

2025

The Georgia Traveler Economy

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Introduction

Visitors are integral to Georgia's economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of Georgia's visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling



Lake Meer, Piedmont Park

Background: Tourism Satellite Account

A tourism satellite account, or TSA, was conceived by the UN World Tourism Organization and has since been ratified by the UN, Eurostat, and OECD. The standard has been adopted by over 80 countries around the world and a growing number of subnational states and regions. The TSA deals with the challenge of measuring tourism in two important ways:

- Defines the tourism economy
- Provides methodology for measuring the travel economy in a way that is consistent with economic accounts

The entire travel industry is measured within the TSA, including leisure, business, group, transit, and the local spending of outbound travelers.

Direct Tourism Demand

Includes all visitor spending plus other spending streams in support of the traveler industry. This includes government spending and capital investment in support of travel.

Tourism Industry GDP

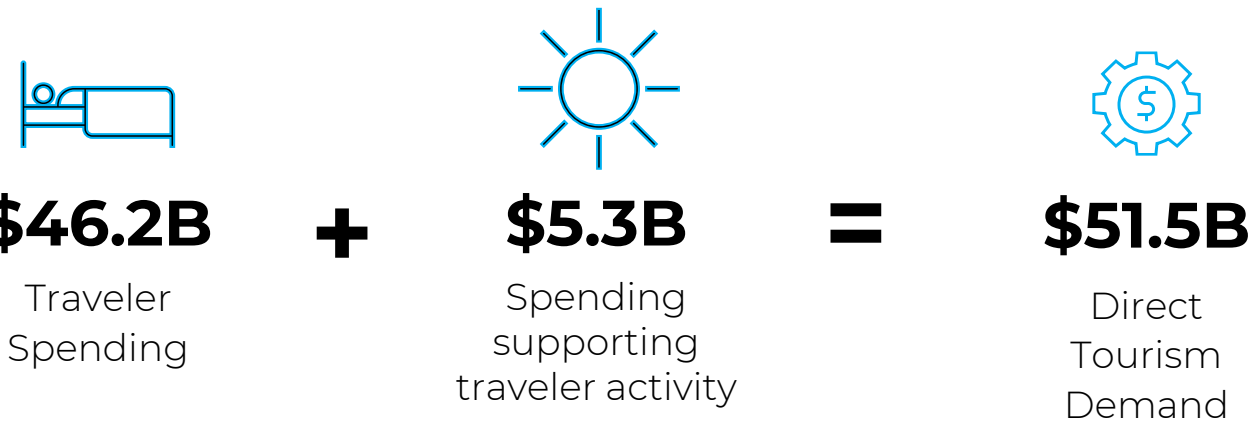
Measures the value of production of “tourism characteristic industries” on behalf of travelers. This concept measures only the direct impact of the travel industry.

Tourism Economic Impact

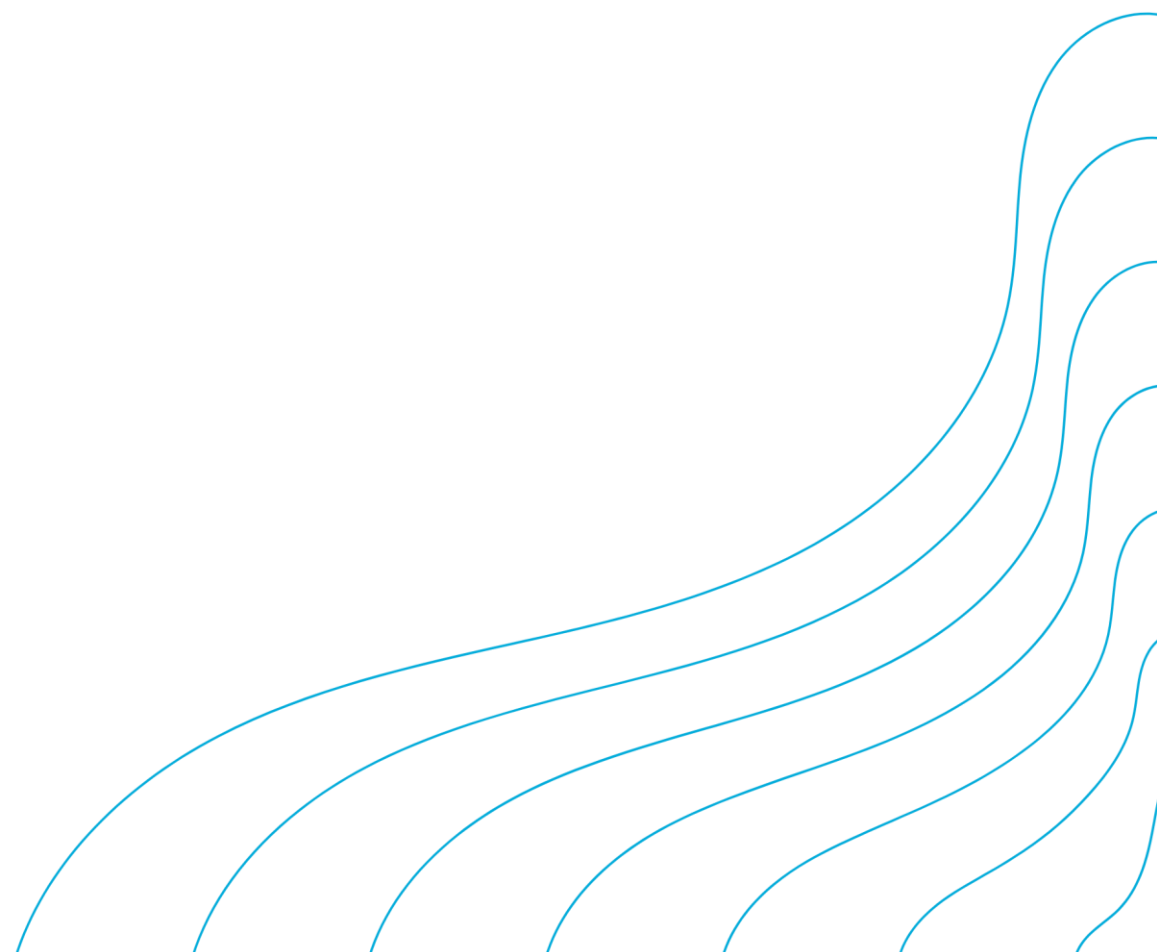
Measures the full economic impacts of tourism demand, including indirect and induced impacts. This expands on the TSA framework to quantify the downstream impacts of the travel sector.

TRAVELER ECONOMY

The Georgia traveler economy encompasses both visitor activity along with spending in support of the tourism industry – from private investment in new buildings and machinery to governmental funding for tourism promotion. Spending by travelers totaled \$46.2 billion in 2025 with investment and government adding just over \$5.3 billion for a direct tourism demand of \$51.5 billion.



KEY FINDINGS



Key Findings

Tourism Generated Significant Economic Impact

In 2025, travelers spent \$46.2 billion across the Georgia economy. This included spending by both domestic and international visitors, as well as pass-through travel activity within the state. The travel economy generated \$84.1 billion in statewide economic impact and supported 473,837 total jobs.



175.6M VISITORS TO GEORGIA



\$46.2B TRAVELER SPENDING



\$84.1B TOTAL ECONOMIC IMPACT



473,837 TOTAL JOBS SUPPORTED



\$5.3B STATE AND LOCAL TAXES



Results in Context

The traveler economy is an economic pillar in Georgia. In 2025, traveler activity supported one-in-15 jobs in Georgia. In addition:



\$46.2B TRAVELER SPENDING

The \$46.2 billion in traveler spending equates to nearly \$127 million every day, on average, in support of Georgia's tourism economy.



473,837 JOBS

The tourism economy sustained 6.6% of all jobs in Georgia, enough to fill Mercedes-Benz Stadium more than six times.



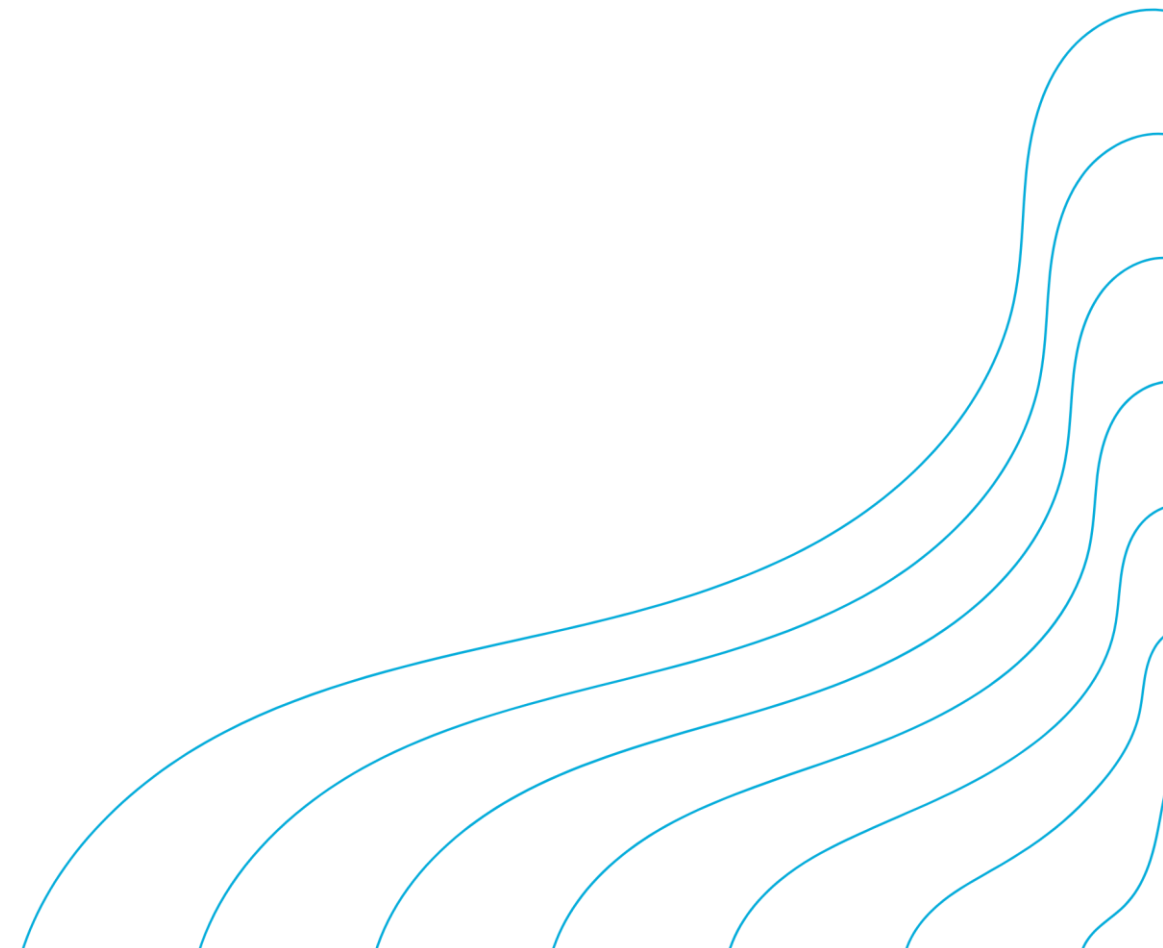
\$5.3B STATE & LOCAL TAXES

Each household in Georgia would need to be taxed an additional \$1,292 to replace the visitor-generated taxes received by state and local governments in 2025.

