

2009 TRAVEL ECONOMIC IMPACT
ON GEORGIA STATE, COUNTIES AND REGIONS

A Study Prepared for the
Georgia Department of Economic Development (DEcD)
By the
U.S. Travel Association
Washington, D.C.
October 2010



U.S. TRAVEL
ASSOCIATION

PREFACE

This study was conducted by the research department of the U.S. Travel Association for the **Georgia Department of Economic Development (DEcD)**. The study presents estimates of travel economic impact on Georgia in 2009 at the state, region and county levels. Estimates include travel expenditures, travel-generated employment and payroll income, as well as tax revenues for state and local government. Direct domestic travel impacts are provided for the state, regions, and counties, while the international traveler impacts are provided at the state level only. For the purpose of comparison, historical impact data are displayed in this report.

All data included in this report are on a calendar year basis.

Research Department
U.S. Travel Association
Washington, D.C.
October 2010

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INTRODUCTION

The study presents estimates of travel economic impact on Georgia in 2009 at the state, region, and county levels. Estimates include travel expenditures, travel-generated employment and payroll income, as well as tax revenues for the state and local governments. Direct domestic travel impacts are provided for the state, regions, and the 159 counties. Additionally, international traveler impacts are provided at the state level only. For the purpose of comparison, historical impact data are displayed in this report.

All estimates of the economic impact of travel contained in this volume are the product of U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The Travel Economic Impact Model was initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The original TEIM has been revised substantially based upon more accurate and targeted input data available from governments and the private sector.

The domestic component of TEIM is based on national surveys conducted by U.S. Travel Association and other travel-related data developed by U.S. Travel Association, various federal agencies and national travel organizations each year. A summary of the methodology is provided in Appendix A.

International travel expenditure estimates are based on the Office of Travel and Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by the TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

Data on U.S. residents traveling in Georgia include residents of Georgia and out-of-state visitors traveling away from home overnight in paid accommodations, or on day or overnight trips to places 50 miles or more away, one-way, from home. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

Since additional data relating to travel and its economic impact in 2009 will become available subsequent to this study, U.S. Travel Association reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

- Georgia's total domestic and international traveler expenditures totaled \$19.4 billion (in current dollars) in 2009, representing a decline of 6.6 percent from 2008.
- As the U.S. was coming out of recession in 2009, the overall travel market remained weak during the year. This soft market condition was further exacerbated by the effects of falling gas prices from 2008 highs. As a result of the lower gas prices, the state's 2009 domestic travel spending on the auto transportation sector dropped 16.5 percent, while the public transportation sector fell 11.6 percent.
- Georgia was not exempt from the impact of the recession as total domestic traveler expenditures dropped 7.7 percent to \$17.6 billion from 2008's \$19.0 billion.
- While domestic travelers held on to their pocketbooks, international travelers in Georgia appeared to be more generous in their travel spending. Spending by international travelers while in Georgia increased 4.5 percent during 2009 to nearly \$1.9 billion.
- In 2009, total domestic and international traveler expenditures directly generated 234,100 jobs within Georgia, down 3.0 percent from 2008.
- On average, every \$82,996 spent in Georgia by domestic and international travelers generated one job in 2009.
- In 2009, total domestic and international traveler expenditures in Georgia directly generated more than \$6.6 billion payroll income for employees in the travel industry, down 4.5 percent from 2008.
- Domestic and international traveler expenditures in Georgia provided nearly \$1.5 billion in tax revenue for state and local governments in 2009, down 3.9 percent from 2008.

TRAVEL IMPACT ON THE U.S. ECONOMY IN 2009

The United States economy in 2009 has reached its most precarious condition since the Great Depression of the 1930's, real GDP in chained 2005 dollars dropped 2.6 percent over 2008, the lowest annual rate of GDP growth since 2000, and nominal GDP decreased 1.7 percent over 2008. The U.S. economy shrank in the first half of the year in 2009; however the economy began to show signs of improvement in the second half. The GDP in chained 2005 dollars increased 1.6 percent in the third quarter and 5.0 percent in the fourth quarter. Travel industry in the U.S. was dramatically hit by the recession during 2009. Measured in current dollars, total direct travel expenditures in the U.S. decreased 8.8 percent to \$704.4 billion. This sharp decline was largely driven by the decreased travel volume and falling travel related prices.

The national unemployment rate rose to 9.3 percent in 2009, the highest level since 2000. Total U.S. nonfarm employment decreased 4.3 percent over 2008 to 103.1 million. Compared with 2008, travel industry employment was down 4.2 percent.

The Consumer Price Index (CPI), an indicator of the level of price inflation, was down 0.4 percent in 2009, while the U.S. Travel Association's Travel Price Index (TPI) decreased 6.3 percent during the same period. The falling prices on motor fuel, airline fare, and lodging away from home were the major factors causing a dramatic decrease in the Travel Price Index.

