44.6	-5.0%
Stewart County	\$0.6	\$0.7	\$0.1	\$0.2	\$0.2	\$1.8	-20.7%
Sumter County	\$7.8	\$11.8	\$3.8	\$7.2	\$7.9	\$38.5	-9.1%
Talbot County	\$0.4	\$0.4	\$0.2	\$0.1	\$0.1	\$1.2	-25.9%
Taylor County	\$1.3	\$0.7	\$0.4	\$0.3	\$0.9	\$3.6	9.0%
Troup County	\$47.6	\$52.0	\$14.3	\$31.2	\$33.5	\$178.6	-19.7%
Upson County	\$2.6	\$6.0	\$1.6	\$4.8	\$3.1	\$18.1	3.4%
Webster County	\$0.2	\$0.3	\$0.1	\$0.0	\$0.2	\$0.9	13.9%

\* Lodging spending includes 2nd home valuation

\*\* Transport includes local and air transportation

# PRESIDENTIAL PATHWAYS – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Labor Income	State and local tax revenues	State & local tax savings	Federal tax revenues
	Tourism jobs			Millions	Millions	per hhld	Millions
<b>Region Total</b>	<b>12,274</b>	<b>5.8%</b>	<b>3.35%</b>	<b>\$284.0</b>	<b>\$74.3</b>	<b>\$283.5</b>	<b>\$54.3</b>
<b>County</b>							
Chattahoochee County	137	0.07%	0.82%	\$2.7	\$0.9	\$339.2	\$0.5
Coweta County	1,694	0.81%	2.73%	\$37.8	\$8.9	\$171.5	\$7.3
Crisp County	751	0.36%	6.81%	\$17.0	\$5.8	\$674.7	\$3.3
Dooly County	80	0.04%	1.67%	\$1.8	\$0.6	\$120.3	\$0.4
Harris County	964	0.46%	9.49%	\$24.1	\$4.7	\$388.9	\$4.5
Heard County	25	0.01%	0.75%	\$0.4	\$0.1	\$31.5	\$0.1
Macon County	46	0.02%	1.02%	\$0.9	\$0.4	\$90.6	\$0.2
Marion County	127	0.06%	6.38%	\$4.1	\$0.6	\$182.9	\$0.8
Meriwether County	102	0.05%	1.35%	\$2.1	\$0.6	\$78.6	\$0.4
Muscogee County	5,160	2.46%	4.10%	\$119.2	\$29.4	\$403.8	\$22.7
Pike County	27	0.01%	0.46%	\$0.4	\$0.1	\$17.3	\$0.1
Schley County	17	0.01%	1.05%	\$0.4	\$0.1	\$36.4	\$0.1
Spalding County	435	0.21%	1.38%	\$10.7	\$2.9	\$118.9	\$2.1
Stewart County	15	0.01%	0.70%	\$0.4	\$0.1	\$59.1	\$0.1
Sumter County	516	0.25%	3.58%	\$10.7	\$2.7	\$238.4	\$2.1
Talbot County	11	0.01%	0.68%	\$0.2	\$0.1	\$22.0	\$0.0
Taylor County	24	0.01%	1.03%	\$0.5	\$0.2	\$50.7	\$0.1
Troup County	1,954	0.93%	4.03%	\$46.7	\$14.9	\$596.2	\$9.0
Upson County	179	0.08%	1.85%	\$3.8	\$1.1	\$105.8	\$0.7
Webster County	11	0.01%	1.23%	\$0.2	\$0.1	\$44.7	\$0.0

# APPENDIX

# GLOSSARY – SPENDING

Term	Description
<b>Lodging</b>	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels and similar establishments.
<b>Food and beverage</b>	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
<b>Recreation</b>	Includes visitors spending within the arts, entertainment and recreation sub-sector.
<b>Shopping</b>	Includes visitor spending in all retail sub-sectors within the local economy.
<b>Local transport</b>	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, and buses.
<b>Service stations</b>	Visitor spending on gasoline.
<b>Second homes</b>	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.



# GLOSSARY - IMPACTS

Term	Description
<b>Direct Impact</b>	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
<b>Indirect Impact</b>	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
<b>Induced Impact</b>	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
<b>Employment</b>	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
<b>Personal Income</b>	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
<b>Value Added (GDP)</b>	The economic enhancement a company gives its products or services before offering them to customers.
<b>Local Taxes</b>	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
<b>State Taxes</b>	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

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Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destinations work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

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