Lookout Mountain

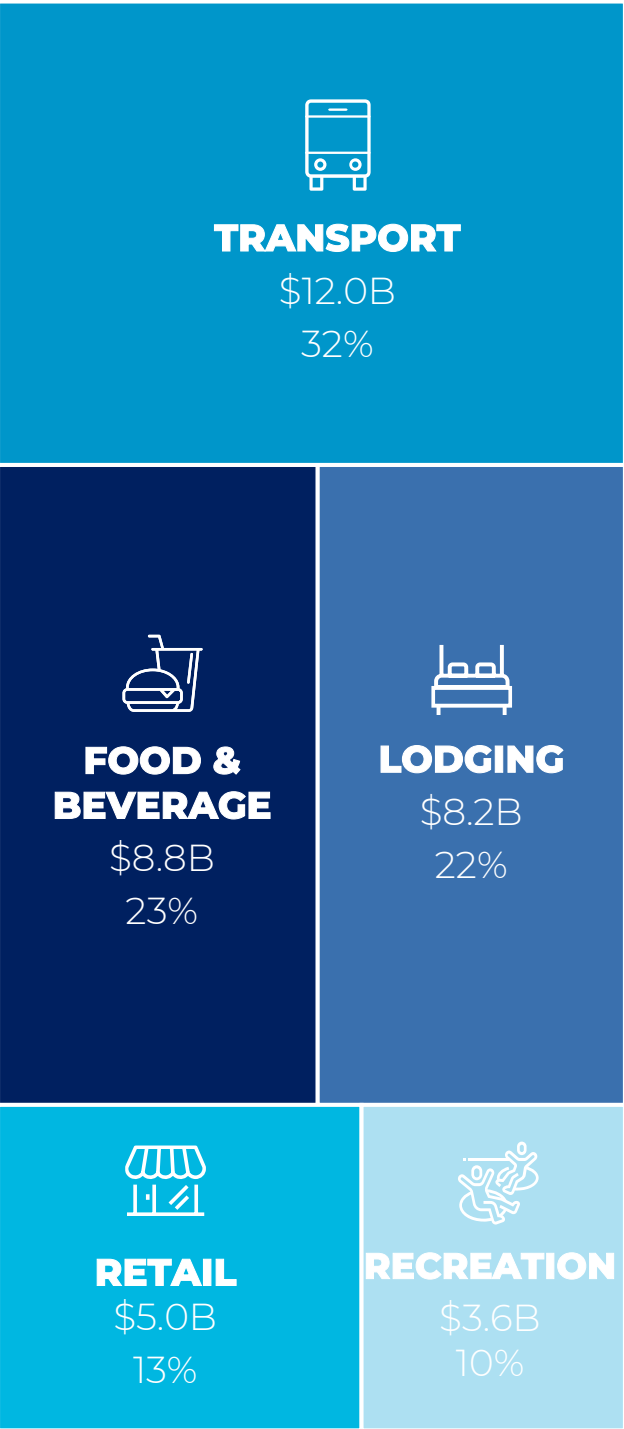


VISITOR VOLUME & SPENDING



Visitors to Georgia spent **\$37.6 billion** in 2025.

Direct Visitor Spending

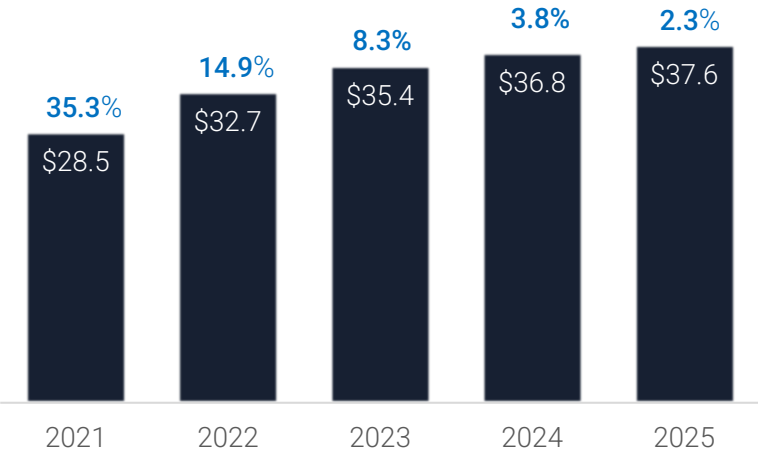


Direct visitor spending increased 2.3% in 2025, topping \$37.6 billion.

Of the \$37.6 billion spent, transportation purchases accounted for \$12.0 billion—32% of all visitor spending.

Visitors spent 23% of their budget on food and beverage purchases, \$8.8 billion.

Georgia Direct Visitor Spending and Growth
\$ billions



Source: Tourism Economics

Source: Tourism Economics

Note: Direct visitor spending is spending by visitors to and within Georgia on lodging, transportation within the destination, food and beverages, retail, recreation, the value of second homes, and the portion of air transportation that remains local for visitors only.

Direct Visitor Spending Trends

Visitor spending increased 2.3% in 2025, topping \$37.6 billion—a high-water mark for the state. Spending grew at a modest pace across all sectors in 2025. Food and beverage spending led the way, climbing 4.5% year-over-year. Recreation wasn’t far behind, surpassing \$3.6 billion in spend and registering 3.0% growth.

Georgia Direct Visitor Spending
\$ billions

	2021	2022	2023	2024	2025	2025 Growth
Total visitor spending	\$28.49	\$32.72	\$35.44	\$36.79	\$37.65	2.3%
Transportation	\$8.48	\$10.22	\$11.49	\$11.94	\$12.03	0.8%
Food & beverage	\$6.88	\$7.57	\$8.03	\$8.40	\$8.78	4.5%
Lodging	\$5.96	\$7.31	\$7.92	\$8.07	\$8.23	2.0%
Retail	\$4.30	\$4.47	\$4.65	\$4.86	\$4.97	2.3%
Recreation	\$2.87	\$3.15	\$3.35	\$3.52	\$3.63	3.0%

Source: Tourism Economics

Note: Direct visitor spending is spending by visitors to and within Georgia on lodging, transportation within the destination, food and beverages, retail, recreation, the value of second homes, and the portion of air transportation that remains local for visitors only.

Numbers may not add due to rounding.



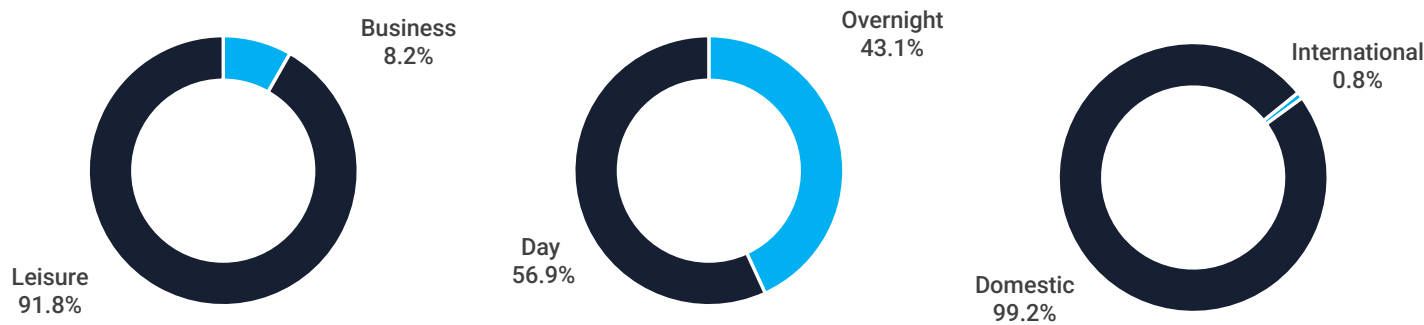
Visitor Volume and Spending Segments

Total visitor volume grew 0.7% in 2025, supported entirely by domestic travelers as international arrivals declined at a rate roughly in line with the national trend. This kept Georgia's visitor market dominated by domestic visitors (99.2%). Despite accounting for just 0.8% of total arrivals, international visitors spent more than six times as much per person as their domestic counterparts.

Meanwhile, day trips continued to outpace overnight stays (+1.0% vs. +0.2%), further expanding their share of overall visitation (56.9%).

Georgia Visitor Share, by Segment and Market* (2025)

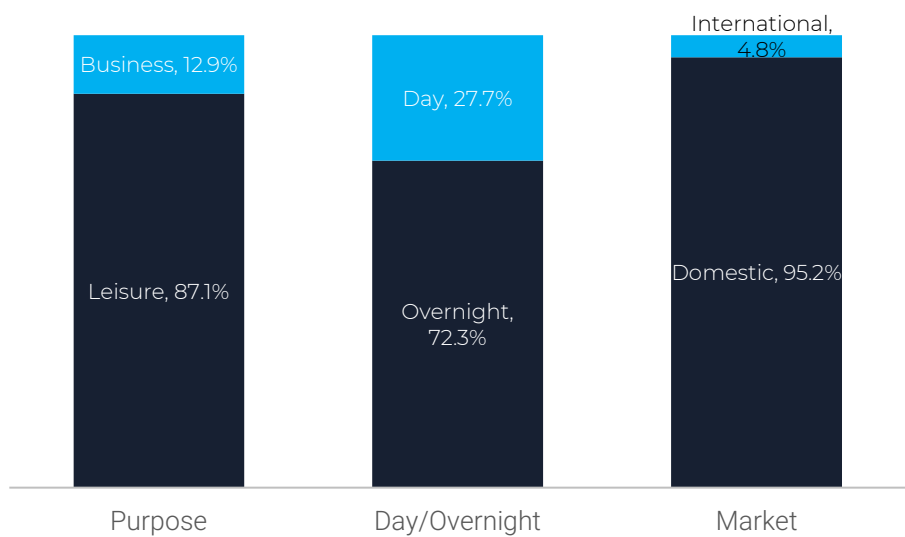
percentage of total visitor volume



Source: Tourism Economics
* Domestic only, except for domestic-international chart

Georgia Spending Share, by Segment and Market (2025)

percentage of total visitor volume



Source: Tourism Economics
Note: Data reflects domestic and international visitor spending

Visitor Volume and Direct Spending, by Segment

millions of visitors, \$ billions, and \$ per person

	2021	2022	2023	2024	2025	2025 Growth
Total visitors, mils	159.6	167.8	171.4	174.4	175.6	0.7%
Day	90.7	93.5	96.2	98.8	99.8	1.0%
Overnight	68.9	74.3	75.2	75.6	75.7	0.2%
Visitor spending, \$bils	\$28.49	\$32.72	\$35.44	\$36.79	\$37.65	2.3%
Day	\$7.29	\$8.76	\$9.44	\$10.06	\$10.42	3.6%
Overnight	\$21.19	\$23.96	\$26.00	\$26.73	\$27.23	1.9%
Per visitor spending, \$	\$178	\$195	\$207	\$211	\$214	1.6%
Day	\$80	\$94	\$98	\$102	\$104	2.5%
Overnight	\$308	\$322	\$346	\$354	\$359	1.6%

Source: Tourism Economics
Note: Data reflects domestic and international visitor spending

Visitor Volume and Direct Spending, by Market

millions of visitors, \$ billions, and \$ per person

	2021	2022	2023	2024	2025	2025 Growth
Total visitors, mils	159.6	167.8	171.4	174.4	175.6	0.7%
Domestic	159.2	166.9	170.0	172.9	174.2	0.8%
International	0.4	0.9	1.4	1.5	1.4	-7.4%
Visitor spending, \$bils	\$28.49	\$32.72	\$35.44	\$36.79	\$37.65	2.3%
Domestic	\$27.97	\$31.65	\$33.87	\$34.94	\$35.83	2.6%
International	\$0.52	\$1.08	\$1.57	\$1.85	\$1.81	-2.1%
Per visitor spending, \$	\$178	\$195	\$207	\$211	\$214	1.6%
Domestic	\$176	\$190	\$199	\$202	\$206	1.8%
International	\$1,347	\$1,241	\$1,161	\$1,240	\$1,310	5.7%

Source: Tourism Economics

Note: Direct visitor spending is spending by visitors to and within Georgia on lodging, transportation within the destination, food and beverages, retail, recreation, the value of second homes, and the portion of air transportation that remains local for visitors only.

Numbers may not add due to rounding.

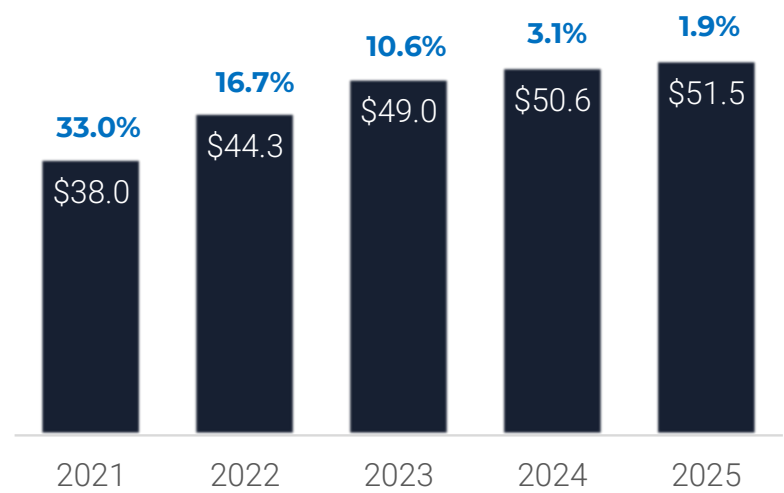


Downtown Columbus, Georgia

Traveler Economy & Tourism Demand

The Georgia travel economy increased 1.9% in 2025, reflecting a return to more sustainable growth levels.

Georgia Direct Tourism Demand
\$ billions



Source: Tourism Economics

Traveler Economy Trends

Traveler demand increased 1.9% in 2025, surpassing \$51.5 billion. Growth was driven entirely by the domestic market as international arrivals and spending declined compared to the prior year.