Most economists forecast that real GDP will increase from 3.0 to 3.5 percent in 2010. Many research organizations believe that the unemployment rate will remain above 9 percent during the whole year of 2010. The U.S. Travel Association expects the Consumer Price Index and Travel Price Index to increase 1.7 percent and 0.3 percent, respectively, in 2010. With the anticipated recovery of travel demand, domestic traveler spending is expected to increase 6.2 percent in 2010. Meanwhile nominal GDP is projected to rise about 4.0 percent.

U.S. Travel Volume in 2009

Compared with 2008, U.S. domestic travel, including leisure, business, convention and other travel declined 3.2 percent to total 1.9 billion person-trips during 2009. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home. With the improvement of the economy, total domestic person-trips are expected to increase 2.7 percent in 2010.

Domestic leisure travel, which includes visits to friends and relatives as well as trips taken for outdoor recreation and entertainment purposes, declined 2.3 percent in 2009 as compared to 2008, totaling close to 1.5 billion person-trips. Leisure travel accounted for 77.3 percent of all U.S. domestic travel in 2009.

Domestic leisure travel is projected to rise 2.3 percent in 2010. Domestic business travel was dramatically affected by a weak economy and other business challenges in 2009. An estimated 432.1 million business person-trips were taken in 2009, a 6.3 percent decline from 2008. Business travel is forecasted to increase 4.4 percent in 2010.

International inbound travelers, including visitors from overseas, Canada and Mexico, made 54.9 million visits to the United States in 2009, down 5.3 percent from 2008. Much deeper declines were seen during the first three quarters of the year (down 14.3%, 6.5% and 3.8%, respectively). International inbound travel to the U.S., however, posted a 2.3 percent increase in the fourth quarter of 2009 and an 11.1 percent increase in the first half of 2010. Total international arrivals for 2010 are forecasted to increase 3.9 percent to 57.0 million.

Travel Expenditures in 2009

Total direct traveler expenditures, including domestic and international visitors, decreased 8.8 percent to \$704.4 billion (in current or nominal dollars) in 2009. During 2009, leisure traveler spending decreased 7.3 percent while business traveler spending was down 12.2 percent. Business travel, including travel for meetings/conventions and other business purposes, was more negatively affected than leisure travel in 2009. Declining business revenue, higher rates of unemployment, changes in corporate travel policies, technological advances that offer alternatives to travel and other political concerns all combined to make business travel – and especially meeting/events-related travel - the most vulnerable sector in the U.S. travel industry in 2009. Spending by meetings/convention travelers declined 14.8 percent in 2009.

Domestic travel expenditures in 2009 (current dollars) dropped for the first time since 2002 to a total of \$610.2 billion, a 7.9 percent decline from 2008. This decrease reflects deflation in travel prices, especially in the cost of gasoline, as well as the declines in travel volume and changes in trips that were taken (e.g., traveling closer to home, spending less at the destination). Domestic travel expenditures are expected to increase in 2010, now forecasted to be up 6.2 percent as compared to 2009 and totaling \$647.9 billion.

In 2009, discouraged by the global economic recession, international traveler expenditures occurring in the U.S. dropped 14.4 percent from 2008, totaling \$94.2 billion. Even with the decline, the travel industry generated a \$20.7 billion trade surplus for the U.S. in 2009.

Table A: Travel Expenditures in the U.S., 2008 and 2009

<u>Industry Sector</u>	2008 Travel Spending in The U.S. (\$ Billions)	2009p Travel Spending in The U.S. (\$ Billions)	% 2009p/2008 Travel Spending in The U.S. (Percent Change)
Public Transportation	\$143.9	\$124.6	-13.4%
Auto Transportation	137.5	113.2	-17.7%
Lodging	145.7	126.6	-13.1%
Foodservice	182.1	179.4	-1.5%
Entertainment/Recreation	84.4	82.9	-1.8%
<u>General Retail</u>	78.9	77.7	-1.5%
Total	\$772.5	\$704.4	-8.8%
International*	\$110.1	\$94.2	-14.4%
Domestic	\$662.4	\$610.2	-7.9%

Source: U.S. Travel Association. P: Preliminary.
* Excludes international passenger fare payments.



Source: U.S. Travel Association.
* Excludes international passenger fare payments.

Travel Employment in 2009

Domestic and international traveler expenditures in the U.S. directly generated nearly 7.4 million jobs in 2009, down 4.2 percent from 2008. It accounted for 5.6 percent of total non-farm employment in the U.S.

Affected by the economic recession, the employment situation in the U.S. has been deteriorating. The nation's unemployment rate hit 9.3 percent in 2009 and is expected to remain at a similar level in 2010. Employment in the travel industry, however, is expected to increase 1.2 percent in 2010, after losing nearly 326,000 jobs in 2009, based on the U.S. Travel Association's forecast.