Capital investment supporting tourism fell to \$5.0 billion in 2025. Government support saw nearly 36% growth, returning to levels experienced in 2021 and 2023. Non-visitor PCE, which captures tourism-related durable goods such as RVs, boats, or furniture for vacation homes, rose 3.4%.

Georgia Direct Tourism Demand
\$ millions

	2021	2022	2023	2024	2025	2025 Growth
Tourism Demand	\$38,007	\$44,340	\$49,024	\$50,560	\$51,509	1.9%
Traveler Spending	\$34,413	\$39,792	\$43,570	\$45,223	\$46,175	2.1%
Domestic Traveler	\$33,629	\$37,444	\$40,879	\$42,136	\$43,154	2.4%
International Traveler	\$784	\$2,348	\$2,691	\$3,087	\$3,021	-2.1%
Non-visitor PCE	\$170	\$187	\$195	\$205	\$212	3.4%
Governmental Support	\$110	\$95	\$107	\$81	\$111	35.9%
Capital Investment	\$3,314	\$4,267	\$5,152	\$5,051	\$5,011	-0.8%

Source: Tourism Economics
Note: Traveler spending includes pass-through visitor activity
Numbers may not add due to rounding

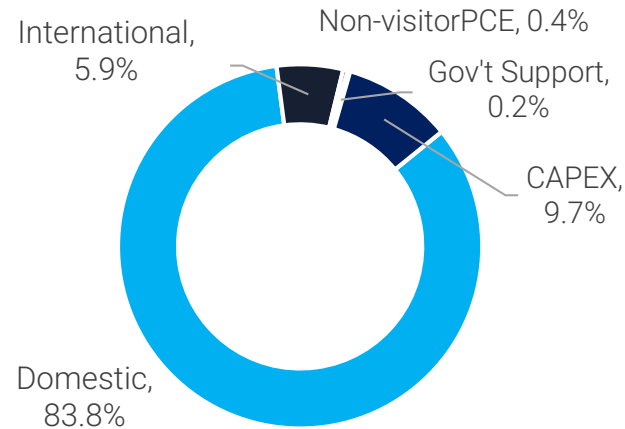
Traveler Economy Distribution

In Georgia, the domestic traveler market remained the largest contributor to direct tourism demand, accounting for 83.8%.

Capital investment in tourism-related construction and machinery & equipment represented 9.7% of all tourism-related demand, a decline from the prior year.

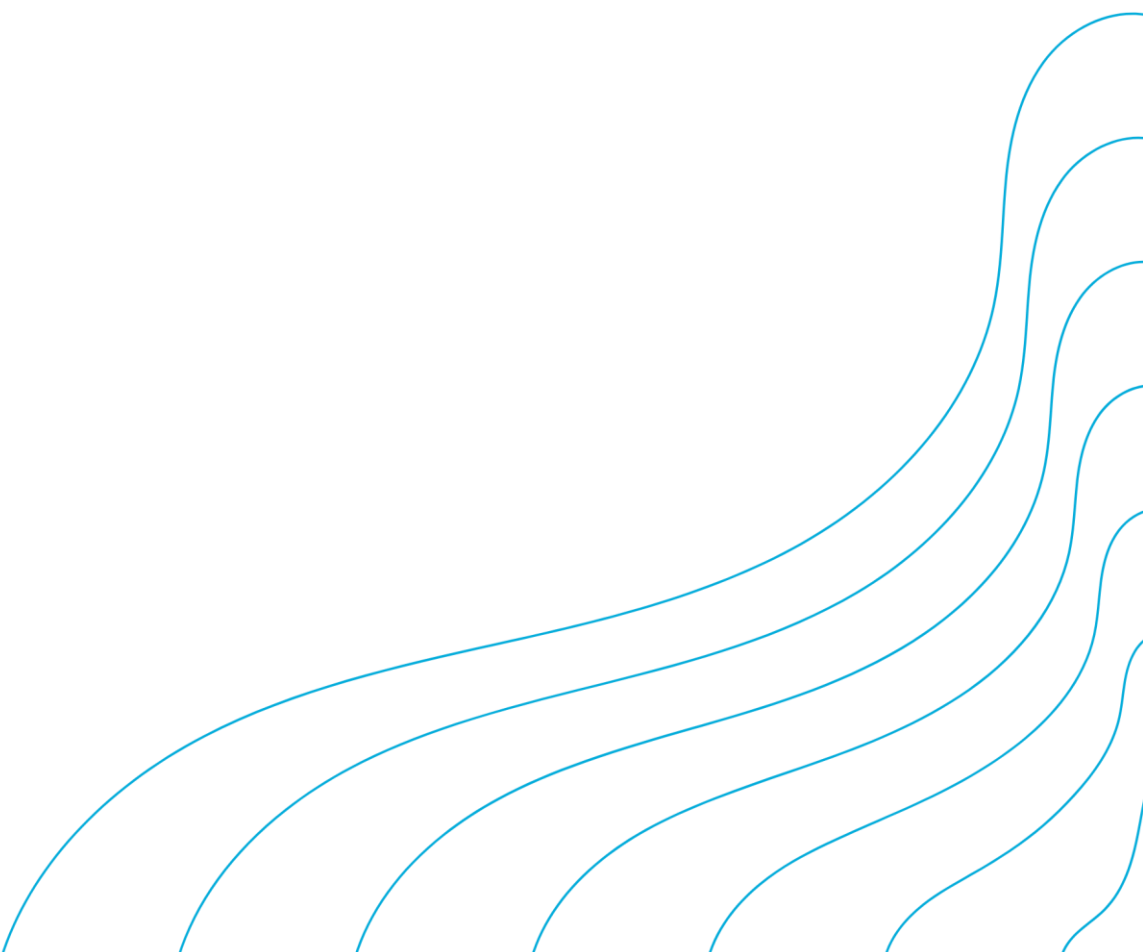
International visitor markets declined to 5.9% of demand in 2025 while personal consumption expenditures and government support made up the last 0.6% of Georgia’s tourism demand in 2025.

Georgia Direct Tourism Demand
Percentage of total



Source: Tourism Economics

ECONOMIC IMPACT METHODOLOGY



Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

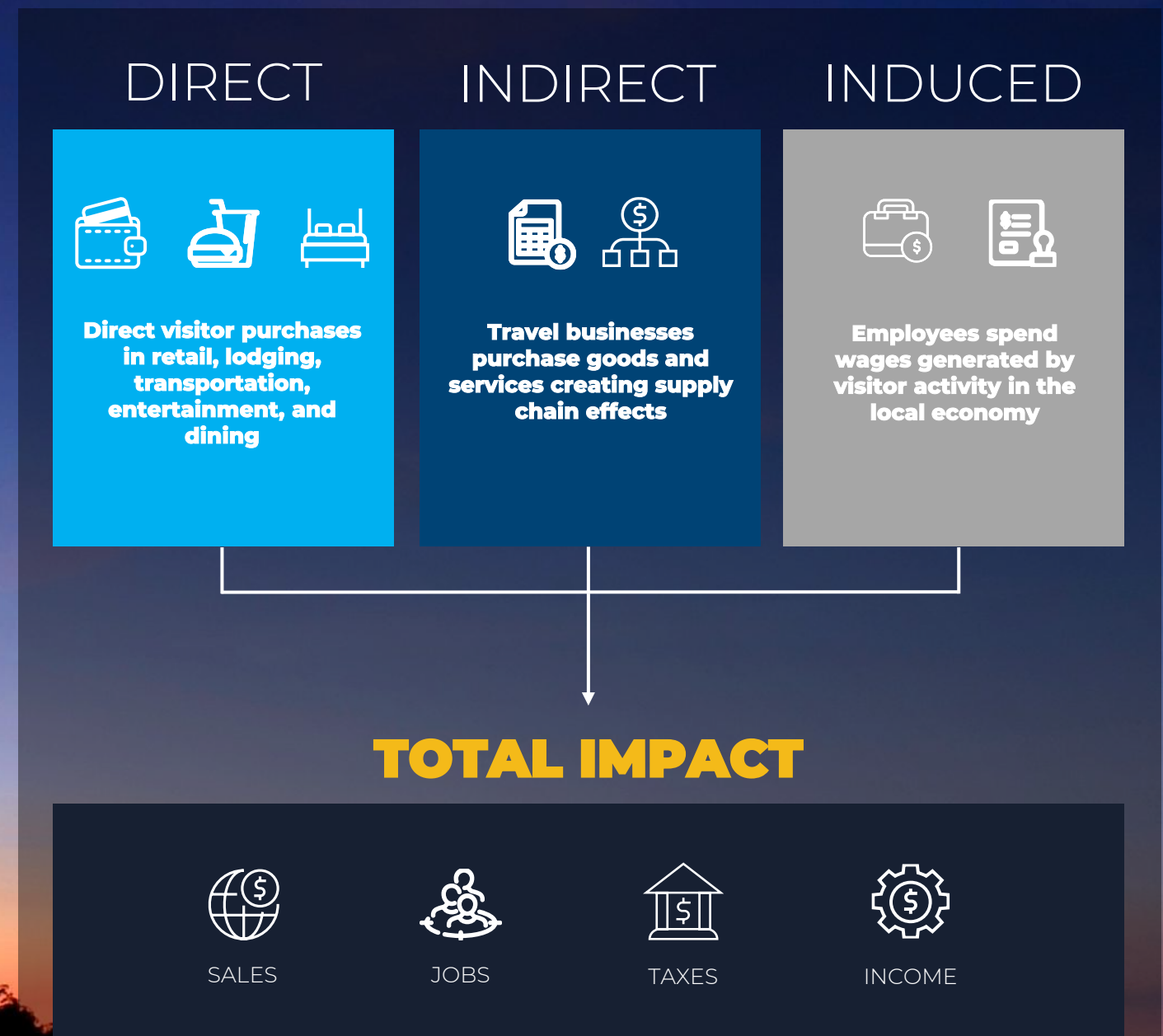
This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

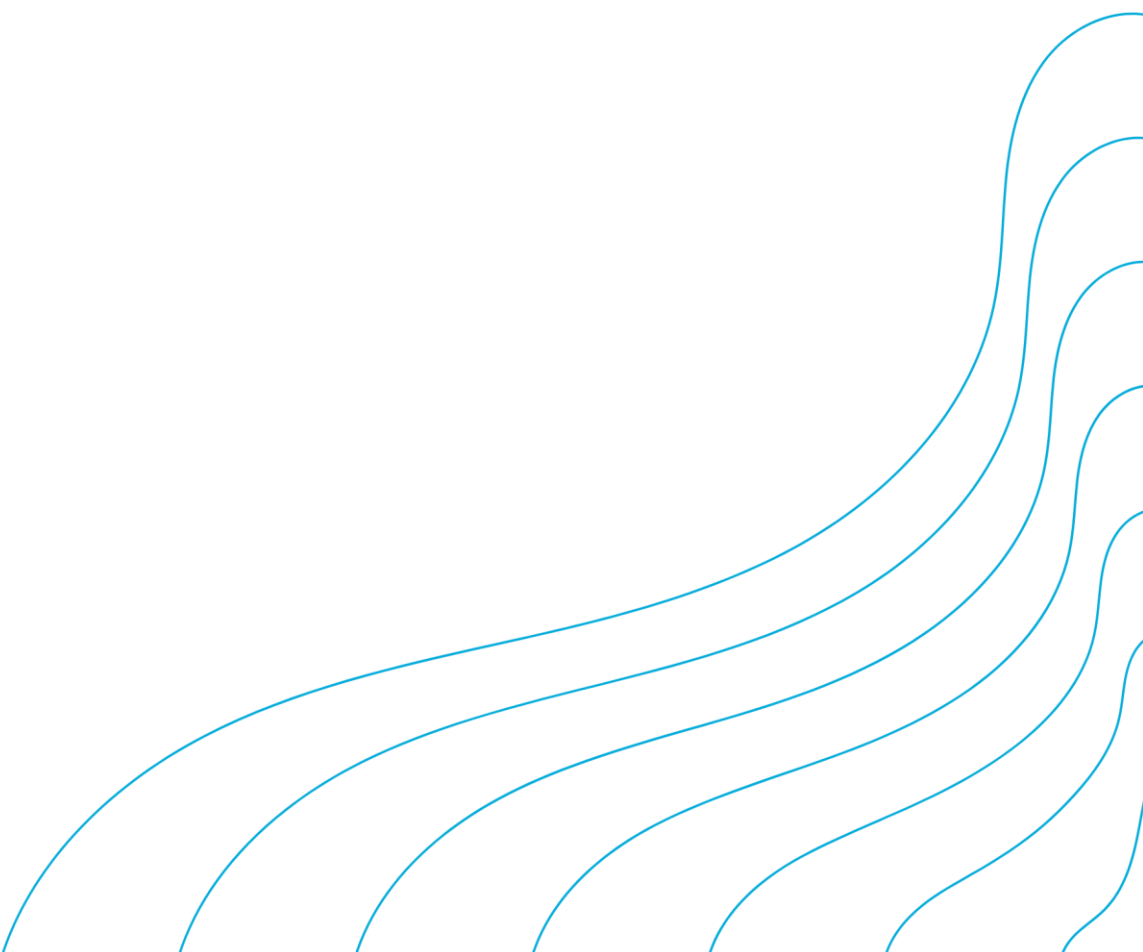
The model calculates these three levels of impact—direct, indirect and induced—for the following metrics:

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

Economic Impact Model



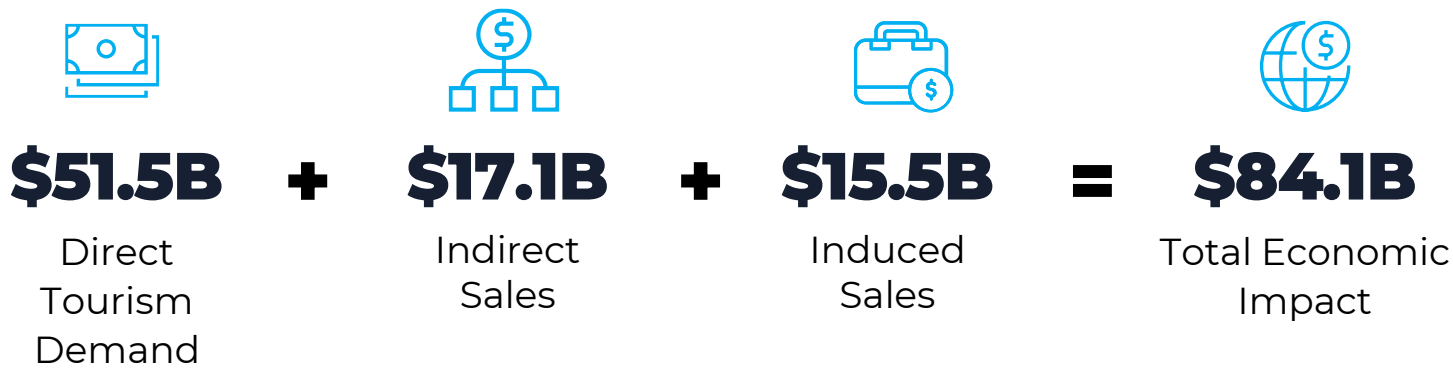
ECONOMIC IMPACT



Business Sales Impacts

Tourism demand contributed \$51.5 billion in Georgia in 2025. These direct impacts generated an additional \$32.6 billion through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact reached \$84.1 billion in 2025, 2.5% ahead of the prior year.



Numbers may not add due to rounding.

Business Sales by Industry (2025)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$51,509	\$17,065	\$15,544	\$84,118
Air Transport	\$14,520	\$103	\$144	\$14,767
Finance, Ins. & Real Estate	\$2,735	\$4,133	\$4,985	\$11,852
Food & Beverage	\$7,466	\$786	\$1,100	\$9,352
Retail Trade	\$6,236	\$342	\$1,184	\$7,762
Lodging	\$7,113	\$3	\$8	\$7,124
Construction and Utilities	\$5,011	\$1,103	\$480	\$6,595
Business Services	\$155	\$4,042	\$1,528	\$5,726
Recreation and Entertainment	\$3,246	\$336	\$211	\$3,793
Other Transport	\$1,365	\$1,930	\$409	\$3,704
Gasoline Stations	\$3,187	\$16	\$75	\$3,278
Education and Health Care		\$38	\$2,438	\$2,476
Communications		\$1,423	\$933	\$2,356
Wholesale Trade		\$1,021	\$793	\$1,814
Manufacturing	\$126	\$1,108	\$471	\$1,705
Personal Services	\$237	\$401	\$650	\$1,288
Government	\$111	\$143	\$70	\$323
Agriculture, Fishing, Mining		\$137	\$65	\$202

Source: Tourism Economics

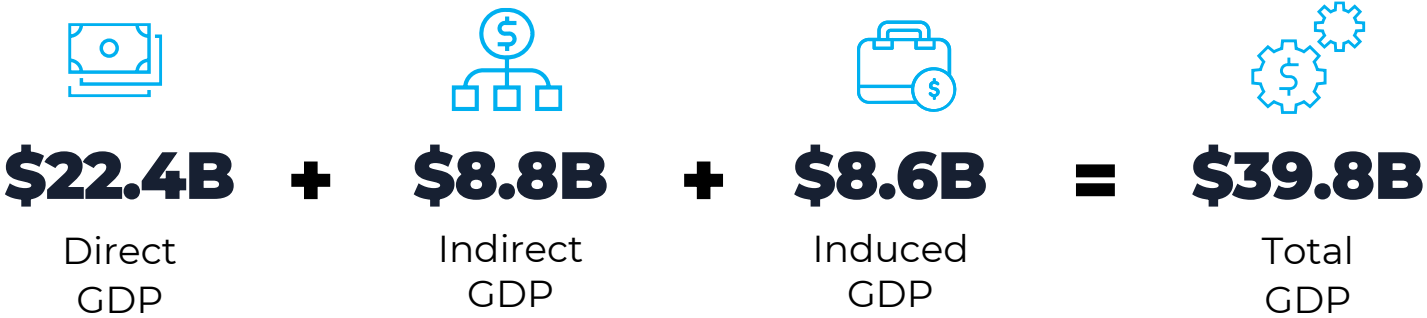
The traveler economy generated a total economic impact of **\$84.1 billion.**



GDP (Value Added Impacts)

Georgia’s traveler economy GDP increased to \$39.8 billion in 2025. This represented 4.3% of Georgia’s entire economy.

GDP removes the value of all imported (from other states and internationally) goods and services.

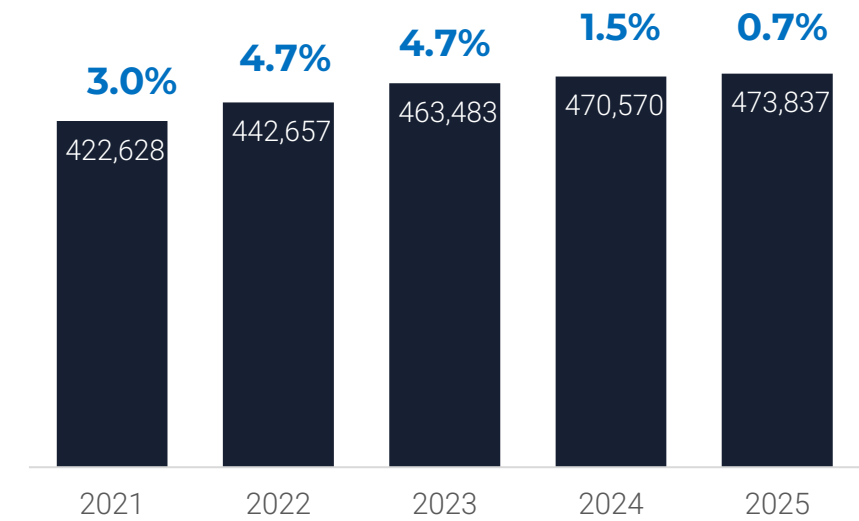


Travel-Supported Employment

Employment supported by traveler demand increased 0.7% in 2025, nearing 474,000 jobs.

Travel-Supported Employment in Georgia

Total impacts, jobs

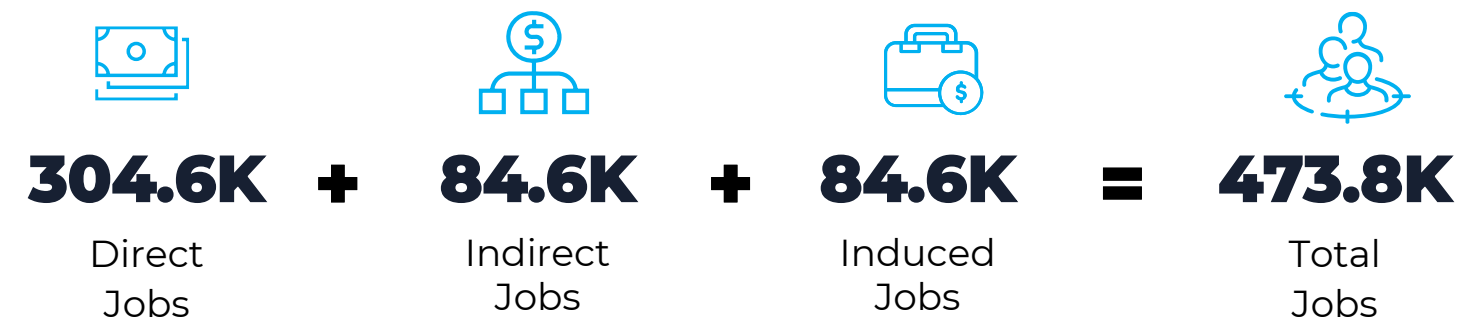


Source: Tourism Economics

Traveler demand in **Georgia** supported **473,837 local jobs**.

Employment Impacts

Traveler activity sustained 304,624 direct jobs in 2025, with an additional 169,213 jobs supported from the indirect and induced impacts of traveler activity. Total employment impacts tallied 473,837 in 2025, translating to one-in-15 jobs in the state.



Numbers may not add due to rounding.

Employment by Industry (2025)

Number of jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	304,624	84,605	84,608	473,837
Food & Beverage	95,287	9,802	13,125	118,215
Recreation and Entertainment	46,955	5,311	2,648	54,913
Lodging	52,247	24	64	52,335
Retail Trade	26,466	2,637	10,649	39,753
Other Transport	19,915	13,323	4,072	37,310
Business Services	745	25,090	9,934	35,769
Air Transport	26,202	171	241	26,615
Construction and Utilities	22,980	1,663	776	25,418
Finance, Ins. & Real Estate	1,606	13,347	9,567	24,520
Personal Services	7,244	4,257	8,476	19,977
Education and Health Care		386	19,316	19,702
Gasoline Stations	4,031	126	592	4,749
Wholesale Trade		2,437	1,920	4,356
Manufacturing	433	2,425	1,035	3,894
Communications		2,074	1,424	3,498
Government	512	1,081	437	2,031
Agriculture, Fishing, Mining		451	331	782

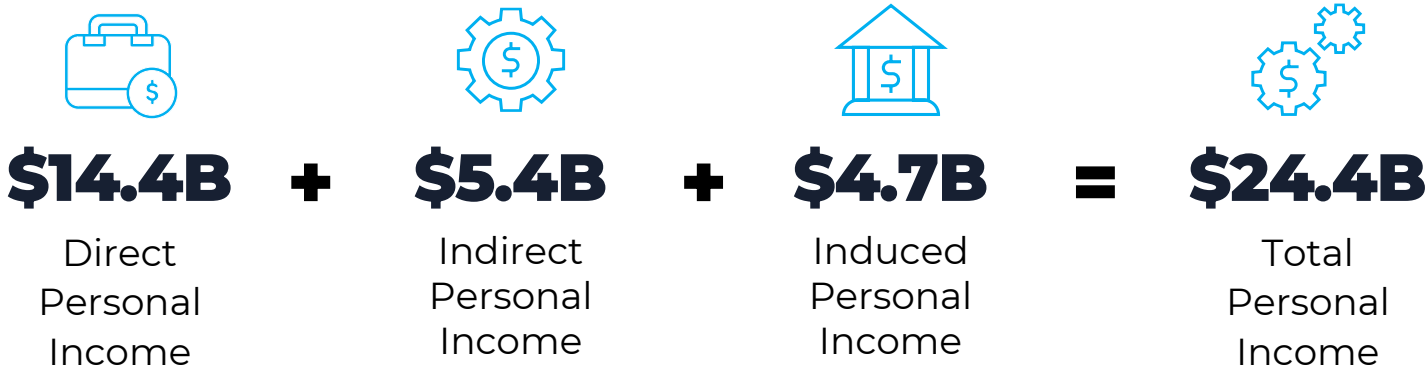
Source: Tourism Economics

The traveler economy supported **one-in-15 jobs** in Georgia, including more than 118,000 jobs in the food and beverage industry.



Personal Income Impacts

Traveler activity generated \$14.4 billion in direct personal income in 2025. Including indirect and induced impacts, employees received \$24.4 billion in personal income, the equivalent of \$5,992 per resident household. Total visitor-generated income in Georgia increased 2.2% in 2025.



Numbers may not add due to rounding.