Table B: Travel-Generated Employment in the U.S., 2008 and 2009

<u>Industry Sector</u>	2008 Travel-Generated Employment (Thousands)	2009p Travel-Generated Employment (Thousands)	2009p Percent Change Over 2008 (%)
Public Transportation	1,003.0	949.1	-5.4%
Auto Transportation	263.0	253.0	-3.8%
Lodging	1,497.6	1,402.4	-6.4%
Foodservice	2,996.2	2,892.2	-3.5%
Entertainment/Recreation	1,298.8	1,265.8	-2.5%
General Retail	485.7	467.3	-3.8%
<u>Travel Planning</u>	175.1	163.8	-6.5%
Total	7,719.4	7,393.6	-4.2%
International*	1,010.2	893.6	-11.5%
Domestic	6,709.2	6,500.0	-3.1%

Sources: U.S. Travel Association, BL. P: Preliminary.

* Excludes jobs generated by international passenger fare payments.

Table C: Overall U.S. Economic Developments, 2007-2009

<u>Sector</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Nominal gross domestic product (\$ Billions)	\$14,061.8	\$14,369.1	\$14,119.0
Real gross domestic product (\$ Billions)*	\$13,228.9	\$13,228.8	\$12,880.6
Real disposable personal income (\$Billions)*	\$9,874.2	\$10,042.9	\$10,099.8
Real personal consumption expenditures (\$ Billions)*	\$9,289.5	\$9,265.0	\$9,153.9
Consumer price index**	207.3	215.3	214.5
Travel Price Index**	244.0	257.7	241.5
Non-farm payroll employment (Millions)	137.6	136.8	130.9
Unemployment rate (%)	4.6	5.8	9.3

Percentage change from previous year

Nominal gross domestic product	4.9%	2.2%	-1.7%
Real gross domestic product	1.9%	0.0%	-2.6%
Real disposable personal income	2.3%	1.7%	0.6%
Real personal consumption expenditures	2.4%	-0.3%	-1.2%
Consumer price index	2.8%	3.9%	-0.4%
Travel Price Index	4.5%	5.6%	-6.3%
Non-farm payroll employment	1.1%	-0.6%	-4.3%

Sources: BEA, BLS, and U.S. Travel Association

* Chained 2005 dollars

** Base period: 1982-84=100

U.S. Travel Trends, 2005-2009

Table D: U.S. Travel Trends, 2005-2009

<u>Category</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Total travel expenditures (\$ billions)	\$653.7	\$695.7	\$738.0	\$772.5	\$704.4
<i>U.S. traveler expenditures (\$ billions)</i>	\$572.0	\$610.0	\$641.3	\$662.4	\$610.2
<i>International traveler expenditures In the U.S.* (\$ billions)</i>	\$81.7	\$85.7	\$96.7	\$110.1	\$94.2
Travel price index**	222.6	233.5	244.0	215.3	214.5
Travel-generated employment*** (thousands)	7,508.8	7,550.5	7,699.9	7,719.4	7,393.6

Percentage change from previous year

Total travel expenditures	7.7%	6.4%	6.1%	4.7%	-8.8%
<i>U.S. traveler expenditures</i>	7.5%	6.6%	5.1%	3.3%	-7.9%
<i>International traveler expenditures in the U.S.</i>	9.6%	4.9%	12.9%	13.8%	-14.4%
Travel price index	17.8%	4.9%	4.5%	-11.8%	-0.4%
Travel-generated employment	0.8%	0.6%	2.0%	0.3%	-4.2%