Personal Income by Industry (2025)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$14,383	\$5,358	\$4,672	\$24,413
Air Transport	\$3,828	\$27	\$39	\$3,894
Food & Beverage	\$2,662	\$328	\$377	\$3,368
Lodging	\$2,948	\$1	\$3	\$2,952
Business Services	\$48	\$1,991	\$742	\$2,782
Construction and Utilities	\$1,527	\$192	\$86	\$1,804
Finance, Ins. & Real Estate	\$283	\$726	\$579	\$1,588
Recreation and Entertainment	\$1,321	\$123	\$68	\$1,512
Other Transport	\$493	\$744	\$156	\$1,393
Retail Trade	\$838	\$112	\$416	\$1,365
Education and Health Care		\$18	\$1,298	\$1,316
Personal Services	\$175	\$203	\$317	\$696
Communications		\$336	\$234	\$570
Wholesale Trade		\$235	\$198	\$433
Manufacturing	\$23	\$176	\$72	\$272
Gasoline Stations	\$181	\$5	\$25	\$211
Government	\$56	\$109	\$42	\$207
Agriculture, Fishing, Mining		\$31	\$18	\$48

Source: Tourism Economics



Tax Impacts

Traveler activity generated nearly \$10.6 billion in government revenues in 2025, with state and local taxes alone falling just shy of \$5.3 billion.

Each household in Georgia would need to be taxed an additional \$1,292 to replace the visitor-generated taxes received by Georgia’s state and local governments in 2025.

Tax Impacts (2025)

\$ millions

	Direct Taxes	Indirect & Induced Taxes	Total Taxes
Total Tax Revenues	\$6,863	\$3,697	\$10,561
Federal Taxes	\$3,102	\$2,196	\$5,298
Personal Income	\$1,058	\$813	\$1,871
Corporate	\$252	\$201	\$453
Indirect Business	\$244	\$117	\$361
Social Insurance	\$1,549	\$1,065	\$2,614
State and Local Taxes	\$3,761	\$1,501	\$5,263
Sales	\$1,407	\$651	\$2,058
Bed Tax	\$770	\$0	\$770
Personal Income	\$303	\$230	\$533
Corporate	\$49	\$39	\$88
Social Insurance	\$5	\$3	\$8
Excise and Fees	\$92	\$51	\$143
Property	\$1,136	\$527	\$1,663

Source: Tourism Economics
Numbers may not add due to rounding.



Tax Impacts

Local governments received nearly \$2.7 billion in tax and assessment revenues as the result of traveler activity in Georgia in 2025. Property tax and sales taxes made up the majority of the revenue for local governments.

State government tax revenue resulting from traveler activity neared \$2.6 billion in Georgia in 2025, with sales tax revenues constituting slightly more than half of all traveler-related revenues.

Government support of tourism is divided between collective (general support) and individual (specific support) spending.

Total state government operating (current) expenditures in support of tourism tallied \$110.6 million in the most recent fiscal year.

Investment by and on behalf of the travel sector was \$5.0 billion in 2025, including hotels, recreational facilities, and related government capital outlays.

Tax Impacts – State and Local Tax Revenue (2025)

\$ millions

	State	Local
State and Local Taxes	\$2,591	\$2,671
Sales	\$1,343	\$715
Bed Tax	\$412	\$358
Personal Income	\$533	
Corporate	\$88	
Social Insurance	\$8	
Excise and Fees	\$92	\$51
Property	\$116	\$1,547

Source: Tourism Economics

Tourism Capital Investment

\$ millions

	2021	2022	2023	2024	2025
Total Tourism CAPEX	\$3,314	\$4,266	\$5,152	\$5,051	\$5,011
Machinery & equip.	\$1,716	\$2,580	\$2,929	\$3,033	\$3,074
Construction	\$1,296	\$1,364	\$1,760	\$1,661	\$1,543
Government capital	\$302	\$322	\$463	\$356	\$395

Source: Tourism Economics

Numbers may not add due to rounding.

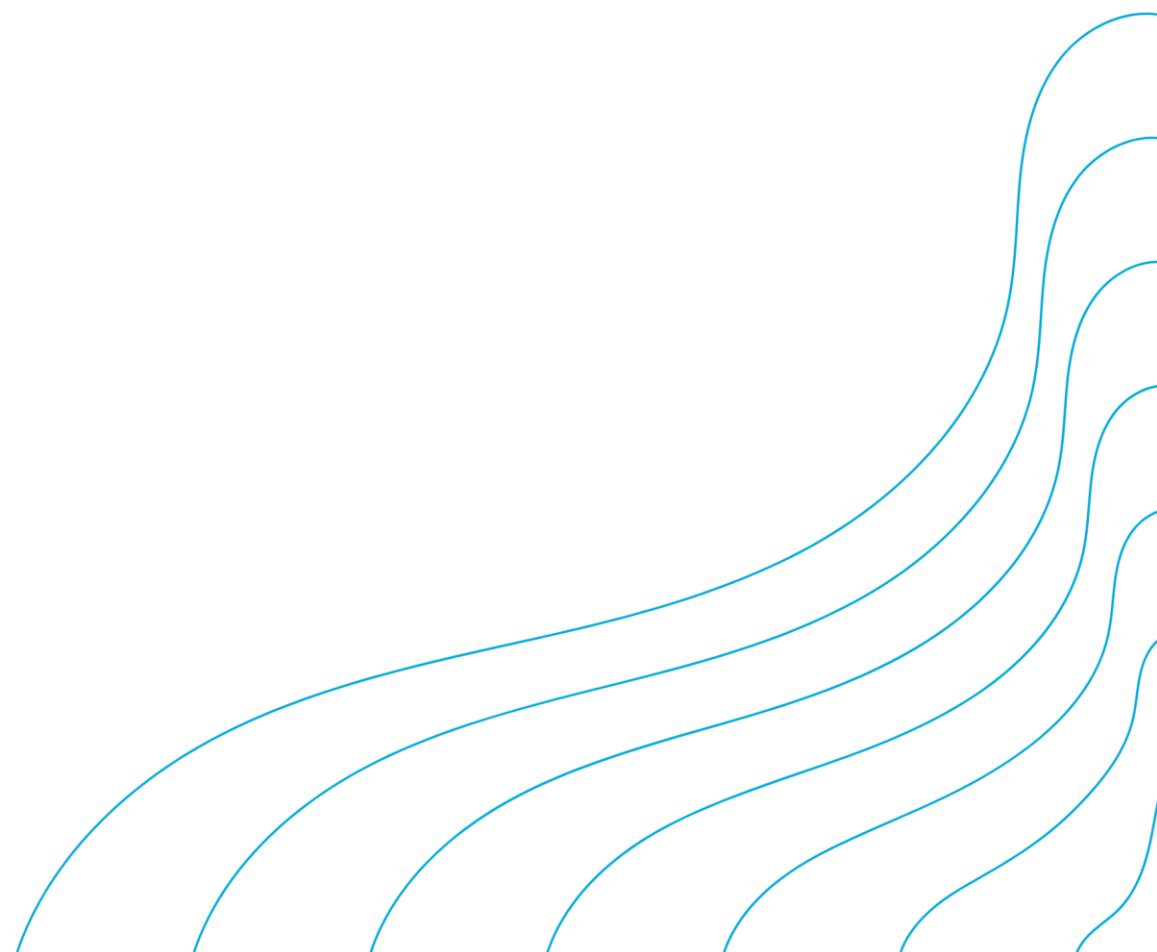
Government Expenditures (FY2026)

levels \$

FY 26	General	Specific	Total
Total Current	\$21,305,294	\$89,296,845	\$110,602,139
Economic Development			
Film, video, and music	\$586,425		
GA Council for the Arts	\$1,253,530		
Tourism	\$19,070,984		
Agriculture			
Marketing & promotion	\$389,816		
Department of Community Affairs	\$4,540	\$23,424,626	
Natural Resources			
Georgia Outdoor Stewardship Program		\$7,824,117	
Parks, recreation, and historic sites		\$24,850,149	
Coastal Resources		\$3,904,138	
Wildlife Resources		\$25,389,296	
Public Safety			
Aviation		\$3,904,519	
Total Capital			\$394,803,134
Transportation			
Capital Construction Projects			\$250,666,990
Capital Maintenance Projects			\$58,669,622
Program Delivery Administration			\$19,827,351
Airport Aid			\$65,639,172

Source: Tourism Economics

APPENDIX A. COUNTY TABLES



COUNTY TABLES

ATLANTA METRO – VISITOR SPENDING

\$ millions	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
Region Total	\$3,512.7	\$4,087.9	\$1,785.5	\$2,244.1	\$9,252.9	\$20,883.1	1.5%
County							
Clayton County	\$205.8	\$238.4	\$57.1	\$117.7	\$183.3	\$802.3	0.6%
Cobb County	\$404.3	\$470.9	\$269.4	\$219.0	\$309.1	\$1,672.7	2.5%
DeKalb County	\$386.1	\$456.9	\$140.4	\$280.3	\$258.5	\$1,522.3	-0.4%
Douglas County	\$63.4	\$99.6	\$34.8	\$52.7	\$58.3	\$308.8	6.3%
Fayette County	\$58.5	\$74.5	\$23.1	\$52.5	\$40.2	\$248.8	4.3%
Fulton County	\$2,109.4	\$2,225.1	\$1,027.6	\$1,221.7	\$8,010.8	\$14,594.7	1.2%
Gwinnett County	\$197.9	\$365.9	\$159.6	\$205.5	\$279.6	\$1,208.6	4.4%
Henry County	\$87.2	\$156.6	\$73.3	\$94.6	\$113.1	\$524.8	1.7%

* 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	Income (\$mils)	S&L taxes (\$mils)	Tax revs per HH	Fed taxes (\$mils)
Region Total	116,518	44.1%	3.2%	\$6,333.9	\$1,594.8	\$960	\$1,305.8
County							
Clayton County	6,564	2.5%	3.2%	\$217.4	\$54.2	\$512	\$44.8
Cobb County	13,425	5.1%	2.3%	\$616.8	\$171.6	\$580	\$127.2
DeKalb County	11,720	4.4%	2.3%	\$491.6	\$120.3	\$419	\$101.8
Douglas County	3,241	1.2%	3.9%	\$93.2	\$26.5	\$510	\$19.7
Fayette County	2,025	0.8%	2.6%	\$68.3	\$22.3	\$501	\$14.5
Fulton County	65,699	24.9%	4.9%	\$4,406.2	\$1,060.4	\$2,293	\$903.0
Gwinnett County	9,901	3.7%	1.5%	\$314.1	\$104.6	\$320	\$67.8
Henry County	3,943	1.5%	3.0%	\$126.2	\$34.7	\$401	\$27.0

COUNTY TABLES

CENTRAL GEORGIA – VISITOR SPENDING

\$ millions	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
Region Total	\$1,323.2	\$1,574.8	\$684.7	\$852.2	\$874.3	\$5,309.2	5.4%
County							
Baldwin County	\$23.4	\$28.3	\$10.5	\$13.7	\$15.1	\$91.0	5.2%
Bibb County	\$109.6	\$144.4	\$49.7	\$76.5	\$86.7	\$466.9	-1.9%
Burke County	\$9.4	\$9.1	\$3.0	\$5.1	\$5.7	\$32.3	3.8%
Butts County	\$11.5	\$10.9	\$2.8	\$3.6	\$9.5	\$38.3	3.4%
Chattahoochee County	\$8.0	\$4.3	\$0.5	\$4.0	\$2.8	\$19.6	-0.3%
Clarke County	\$143.0	\$156.8	\$41.0	\$88.3	\$71.6	\$500.7	9.8%
Columbia County	\$50.5	\$82.3	\$24.6	\$46.2	\$44.6	\$248.3	14.8%
Coweta County	\$43.7	\$67.6	\$23.6	\$35.7	\$46.7	\$217.3	6.2%
Crawford County	\$1.2	\$1.4	\$0.3	\$0.3	\$0.8	\$4.0	13.9%
Crisp County	\$20.0	\$22.2	\$8.3	\$10.2	\$17.4	\$78.1	0.3%
Dooly County	\$1.8	\$1.3	\$0.6	\$0.9	\$3.0	\$7.5	-6.3%
Emanuel County	\$6.2	\$10.8	\$2.5	\$7.2	\$4.7	\$31.3	24.3%
GlascocK County	\$1.9	\$1.9	\$0.6	\$0.4	\$0.3	\$4.9	6.7%
Greene County	\$67.1	\$67.3	\$41.3	\$25.9	\$26.7	\$228.2	52.4%
Hancock County	\$13.0	\$4.1	\$2.0	\$3.0	\$1.2	\$23.3	7.6%
Harris County	\$17.6	\$16.2	\$32.6	\$13.5	\$10.2	\$90.2	2.7%
Heard County	\$1.4	\$1.0	\$0.3	\$0.3	\$0.4	\$3.4	8.1%
Houston County	\$66.0	\$104.2	\$44.9	\$48.2	\$50.2	\$313.5	6.3%
Jasper County	\$4.3	\$3.6	\$1.3	\$2.8	\$0.6	\$12.8	9.6%
Jefferson County	\$3.0	\$4.0	\$1.0	\$1.2	\$5.4	\$14.6	6.5%
Jenkins County	\$1.8	\$2.7	\$0.6	\$0.8	\$1.2	\$7.1	9.4%
Johnson County	\$0.5	\$0.9	\$0.3	\$0.3	\$0.8	\$2.8	8.1%
Jones County	\$1.6	\$3.0	\$2.1	\$0.7	\$1.4	\$8.8	5.9%
Lamar County	\$1.5	\$2.7	\$0.9	\$0.6	\$1.3	\$7.0	-1.5%
Lincoln County	\$10.2	\$4.9	\$2.2	\$3.6	\$1.2	\$22.2	6.6%
Macon County	\$1.4	\$1.2	\$0.5	\$0.4	\$1.0	\$4.5	4.5%
Marion County	\$4.5	\$3.9	\$0.2	\$2.0	\$2.1	\$12.8	2.5%
McDuffie County	\$9.3	\$9.8	\$4.9	\$3.9	\$8.6	\$36.5	1.2%
Meriwether County	\$2.2	\$3.5	\$1.0	\$1.2	\$2.0	\$9.9	1.6%
Monroe County	\$19.9	\$30.2	\$12.3	\$14.1	\$12.8	\$89.2	11.2%

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

CENTRAL GEORGIA – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Income (\$mils)	S&L taxes (\$mils)	Tax revs per HH	Fed taxes (\$mils)
Region Total	50,133	19.0%	3.7%	\$1,373.1	\$416.6	\$471	\$294.7
County							
Baldwin County	935	0.35%	3.7%	\$22.1	\$6.9	\$414	\$4.8
Bibb County	4,685	1.77%	4.0%	\$126.6	\$35.5	\$592	\$26.9
Burke County	280	0.11%	2.8%	\$5.9	\$2.3	\$254	\$1.5
Butts County	258	0.10%	2.0%	\$7.2	\$2.2	\$252	\$1.5
Chattahoochee County	193	0.07%	1.1%	\$5.3	\$2.0	\$1,080	\$1.1
Clarke County	4,759	1.80%	4.6%	\$134.9	\$35.9	\$660	\$28.4
Columbia County	2,971	1.12%	4.0%	\$72.3	\$19.5	\$353	\$15.8
Coweta County	2,120	0.80%	2.7%	\$57.0	\$16.3	\$290	\$12.1
Crawford County	36	0.01%	1.1%	\$0.7	\$0.2	\$47	\$0.1
Crisp County	676	0.26%	5.5%	\$17.3	\$7.2	\$908	\$3.8
Dooly County	58	0.02%	1.4%	\$1.4	\$0.7	\$164	\$0.3
Emanuel County	263	0.10%	2.4%	\$5.6	\$2.4	\$285	\$1.3
GlascocK County	70	0.03%	8.3%	\$1.2	\$0.3	\$297	\$0.3
Greene County	1,446	0.55%	11.5%	\$51.9	\$29.2	\$3,562	\$11.2
Hancock County	144	0.05%	5.0%	\$2.3	\$1.3	\$436	\$0.6
Harris County	1,104	0.42%	6.9%	\$34.6	\$7.6	\$584	\$7.2
Heard County	26	0.01%	0.7%	\$0.6	\$0.2	\$49	\$0.1
Houston County	3,752	1.42%	3.8%	\$84.0	\$27.3	\$428	\$18.3
Jasper County	84	0.03%	1.6%	\$1.9	\$0.9	\$145	\$0.5
Jefferson County	129	0.05%	1.6%	\$3.2	\$1.1	\$187	\$0.7
Jenkins County	60	0.02%	1.8%	\$1.3	\$0.5	\$158	\$0.3
Johnson County	45	0.02%	1.7%	\$0.8	\$0.2	\$58	\$0.2
Jones County	101	0.04%	1.1%	\$1.8	\$0.8	\$72	\$0.4
Lamar County	81	0.03%	1.0%	\$2.6	\$0.5	\$71	\$0.5
Lincoln County	175	0.07%	6.1%	\$3.7	\$1.3	\$425	\$0.8
Macon County	51	0.02%	1.1%	\$1.3	\$0.7	\$179	\$0.3
Marion County	134	0.05%	5.9%	\$6.1	\$1.1	\$374	\$1.2
McDuffie County	333	0.13%	3.0%	\$9.4	\$3.3	\$399	\$2.0
Meriwether County	100	0.04%	1.0%	\$2.5	\$0.8	\$100	\$0.5
Monroe County	950	0.36%	6.8%	\$23.9	\$6.5	\$613	\$5.0

COUNTY TABLES

CENTRAL GEORGIA – VISITOR SPENDING

\$ millions	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
Region Total	\$1,323.2	\$1,574.8	\$684.7	\$852.2	\$874.3	\$5,309.2	5.4%
County							
Morgan County	\$17.7	\$18.3	\$7.3	\$10.7	\$16.3	\$70.3	7.6%
Muscogee County	\$170.3	\$201.5	\$66.4	\$125.3	\$87.4	\$650.9	1.9%
Newton County	\$35.7	\$41.7	\$12.1	\$22.8	\$27.6	\$140.0	3.5%
Oconee County	\$6.4	\$12.4	\$3.7	\$6.9	\$6.7	\$36.2	6.6%
Oglethorpe County	\$4.9	\$1.5	\$0.4	\$0.8	\$0.7	\$8.2	7.8%
Peach County	\$13.0	\$15.9	\$5.7	\$6.2	\$25.0	\$65.9	-1.5%
Pike County	\$0.5	\$1.7	\$0.5	\$0.4	\$0.9	\$3.9	7.0%
Putnam County	\$37.7	\$17.0	\$9.8	\$15.8	\$6.1	\$86.5	4.6%
Richmond County	\$199.4	\$253.2	\$199.4	\$128.1	\$129.8	\$909.9	2.5%
Rockdale County	\$33.4	\$47.4	\$15.7	\$29.7	\$35.1	\$161.4	-0.9%
Schley County	\$0.7	\$1.0	\$0.2	\$0.4	\$0.6	\$2.9	3.6%
Spalding County	\$7.5	\$18.4	\$4.6	\$15.1	\$12.2	\$57.7	9.4%
Stewart County	\$0.7	\$0.8	\$0.1	\$0.2	\$0.4	\$2.3	12.8%
Sumter County	\$14.4	\$15.4	\$6.1	\$8.7	\$10.9	\$55.5	2.2%
Talbot County	\$0.9	\$1.1	\$0.3	\$0.3	\$0.3	\$2.8	9.5%
Taliaferro County	\$2.1	\$1.8	\$0.3	\$0.4	\$0.2	\$4.7	1.0%
Taylor County	\$2.1	\$1.0	\$0.5	\$0.5	\$3.1	\$7.2	1.2%
Troup County	\$93.6	\$78.6	\$22.9	\$41.0	\$48.2	\$284.3	0.9%
Twiggs County	\$2.6	\$1.2	\$0.5	\$1.1	\$0.8	\$6.2	1.8%
Upson County	\$3.0	\$6.8	\$1.8	\$4.9	\$3.8	\$20.4	-0.4%
Walton County	\$5.8	\$16.1	\$5.0	\$11.2	\$14.5	\$52.6	5.1%
Warren County	\$3.0	\$3.8	\$0.6	\$0.9	\$0.6	\$8.8	-3.9%
Washington County	\$5.5	\$7.5	\$2.4	\$3.2	\$4.2	\$22.8	3.7%
Webster County	\$0.4	\$0.5	\$0.2	\$0.1	\$0.5	\$1.6	-0.4%
Wilkes County	\$5.0	\$3.6	\$1.2	\$2.1	\$1.6	\$13.5	6.4%
Wilkinson County	\$1.6	\$1.8	\$0.7	\$0.6	\$0.8	\$5.6	1.9%

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

CENTRAL GEORGIA – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Income (\$mils)	S&L taxes (\$mils)	Tax revs per HH	Fed taxes (\$mils)
Region Total	50,133	19.0%	3.7%	\$1,373.1	\$416.6	\$471	\$294.7
County							
Morgan County	610	0.23%	4.1%	\$18.7	\$6.4	\$792	\$4.0
Muscogee County	6,183	2.34%	4.8%	\$171.3	\$47.2	\$580	\$36.3
Newton County	1,316	0.50%	2.3%	\$32.0	\$10.1	\$246	\$6.9
Oconee County	381	0.14%	1.3%	\$8.7	\$2.5	\$167	\$1.9
Oglethorpe County	61	0.02%	1.3%	\$1.3	\$0.4	\$77	\$0.3
Peach County	458	0.17%	2.9%	\$13.4	\$4.2	\$394	\$2.8
Pike County	35	0.01%	0.5%	\$0.7	\$0.2	\$33	\$0.2
Putnam County	579	0.22%	5.1%	\$16.0	\$5.6	\$540	\$3.6
Richmond County	7,962	3.01%	5.2%	\$240.2	\$67.2	\$876	\$51.3
Rockdale County	1,510	0.57%	2.7%	\$40.1	\$12.9	\$375	\$8.9
Schley County	30	0.01%	1.5%	\$0.8	\$0.2	\$109	\$0.2
Spalding County	464	0.18%	1.3%	\$13.5	\$4.3	\$163	\$3.0
Stewart County	16	0.01%	0.6%	\$0.5	\$0.2	\$126	\$0.1
Sumter County	571	0.22%	4.0%	\$13.5	\$4.3	\$391	\$3.0
Talbot County	18	0.01%	0.7%	\$0.4	\$0.1	\$52	\$0.1
Taliaferro County	51	0.02%	10.9%	\$1.1	\$0.3	\$503	\$0.2
Taylor County	40	0.02%	1.3%	\$1.0	\$0.3	\$104	\$0.2
Troup County	2,520	0.95%	4.3%	\$77.9	\$25.9	\$963	\$16.4
Twiggs County	44	0.02%	1.5%	\$1.1	\$0.4	\$137	\$0.3
Upson County	206	0.08%	1.8%	\$4.6	\$1.5	\$141	\$1.0
Walton County	547	0.21%	1.2%	\$14.2	\$4.0	\$112	\$3.1
Warren County	92	0.03%	3.7%	\$2.4	\$0.6	\$286	\$0.5
Washington County	249	0.09%	2.4%	\$6.1	\$1.7	\$226	\$1.3
Webster County	19	0.01%	2.2%	\$0.6	\$0.1	\$128	\$0.1
Wilkes County	108	0.04%	2.2%	\$2.8	\$0.9	\$214	\$0.6
Wilkinson County	44	0.02%	1.1%	\$1.1	\$0.3	\$95	\$0.2

COUNTY TABLES

COASTAL GEORGIA – VISITOR SPENDING

\$ millions	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
Region Total	\$1,695.1	\$1,383.9	\$466.9	\$785.4	\$814.5	\$5,145.9	2.6%
County							
Brantley County	\$2.0	\$2.7	\$0.7	\$0.9	\$1.1	\$7.4	3.9%
Bryan County	\$30.8	\$35.3	\$25.8	\$17.3	\$32.7	\$141.9	-0.5%
Camden County	\$51.6	\$55.8	\$22.7	\$23.9	\$37.8	\$191.8	5.5%
Charlton County	\$1.8	\$2.3	\$0.4	\$1.0	\$1.4	\$7.0	3.2%
Chatham County	\$1,128.3	\$910.4	\$306.1	\$522.3	\$531.4	\$3,398.5	2.4%
Effingham County	\$4.9	\$7.4	\$5.5	\$7.1	\$8.6	\$33.6	6.5%
Glynn County	\$401.0	\$282.1	\$75.8	\$157.5	\$152.9	\$1,069.2	3.3%
Liberty County	\$38.8	\$42.3	\$13.9	\$26.1	\$24.4	\$145.4	0.0%
McIntosh County	\$17.1	\$11.3	\$4.2	\$10.0	\$4.2	\$46.8	2.2%
Pierce County	\$2.9	\$6.1	\$1.7	\$2.1	\$3.3	\$16.0	8.1%
Ware County	\$15.8	\$28.2	\$10.2	\$17.3	\$16.6	\$88.2	3.3%