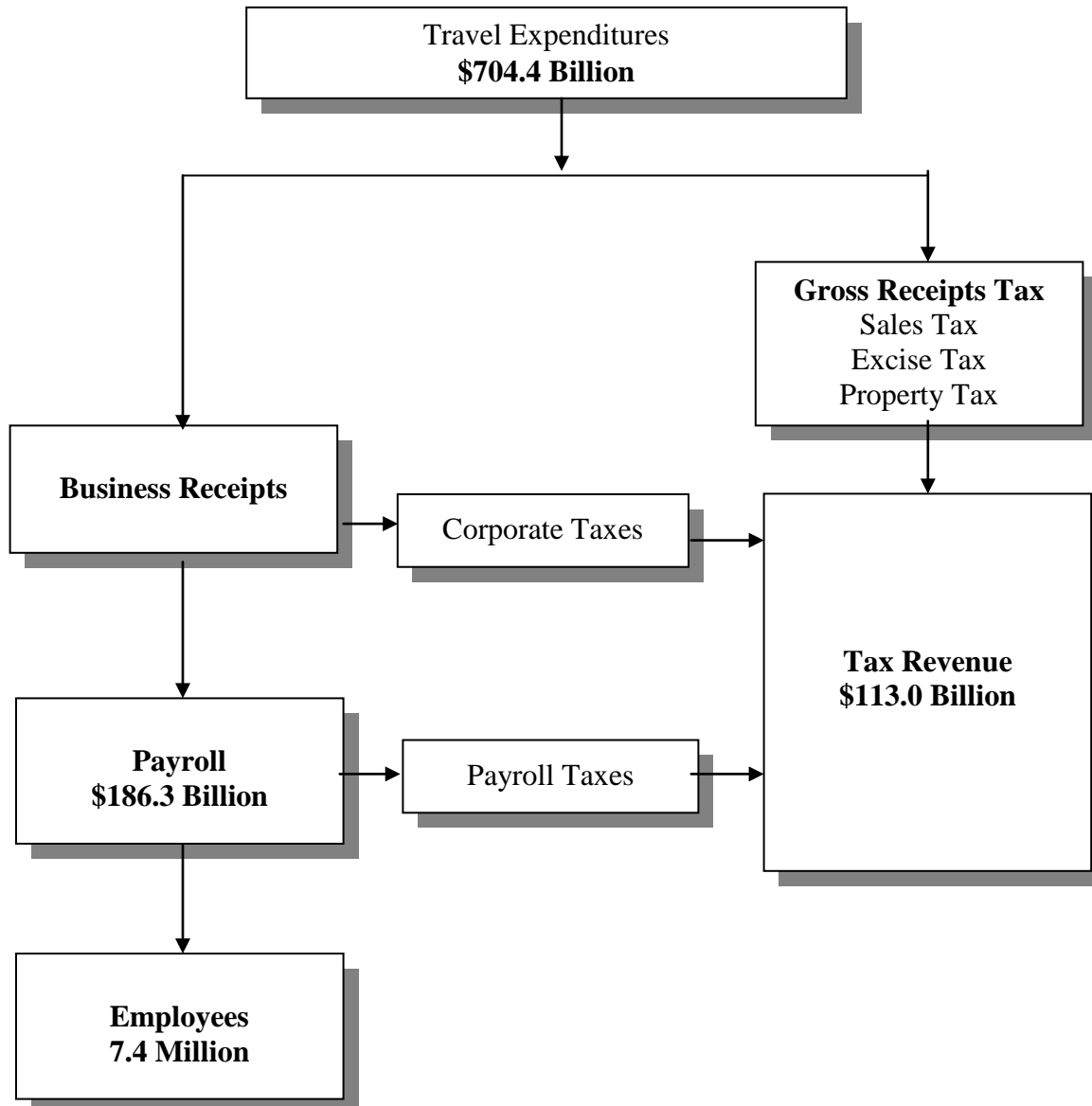
Sources: U.S. Travel Association, BEA, BLS.

* Does not include international passenger fare payments.

** Base period: 1982-84=100.

*** Includes employment generated by both domestic and international traveler expenditures.

Direct Travel Impact on U.S. Economy, 2009 (Preliminary)



Source: U.S. Travel Association, BEA

* Excludes international passenger fare payments and other economic impact generated by these payments.

TRAVEL IMPACT ON GEORGIA

TRAVEL EXPENDITURES

Travel expenditures are assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Travel expenditures are allocated among states by simulating where the exchange of money for goods or services actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination and some en route. With the exception of expenses for air, interstate rail, bus and boat transportation, other traveler expenditures estimated in this study represent only spending that occurred in Georgia. In this report, direct domestic traveler expenditures are grouped into six categories – public transportation, auto transportation, lodging, foodservices, entertainment and recreation, and general retail trade. (For detailed sub-categories covered by each of these six categories, please see Notes on page 12.) Travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler.

Domestic travelers spent \$17.6 billion in Georgia during 2009, a decrease of 7.7 percent from 2008, primarily driven by the transportation and lodging sectors. International traveler expenditures, on the other hand, remained a bright spot for the state increasing 4.5 percent over prior year level to nearly \$1.9 billion in 2009. Related figures are shown in Table 1.

Domestic travelers spent nearly \$5.6 billion on foodservice sector during 2009, accounting for 31.8 percent of total domestic traveler expenditures in Georgia, the largest spending category in Georgia. Spending in this sector declined 1.2 percent over 2008.

Domestic travelers directly spent more than \$3.9 billion on public transportation, 22.4 percent of the state total, down 11.6 percent from 2008. Expenditures on auto transportation, the most popular travel mode in Georgia, dropped 16.5 percent from 2008 to nearly \$2.5 billion. This decrease was mainly due to gasoline prices that reverted back to a much lower level in 2009 as compared to 2008.