* 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	Income (\$mils)	S&L taxes (\$mils)	Tax revs per HH	Fed taxes (\$mils)
Region Total	41,326	15.6%	8.9%	\$1,490.1	\$447.9	\$1,606	\$308.8
County							
Brantley County	70	0.03%	1.5%	\$1.6	\$0.5	\$69	\$0.4
Bryan County	1,457	0.55%	6.2%	\$42.8	\$10.1	\$606	\$8.7
Camden County	1,998	0.76%	7.4%	\$56.7	\$17.6	\$810	\$12.0
Charlton County	70	0.03%	1.9%	\$1.9	\$0.4	\$106	\$0.4
Chatham County	25,984	9.83%	10.8%	\$971.3	\$288.3	\$2,395	\$199.7
Effingham County	223	0.08%	0.8%	\$5.5	\$1.9	\$77	\$1.2
Glynn County	8,410	3.18%	13.3%	\$335.6	\$106.1	\$2,984	\$70.0
Liberty County	1,525	0.58%	3.4%	\$37.7	\$11.2	\$469	\$8.1
McIntosh County	297	0.11%	6.9%	\$8.3	\$3.7	\$739	\$1.9
Pierce County	175	0.07%	2.3%	\$4.1	\$1.3	\$166	\$0.9
Ware County	1,117	0.42%	5.8%	\$24.6	\$7.0	\$537	\$5.4

COUNTY TABLES

NORTH GEORGIA – VISITOR SPENDING

\$ millions	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
Region Total	\$1,210.3	\$1,126.2	\$435.5	\$743.2	\$705.2	\$4,220.4	2.7%
County							
Banks County	\$28.9	\$32.2	\$12.6	\$16.9	\$20.7	\$111.3	0.0%
Barrow County	\$64.4	\$52.8	\$21.4	\$41.4	\$30.0	\$210.0	5.5%
Bartow County	\$66.7	\$89.2	\$38.1	\$35.6	\$66.6	\$296.1	1.9%
Carroll County	\$32.4	\$59.2	\$17.9	\$26.9	\$41.9	\$178.3	4.7%
Catoosa County	\$18.9	\$29.7	\$11.3	\$18.1	\$14.7	\$92.7	8.6%
Chattooga County	\$3.6	\$4.6	\$1.1	\$3.7	\$2.1	\$15.1	11.2%
Cherokee County	\$42.1	\$66.1	\$24.9	\$47.5	\$42.7	\$223.4	3.5%
Dade County	\$7.6	\$5.5	\$1.7	\$3.9	\$7.5	\$26.2	10.4%
Dawson County	\$34.1	\$32.1	\$8.4	\$60.9	\$15.2	\$150.7	0.9%
Elbert County	\$6.7	\$7.6	\$2.7	\$3.2	\$4.4	\$24.6	-2.9%
Fannin County	\$161.0	\$64.4	\$17.6	\$40.5	\$26.6	\$310.1	0.8%
Floyd County	\$28.8	\$47.6	\$19.6	\$26.7	\$26.5	\$149.2	-0.4%
Forsyth County	\$48.9	\$68.2	\$55.4	\$38.4	\$44.6	\$255.5	4.7%
Franklin County	\$17.2	\$16.6	\$5.4	\$9.2	\$18.6	\$67.0	1.4%
Gilmer County	\$82.4	\$39.0	\$12.4	\$23.9	\$18.4	\$176.1	3.7%
Gordon County	\$19.7	\$27.5	\$10.5	\$15.9	\$27.4	\$101.0	2.5%
Habersham County	\$23.4	\$24.3	\$7.5	\$14.3	\$10.5	\$79.9	14.9%
Hall County	\$88.2	\$116.1	\$51.7	\$56.4	\$69.0	\$381.4	4.5%
Haralson County	\$2.5	\$4.7	\$2.0	\$4.9	\$6.1	\$20.2	-0.9%
Hart County	\$20.9	\$13.7	\$4.5	\$10.6	\$6.6	\$56.3	-2.0%
Jackson County	\$17.7	\$22.6	\$10.0	\$17.1	\$31.8	\$99.1	1.1%
Lumpkin County	\$41.9	\$26.3	\$7.0	\$17.9	\$14.7	\$107.7	1.2%
Madison County	\$11.5	\$11.3	\$1.0	\$10.2	\$7.2	\$41.1	4.8%
Murray County	\$6.0	\$10.0	\$3.2	\$3.9	\$6.4	\$29.6	-0.4%
Paulding County	\$9.7	\$26.6	\$9.6	\$20.8	\$20.6	\$87.3	3.0%
Pickens County	\$18.2	\$12.4	\$2.7	\$8.4	\$7.5	\$49.3	4.1%
Polk County	\$3.7	\$9.4	\$2.8	\$8.5	\$6.9	\$31.3	0.6%
Rabun County	\$64.4	\$35.9	\$13.6	\$24.6	\$16.6	\$155.1	-1.9%
Stephens County	\$6.9	\$8.1	\$2.9	\$7.0	\$4.4	\$29.2	1.3%
Towns County	\$41.3	\$19.4	\$5.8	\$15.4	\$8.2	\$90.1	2.3%
Union County	\$43.7	\$24.3	\$9.6	\$23.4	\$7.3	\$108.3	5.7%
Walker County	\$13.6	\$12.4	\$8.0	\$12.1	\$7.9	\$54.1	4.3%
White County	\$96.1	\$56.2	\$16.5	\$50.3	\$28.4	\$247.5	1.5%
Whitfield County	\$37.3	\$50.2	\$15.8	\$24.9	\$37.3	\$165.5	-1.6%

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

NORTH GEORGIA – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Income (\$mils)	S&L taxes (\$mils)	Tax revs per HH	Fed taxes (\$mils)
Region Total	33,230	12.6%	2.7%	\$1,036.2	\$331.1	\$392	\$221.8
County							
Banks County	1,000	0.38%	12.2%	\$32.4	\$8.6	\$1,258	\$7.0
Barrow County	1,937	0.73%	4.4%	\$49.2	\$15.5	\$505	\$10.7
Bartow County	2,863	1.08%	4.1%	\$99.7	\$28.7	\$704	\$20.4
Carroll County	1,525	0.58%	2.2%	\$38.2	\$13.2	\$299	\$8.4
Catoosa County	789	0.30%	3.0%	\$19.9	\$7.0	\$261	\$4.4
Chattooga County	141	0.05%	1.7%	\$3.2	\$0.9	\$104	\$0.7
Cherokee County	2,074	0.78%	1.5%	\$58.2	\$17.5	\$173	\$12.5
Dade County	149	0.06%	1.9%	\$4.3	\$1.5	\$251	\$0.9
Dawson County	926	0.35%	5.1%	\$27.4	\$9.7	\$841	\$6.1
Elbert County	280	0.11%	2.9%	\$6.4	\$1.6	\$194	\$1.4
Fannin County	1,734	0.66%	12.0%	\$70.9	\$30.5	\$2,569	\$15.0
Floyd County	1,501	0.57%	2.4%	\$39.6	\$12.2	\$331	\$8.7
Forsyth County	1,962	0.74%	1.3%	\$56.5	\$16.9	\$190	\$12.3
Franklin County	601	0.23%	4.7%	\$18.9	\$5.0	\$551	\$4.0
Gilmer County	1,029	0.39%	6.8%	\$34.9	\$10.7	\$821	\$7.5
Gordon County	845	0.32%	2.5%	\$22.1	\$7.5	\$350	\$4.8
Habersham County	777	0.29%	3.2%	\$21.1	\$6.5	\$386	\$4.5
Hall County	2,464	0.93%	1.7%	\$121.2	\$29.7	\$404	\$25.1
Haralson County	172	0.07%	1.3%	\$4.5	\$1.8	\$153	\$1.0
Hart County	506	0.19%	3.6%	\$12.9	\$4.3	\$388	\$2.8
Jackson County	724	0.27%	1.3%	\$25.9	\$7.5	\$265	\$5.3
Lumpkin County	998	0.38%	6.9%	\$29.9	\$8.6	\$740	\$6.4
Madison County	304	0.12%	3.0%	\$8.3	\$2.4	\$210	\$1.8
Murray County	308	0.12%	2.6%	\$7.3	\$2.2	\$142	\$1.6
Paulding County	810	0.31%	1.2%	\$18.8	\$6.3	\$104	\$4.2
Pickens County	295	0.11%	1.7%	\$8.3	\$3.3	\$244	\$1.9
Polk County	278	0.11%	1.7%	\$7.3	\$2.1	\$132	\$1.6
Rabun County	1,094	0.41%	11.7%	\$37.6	\$13.3	\$1,750	\$8.0
Stephens County	286	0.11%	2.5%	\$6.3	\$2.3	\$216	\$1.4
Towns County	508	0.19%	8.5%	\$14.3	\$5.8	\$982	\$3.1
Union County	865	0.33%	6.8%	\$21.8	\$8.0	\$699	\$4.9
Walker County	462	0.17%	1.9%	\$13.7	\$3.8	\$143	\$2.9
White County	1,654	0.63%	11.3%	\$54.3	\$22.1	\$2,064	\$11.8
Whitfield County	1,369	0.52%	1.9%	\$40.8	\$14.0	\$381	\$8.8

COUNTY TABLES

SOUTH GEORGIA – VISITOR SPENDING

\$ millions	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
Region Total	\$491.4	\$609.9	\$255.7	\$344.7	\$385.0	\$2,086.7	1.8%
County							
Appling County	\$5.7	\$8.4	\$2.4	\$5.0	\$4.5	\$26.1	6.0%
Atkinson County	\$0.2	\$0.5	\$0.0	\$0.0	\$0.7	\$1.5	17.6%
Bacon County	\$1.0	\$2.5	\$0.8	\$0.8	\$1.7	\$6.8	1.5%
Baker County	\$0.5	\$0.3	\$0.1	\$0.2	\$0.2	\$1.3	3.1%
Ben Hill County	\$3.9	\$5.2	\$1.4	\$4.3	\$2.8	\$17.6	0.4%
Berrien County	\$2.5	\$2.3	\$0.5	\$1.2	\$1.6	\$8.2	2.4%
Bleckley County	\$0.7	\$2.1	\$0.8	\$0.7	\$1.0	\$5.3	1.5%
Brooks County	\$2.8	\$1.8	\$0.8	\$1.0	\$1.0	\$7.4	4.7%
Bulloch County	\$41.3	\$55.1	\$14.4	\$32.9	\$30.9	\$174.6	0.2%
Calhoun County	\$0.5	\$0.8	\$0.2	\$0.2	\$0.2	\$1.9	-0.1%
Candler County	\$2.6	\$4.7	\$1.3	\$1.1	\$3.0	\$12.7	6.1%
Clay County	\$2.3	\$1.3	\$0.4	\$0.9	\$0.4	\$5.2	5.2%
Clinch County	\$0.5	\$0.8	\$0.1	\$0.2	\$0.8	\$2.4	3.0%
Coffee County	\$12.7	\$21.1	\$5.5	\$12.2	\$17.0	\$68.5	-2.4%
Colquitt County	\$10.0	\$16.6	\$5.9	\$9.8	\$11.8	\$54.1	4.1%
Cook County	\$6.7	\$15.1	\$7.4	\$5.6	\$7.9	\$42.6	0.1%
Decatur County	\$13.1	\$14.1	\$9.2	\$9.7	\$9.1	\$55.3	-0.9%
Dodge County	\$2.9	\$4.5	\$1.4	\$4.5	\$2.4	\$15.7	5.8%
Dougherty County	\$68.8	\$82.9	\$66.0	\$42.9	\$60.0	\$320.7	-0.9%
Early County	\$2.0	\$1.9	\$0.7	\$1.0	\$1.6	\$7.2	-5.9%
Echols County	\$0.3	\$0.2	\$0.0	\$0.1	\$0.1	\$0.7	5.4%
Evans County	\$1.4	\$3.3	\$0.9	\$0.9	\$2.0	\$8.6	-0.8%
Grady County	\$5.0	\$5.6	\$1.6	\$3.5	\$4.3	\$19.9	-0.5%
Irwin County	\$1.0	\$1.3	\$0.4	\$0.2	\$0.9	\$3.7	29.9%
Jeff Davis County	\$2.0	\$4.0	\$1.2	\$1.0	\$3.9	\$12.2	8.8%

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

SOUTH GEORGIA – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Income (\$mils)	S&L taxes (\$mils)	Tax revs per HH	Fed taxes (\$mils)
Region Total	22,997	8.7%	4.1%	\$538.1	\$163.3	\$405	\$116.9
County							
Appling County	243	0.09%	2.2%	\$6.4	\$1.8	\$246	\$1.4
Atkinson County	14	0.01%	0.4%	\$0.3	\$0.1	\$26	\$0.1
Bacon County	61	0.02%	1.1%	\$1.6	\$0.4	\$104	\$0.4
Baker County	16	0.01%	1.4%	\$0.3	\$0.1	\$82	\$0.1
Ben Hill County	159	0.06%	1.8%	\$3.8	\$1.1	\$159	\$0.8
Berrien County	65	0.02%	1.0%	\$1.4	\$0.6	\$87	\$0.3
Bleckley County	97	0.04%	1.6%	\$2.4	\$0.6	\$139	\$0.5
Brooks County	61	0.02%	1.1%	\$1.4	\$0.4	\$67	\$0.3
Bulloch County	1,821	0.69%	4.2%	\$50.4	\$13.3	\$433	\$10.6
Calhoun County	27	0.01%	1.1%	\$0.5	\$0.1	\$82	\$0.1
Candler County	95	0.04%	1.9%	\$2.9	\$1.1	\$276	\$0.6
Clay County	69	0.03%	7.1%	\$1.1	\$0.4	\$356	\$0.3
Clinch County	20	0.01%	0.6%	\$0.4	\$0.2	\$68	\$0.1
Coffee County	847	0.32%	3.3%	\$19.7	\$5.4	\$351	\$4.3
Colquitt County	659	0.25%	2.8%	\$15.5	\$4.2	\$247	\$3.4
Cook County	445	0.17%	6.2%	\$8.8	\$2.7	\$431	\$2.0
Decatur County	970	0.37%	7.4%	\$17.2	\$4.4	\$410	\$3.8
Dodge County	169	0.06%	2.1%	\$3.9	\$1.1	\$157	\$0.8
Dougherty County	3,901	1.48%	6.2%	\$88.4	\$27.2	\$793	\$19.4
Early County	71	0.03%	1.4%	\$1.8	\$0.5	\$132	\$0.4
Echols County	3	0.00%	0.4%	\$0.1	\$0.0	\$26	\$0.0
Evans County	101	0.04%	1.6%	\$2.3	\$0.7	\$173	\$0.5
Grady County	142	0.05%	1.5%	\$3.4	\$1.3	\$131	\$0.8
Irwin County	57	0.02%	1.5%	\$1.2	\$0.3	\$81	\$0.3
Jeff Davis County	121	0.05%	1.8%	\$2.9	\$0.9	\$170	\$0.7

COUNTY TABLES

SOUTH GEORGIA – VISITOR SPENDING

\$ millions	Lodging*	Food and beverage	Recreation	Retail	Transport**	Total	Growth rate
Region Total	\$491.4	\$609.9	\$255.7	\$344.7	\$385.0	\$2,086.7	1.8%
County							
Lanier County	\$0.4	\$0.9	\$0.1	\$0.3	\$0.5	\$2.1	1.3%
Laurens County	\$25.5	\$37.5	\$12.5	\$20.2	\$31.1	\$126.8	4.4%
Lee County	\$2.6	\$3.2	\$1.5	\$5.5	\$2.3	\$15.0	8.3%
Long County	\$1.1	\$0.8	\$0.2	\$0.5	\$0.9	\$3.4	-3.4%
Lowndes County	\$107.2	\$143.9	\$66.4	\$78.0	\$75.6	\$471.2	2.7%
Miller County	\$0.2	\$0.8	\$0.5	\$0.5	\$0.5	\$2.6	-2.4%
Mitchell County	\$2.7	\$3.5	\$4.5	\$2.7	\$2.3	\$15.6	-2.4%
Montgomery County	\$2.0	\$1.4	\$0.5	\$0.4	\$1.9	\$6.2	-1.0%
Pulaski County	\$1.6	\$2.8	\$1.0	\$0.6	\$1.4	\$7.3	8.2%
Quitman County	\$3.2	\$3.3	\$0.5	\$0.6	\$0.5	\$8.1	4.8%
Randolph County	\$2.1	\$1.8	\$0.6	\$1.0	\$1.0	\$6.5	6.9%
Screven County	\$4.1	\$4.5	\$1.8	\$1.0	\$1.9	\$13.3	5.5%
Seminole County	\$6.4	\$5.6	\$1.9	\$2.4	\$2.1	\$18.4	6.0%
Tattnall County	\$3.6	\$4.9	\$4.1	\$1.5	\$2.8	\$17.0	8.0%
Telfair County	\$2.7	\$3.1	\$0.8	\$1.2	\$2.3	\$10.0	-2.1%
Terrell County	\$1.3	\$2.4	\$0.8	\$0.9	\$1.5	\$6.9	1.8%
Thomas County	\$25.0	\$27.4	\$8.9	\$16.5	\$16.5	\$94.2	6.0%
Tift County	\$65.1	\$55.7	\$12.1	\$37.5	\$40.0	\$210.4	1.7%
Toombs County	\$26.7	\$23.6	\$5.4	\$16.1	\$15.5	\$87.3	1.5%
Treutlen County	\$0.9	\$1.9	\$0.4	\$0.5	\$0.7	\$4.4	15.1%
Turner County	\$2.0	\$2.8	\$1.6	\$1.0	\$2.5	\$10.0	-1.5%
Wayne County	\$4.8	\$12.0	\$3.4	\$11.4	\$8.1	\$39.5	1.5%
Wheeler County	\$1.4	\$2.1	\$0.8	\$0.2	\$0.4	\$4.9	5.1%
Wilcox County	\$1.4	\$2.3	\$0.9	\$0.4	\$0.4	\$5.5	1.6%
Worth County	\$6.8	\$5.2	\$1.0	\$4.2	\$2.6	\$19.9	-0.1%

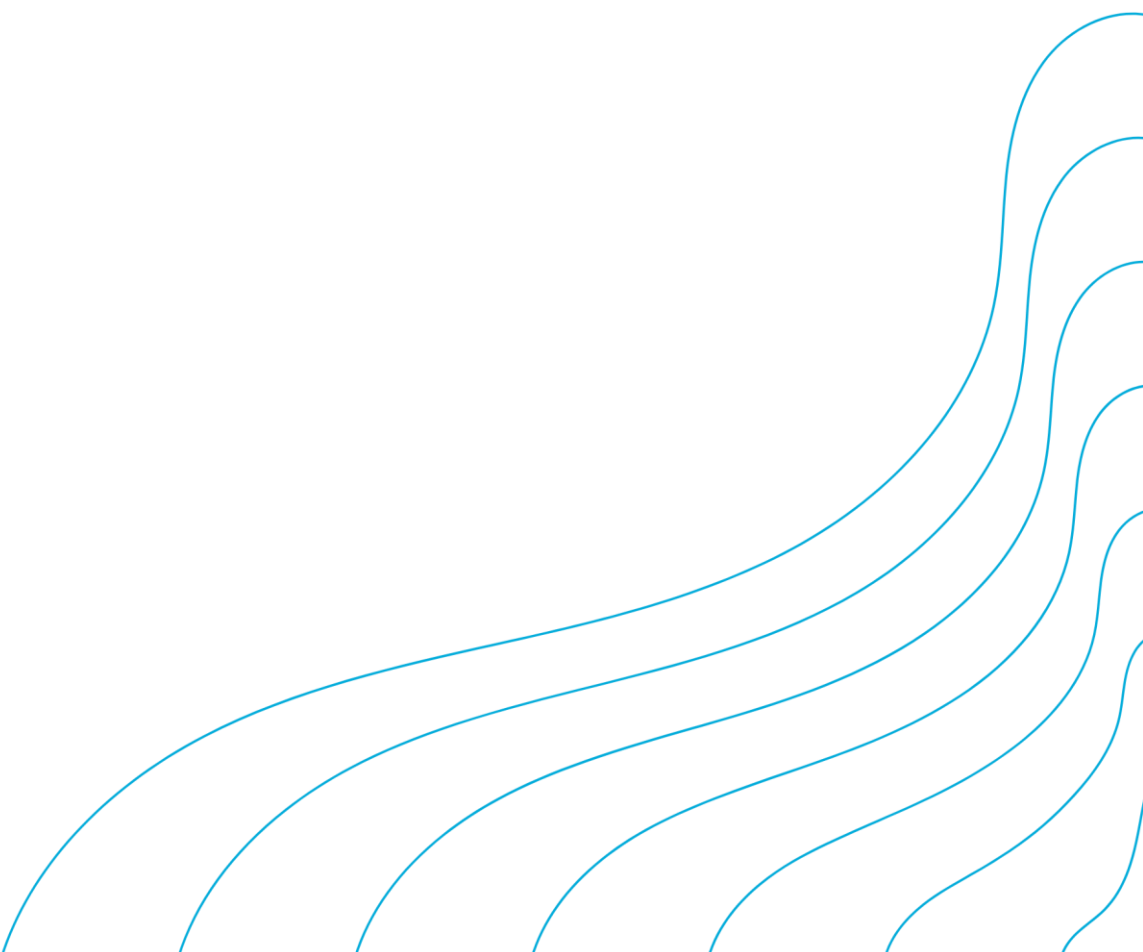
* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

SOUTH GEORGIA – DIRECT IMPACTS

	Employment	Share of State	Share of total county employment	Income (\$mils)	S&L taxes (\$mils)	Tax revs per HH	Fed taxes (\$mils)
Region Total	22,997	8.7%	4.1%	\$538.1	\$163.3	\$405	\$116.9
County							
Lanier County	24	0.01%	0.9%	\$0.5	\$0.2	\$65	\$0.1
Laurens County	1,263	0.48%	4.3%	\$31.6	\$9.6	\$515	\$6.9
Lee County	96	0.04%	0.7%	\$2.4	\$1.2	\$94	\$0.6
Long County	27	0.01%	0.7%	\$0.6	\$0.2	\$39	\$0.1
Lowndes County	5,871	2.22%	7.9%	\$125.0	\$39.5	\$856	\$27.2
Miller County	23	0.01%	0.8%	\$0.6	\$0.2	\$85	\$0.1
Mitchell County	141	0.05%	1.4%	\$3.4	\$1.3	\$162	\$0.7
Montgomery County	58	0.02%	1.9%	\$1.3	\$0.4	\$136	\$0.3
Pulaski County	72	0.03%	1.4%	\$1.7	\$0.6	\$172	\$0.4
Quitman County	82	0.03%	10.5%	\$1.5	\$0.5	\$486	\$0.4
Randolph County	56	0.02%	2.0%	\$1.3	\$0.5	\$191	\$0.3
Screven County	102	0.04%	2.0%	\$2.1	\$1.0	\$198	\$0.5
Seminole County	131	0.05%	3.7%	\$4.8	\$1.4	\$384	\$1.0
Tattnall County	174	0.07%	1.8%	\$4.2	\$1.0	\$137	\$0.9
Telfair County	74	0.03%	2.0%	\$1.6	\$0.7	\$219	\$0.4
Terrell County	51	0.02%	1.2%	\$1.5	\$0.5	\$149	\$0.3
Thomas County	939	0.36%	3.1%	\$25.2	\$7.8	\$417	\$5.4
Tift County	2,105	0.80%	7.0%	\$52.5	\$16.2	\$1,036	\$11.2
Toombs County	612	0.23%	3.7%	\$16.2	\$5.4	\$523	\$3.5
Treutlen County	44	0.02%	1.9%	\$0.8	\$0.3	\$112	\$0.2
Turner County	105	0.04%	2.9%	\$2.2	\$0.9	\$265	\$0.5
Wayne County	373	0.14%	2.8%	\$8.3	\$2.8	\$256	\$1.8
Wheeler County	61	0.02%	3.5%	\$2.0	\$0.3	\$194	\$0.4
Wilcox County	58	0.02%	2.0%	\$0.9	\$0.3	\$110	\$0.2
Worth County	221	0.08%	3.2%	\$7.7	\$1.3	\$172	\$1.6

APPENDIX B. DEFINITIONS



Appendix

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the state of Georgia.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The Tourism Satellite Account (TSA) which measures the tourism-related capital investments into the economy of the study area, is estimated through the analysis of industry-specific data sets on the construction industry, Census Capital Expenditure Survey data, BEA personal consumption expenditure data, and government data.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided below.

Data Sources

- **Longwoods International:** Consumer survey data, including spending and visitor profile characteristics
- **STR:** Lodging performance data, including room demand and revenue, for hotels
- **Georgia Department of Revenue:** Lodging and sales tax receipts, by industry
- **Oxford Economics:** Construction data
- **Georgia:** Annual budget reports
- **BEA/BLS:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors to Georgia

Glossary

SPENDING DEFINITIONS

DIRECT VISITOR SPENDING	Spending by visitors on lodging, transportation within the destination, food and beverages, retail, recreation, the value of second homes, and the portion of air transportation that remains local for visitors only
TRAVELER SPENDING	Direct visitor spending, as defined above, plus spending by visitors in-transit through Georgia
LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
FOOD & BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
RECREATION	Includes visitors spending within the arts, entertainment and recreation sector.
RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
LOCAL TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
AIR TRANSPORT	Where applicable, the local share of air transportation spending.
SECOND HOMES	Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.

ECONOMIC IMPACT DEFINITIONS

DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
INDIRECT IMPACT	Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
PERSONAL INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
VALUE ADDED (GDP)	Business sales net of intermediate (supply chain) purchases.
LOCAL TAXES	City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
STATE TAXES	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.

About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

Oxford Economics employs more than 600 full-time staff, including 350+ professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.



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