Domestic traveler spending on lodging was down 11.7 percent from 2008 to \$2.5 billion. Spending on lodging accounted for 14.2 percent of the state's total domestic traveler expenditures. The general retail trade sector received almost \$1.8 billion from domestic travelers in 2009, representing 10.0 percent of the state total. Spending on entertainment and recreation activities and services decreased 1.9 percent from 2008 to nearly \$1.3 billion.

**Domestic Travel Spending in Georgia
by Category, 2009**

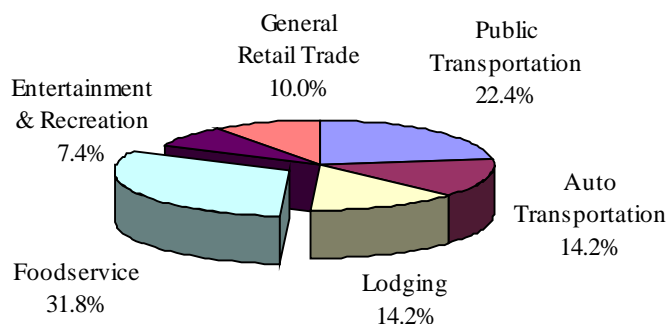


Table 1: Travel Spending in Georgia by Industry Sector, 2008-2009

Industry Sector	2008 Expenditures (\$ Millions)	2009 Expenditures (\$ Millions)	2009/2008 Percent Change (%)
Public Transportation	\$4,449.2	\$3,931.9	-11.6%
Auto Transportation	2,978.0	2,486.6	-16.5%
Lodging	2,831.0	2,500.2	-11.7%
Foodservice	5,662.4	5,594.5	-1.2%
Entertainment & Recreation	1,325.3	1,299.7	-1.9%
General Retail Trade	1,779.8	1,757.1	-1.3%
Domestic Total	\$19,025.6	\$17,569.9	-7.7%
International Total	\$1,778.9	\$1,859.5	4.5%
Grand Total	\$20,804.5	\$19,429.4	-6.6%

Source: U.S. Travel Association

Notes:

1. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
2. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
4. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
5. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.
6. Entertainment and recreation sector includes amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Domestic Travel Expenditures by Traveler Type

The following analysis of travel expenditures by traveler type focuses on domestic traveler spending occurring within the state. Thus, spending on air transportation, interstate rail, bus and boat are excluded from total direct domestic traveler expenditures. Direct travel spending within Georgia by U.S. travelers, excluding these categories, totaled \$13.9 billion in 2009. Of this total, non-Georgia residents (out-of-state travelers) spent over \$10.5 billion in Georgia, while Georgia residents (in-state travelers) spent nearly \$3.4 billion in 2009.

Travel spending reached its highest level in the third quarter among all four quarters of 2009. Although negative growth rates were reflected across all quarters, the traveler expenditures have shown an improving trend quarter after quarter. The year 2009 started with a decline of 8.4 percent in the first quarter and ended with a smaller decrease of 3.4 percent in the last quarter.

Table 2: Domestic Travel Expenditures in Georgia by Quarter, 2009
(Excludes Spending on Air, Rail, Bus and Boat Transportation)

Impact (\$ Millions)	Annual	Q1	Q2	Q3	Q4
Travel Expenditures	\$13,903.5	\$3,317.1	\$3,597.1	\$3,606.6	\$3,382.6
In-State Traveler Expenditures	\$3,387.7	\$817.6	\$841.0	\$861.6	\$867.5
Out-of-State Traveler Expenditures	\$10,515.8	\$2,499.5	\$2,756.1	\$2,745.0	\$2,515.1

The following table provides detailed estimates of direct domestic traveler expenditures occurring in the state, as well as average per person/day spending for overnight travelers vs. day-trippers, in-state travelers vs. out-of-state travelers, as well as leisure travelers vs. business travelers.

Table 3: Total and Average Domestic Travel Expenditures in Georgia, 2009
(Excludes Spending on Air, Rail, Bus and Boat Transportation)

	Expenditures (\$ Millions)	% of Total Expenditures (Percent)	Person/Daily Average Spending (\$)
Total	\$13,903.5	100.0%	\$98
Overnight Travelers	\$12,515.7	90.0%	\$112
Day-Trippers	\$1,387.8	10.0%	\$46
In-state Travelers	\$3,387.7	24.4%	\$92
Out-of-state Travelers	\$10,515.8	75.6%	\$100
Leisure	\$9,405.7	67.7%	\$84
Business	\$4,497.7	32.3%	\$152

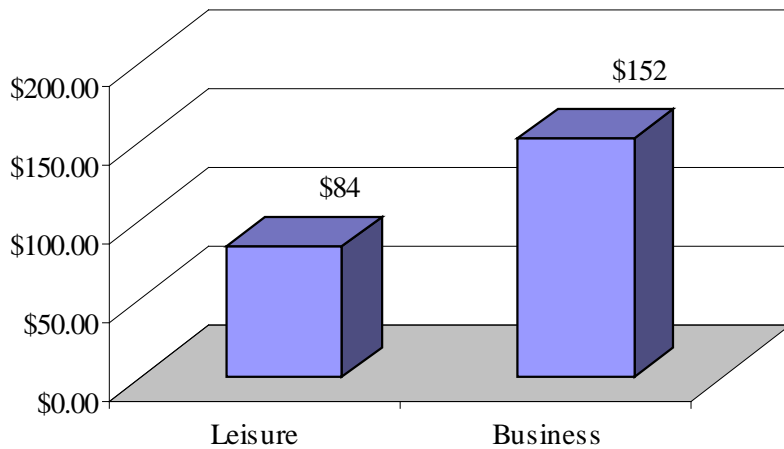
Source: U.S. Travel Association

Domestic overnight travelers (stayed at least one night in the state) spent nearly \$12.5 billion in Georgia in 2009, accounting for 90.0 percent of total direct domestic traveler expenditures in Georgia. Average spending per person per day by domestic overnight travelers was \$112, while day-trippers spent an average of \$46 per person. Lodging played a major part in this differential.

Of total domestic traveler spending, 75.6 percent, or \$10.5 billion was spent by non-Georgia residents who traveled to Georgia in 2009. Georgia residents spent close to \$3.4 billion during their travel in the state during 2009, accounting for 24.4 percent of total domestic traveler spending in the state. Average spending per person per day by out-of-state travelers was \$100, while in-state travelers spent \$92.

Domestic leisure travelers in Georgia spent more than \$9.4 billion in 2009, accounting for 67.7 percent of total direct domestic traveler spending in the state. Compared to business travelers, leisure travelers spent far less on average, \$84 per person per day. Average spending per person per day by business travelers, on the other hand, was \$152, nearly two times the level of leisure travelers. Business travel expenditures totaled close to \$4.5 billion and accounted for 32.3 percent of total direct domestic traveler expenditures in the state. Business travelers are typically less budget-conscious than leisure travelers, especially in terms of lodging and foodservice choices.

Average Spending Per Person/Day for Domestic Travelers in Georgia by Purpose of Trip, 2009



Source: U.S. Travel Association

TRAVEL-GENERATED EMPLOYMENT

The most impressive contribution that travel and tourism makes to the Georgia economy is the number of businesses and jobs it supports. Due to the diversity of the travel industry in Georgia, a wide variety of multi-level jobs are supported. These jobs include various executive and managerial positions, as well as a large number of service-oriented occupations.

During 2009, direct domestic and international traveler spending in Georgia generated 234,100 jobs, including full-time and seasonal/part-time positions in the state. These travel-generated jobs comprised 6.0 percent of the state's total non-farm employment in 2009. On average, every \$82,996 spent by domestic and international travelers in Georgia directly supported one job in 2009.

In 2009, a weaker job market appeared to have persisted in Georgia. The state’s direct domestic traveler expenditures generated 212,400 jobs, a 3.8 percent decrease from 2008.

International traveler expenditures directly generated 21,800 jobs for Georgia economy, up 5.1 percent over 2008.

	Annual	Q1	Q2	Q3	Q4
Travel-Generated Employment (Thousands)	212.4	206.2	218.4	216.0	208.9

Domestic Traveler-Generated Employment by Category

Among the 212,400 jobs supported by direct domestic traveler spending, the foodservice sector provided more jobs than any other industry sector in Georgia during 2009, with 83,300 jobs, or 39.2 percent of the state domestic total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contribute to the importance of this sector. However, employment in this industry decreased 4.6 percent from 2008.

The public transportation sector ranked second in domestic traveler expenditure-generated employment in Georgia with 47,200 jobs, or 22.2 percent of the state domestic total. The lodging industry provided 32,900 jobs to local residents, accounting for 15.5 percent of the pie. The entertainment and recreation sector generated 25,500 jobs from domestic traveler spending, accounting for 12.0 percent of the state total.

**Domestic Travel-Generated Employment
in Georgia by Category, 2009**

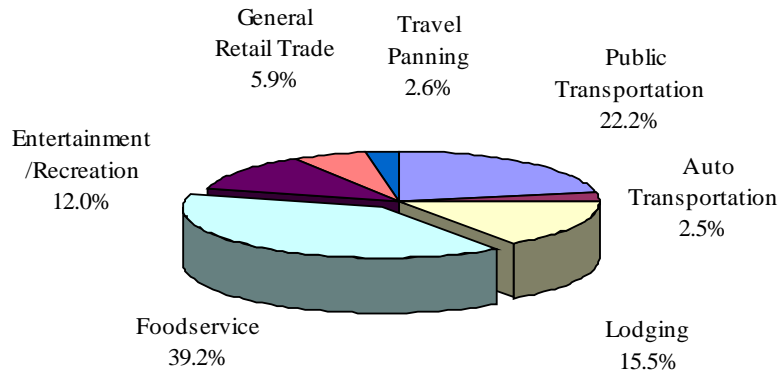


Table 5: Travel-Generated Employment in Georgia by Industry Sector, 2008-2009

Industry Sector	2008 Employment (Thousands)	2009 Employment (Thousands)	2009/2008 Percent Change (%)
Public Transportation	47.1	47.2	0.2%
Auto Transportation	5.8	5.4	-6.6%
Lodging	35.4	32.9	-7.0%
Foodservice	87.3	83.3	-4.6%
Entertainment & Recreation	26.1	25.5	-2.4%
General Retail Trade	13.0	12.5	-4.0%
Travel Planning*	6.1	5.6	-7.6%
Domestic Total	220.8	212.4	-3.8%
International Total	20.7	21.8	5.1%
Grand Total	241.5	234.1	-3.0%

Source: U.S. Travel Association

Note: * Refers to employment in travel agents, tour operators, and other travel service who arrange passenger transportation, lodging, tours and other related services.

TRAVEL-GENERATED PAYROLL

Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor and wage structures of each sector.

Payroll (wages and salaries) paid by Georgia travel-related firms and directly attributable to direct domestic and international traveler spending totaled more than \$6.6 billion in 2009, down 4.5 percent from 2008. On average, every dollar spent by domestic and international travelers produced \$0.34 in wage and salary income for Georgia residents in 2009.

In 2009, direct domestic traveler expenditures generated \$6.0 billion payroll income in Georgia, a 5.3 percent decrease from 2008, while total direct international traveler expenditures generated \$615 million payroll income, up 3.5 percent over 2008.

Table 6: Domestic Travel-Generated Payroll in Georgia by Quarter, 2009

Impact	Annual (\$ Millions)	Q1 (%)	Q2 (%)	Q3 (%)	Q4 (%)
Travel-Generated Payroll	\$6,005.0	\$5,809.8	\$6,070.0	\$6,016.7	\$6,123.3

Domestic Travel-Generated Payroll by Industry Category

At nearly \$2.4 billion, public transportation in Georgia displayed the largest payroll generated by domestic traveler spending in 2009, representing 39.2 percent of the state total. This large proportion of payroll reflects, in part, the high wage structure of the airline industry.

Payroll in the foodservice sector ranked second with over \$1.3 billion in 2009, representing 22.3 percent of the state domestic total.

The Entertainment and recreation industry generated nearly \$806 million in payroll income from domestic traveler spending, a 13.4 percent share of the state domestic total.

The lodging sector showed the largest decline in payroll among the seven domestic travel generated payroll sectors, down 8.5 percent from 2008 to \$786 million.

**Domestic Travel-Generated Payroll in Georgia
by Category, 2009**

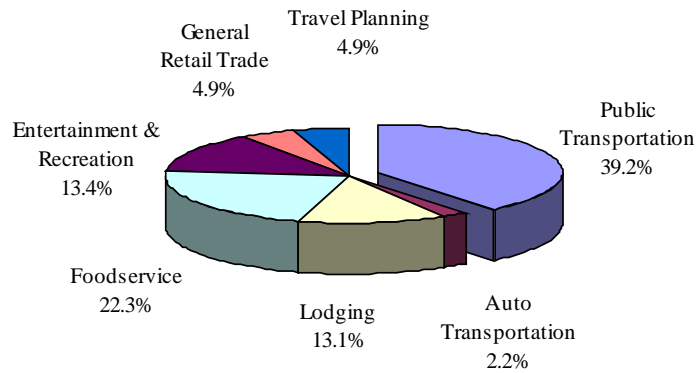


Table 7: Travel-Generated Payroll in Georgia by Industry Sector, 2008-2009

Industry Sector	2008 Payroll (\$ Millions)	2009 Payroll (\$ Millions)	2009/2008 Percent Change (%)
Public Transportation	\$2,538.6	\$2,352.3	-7.3%
Auto Transportation	138.9	131.2	-5.5%
Lodging	858.9	786.1	-8.5%
Foodservice	1,370.4	1,342.0	-2.1%
Entertainment & Recreation	811.2	805.7	-0.7%
General Retail Trade	299.6	291.5	-2.7%
Travel Planning*	322.0	296.1	-8.0%
Domestic Total	\$6,339.7	\$6,005.0	-5.3%
International Total	\$594.0	\$615.0	3.5%
Grand Total	\$6,933.7	\$6,620.0	-4.5%

Source: U.S. Travel Association

Note: * Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services.

TRAVEL-GENERATED TAX REVENUE

Travel tax receipts are tax revenues attributable to traveler spending in Georgia. Traveler spending generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure as well as a variety of public programs.

In 2009, tax revenue, including state and local taxes generated by direct domestic and international traveler spending in Georgia totaled nearly \$1.5 billion, down 3.9 percent from 2008. Domestic traveler expenditures generated close to \$1.4 billion, dropping 4.7 percent, while international traveler expenditures generated \$138.2 million, a 4.5 percent growth over 2008.

Direct domestic traveler spending in Georgia generated \$816.3 million in tax revenue for the state treasury in 2009, down 4.0 percent from 2008. On average, each domestic travel dollar produced 4.6 cents in state tax receipts. The state sales tax was the largest source of state travel-related revenue.

Georgia’s local governments also directly benefited from domestic travel. During 2009, direct domestic traveler expenditures generated \$541.8 million in sales and property tax revenue for local governments, down 5.7 percent from 2008. Each domestic travel dollar produced 3.1 cents for local tax coffers.

Table 8: Travel-Generated Tax Revenue in Georgia by Level of Government, 2008-2009

<u>Level of Government</u>	<u>2008 Tax Revenue (\$ Millions)</u>	<u>2009 Tax Revenue (\$ Millions)</u>	<u>2009/2008 Percent Change (%)</u>
State	\$850.6	\$816.3	-4.0%
Local	574.6	541.8	-5.7%
Domestic Total	\$1,425.3	\$1,358.1	-4.7%
International Total	\$132.2	\$138.2	4.5%
Grand Total	\$1,557.5	\$1,496.3	-3.9%

Source: U.S. Travel Association

LODGING PROFILE: GEORGIA, 2009

According to Smith Travel Research, Georgia's hotel/motel industry exhibited a decline in demand during 2009. The occupancy rate decreased 9.6 percent and total hotel nights occupied declined 14.4 percent from 2008. Average daily room rates decreased 4.2% to \$81.65 during the same period, evidenced by the decline in tax revenue generated by travel spending.

Table 9: 2009 Lodging Profile

Hotel/Motel	<u>CY 2009</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>
Hotel ADR	\$81.65	\$79.15	\$78.74	\$81.20	\$87.83
Average Hotel Occupancy Rate (%)	50.4%	49.4%	53.1%	52.1%	46.9%
Total Room Nights Available (millions)	58.3	14.2	14.5	14.8	14.9
Total Room Nights Occupied (millions)	29.3	7.0	7.7	7.7	7.0
Campground	<u>CY 2009</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>
Campground Rental Rate (Average Daily)*	\$23.00				
Average Campground Occupancy Rate (%) **	31.3%	19.9%	40.0%	33.8%	30.8%
Total Site Nights Available (000)	918.2	228.3	242.3	226.7	220.9
Total Site Nights Occupied (000)	287.3	45.5	97.0	76.6	68.1

Sources: Smith Travel Research and GDITT

Note: Occupancy rate, room/site nights available and room/site nights occupied include both domestic and international travelers.

*Campsites only. No quarterly data available.

**Includes camping, cottage and lodge accommodations.

REGION PROFILE

The following tables show the economic impact on Georgia's five travel regions and counties, as well as a quarterly regional lodging profile. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table 2.1 shows 2009 travel expenditures, travel generated payroll and employment by region and industry, as well as state and local tax revenues by region

Table 2.2 shows 2009 travel expenditures and percent distribution by region and traveler characteristics (excludes spending on air, rail, bus, and boat transportation)

Table 2.3 shows 2009 travel expenditures, travel generated payroll and employment by quarter and region

Table 2.4 lists 2009 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each region and county

Table 2.5 lists 2009 hotel/motel lodging profile, including average hotel occupancy rate, average daily room rate, revenue per available room (RevPAR), room supply, room demand and total room revenue for each region by quarter

Table 2.6 lists 2009 campground lodging profile, including average campground occupancy rate, total sights available and total sights occupied for each region by quarter

Table 2.1: Economic Impact of Domestic Travel on Georgia by Region and Industry - 2009

Travel Expenditures (\$ Millions)	Statewide	Atlanta Metro	Classic South	Colonial Coast	Historic Heartland	Historic High Country
Public Transportation	\$3,931.9	\$3,571.2	\$27.2	\$279.5	\$9.3	\$6.9
Auto Transportation	2,486.6	1,175.1	140.4	189.2	205.8	223.0
Lodging	2,500.2	1,417.9	101.9	378.0	135.7	82.0
Foodservice	5,594.5	2,795.2	244.6	493.3	501.9	474.7
Entertainment & Recreation	1,299.7	686.5	62.5	145.5	86.9	108.1
General Retail Trade	1,757.1	914.0	75.7	130.7	149.5	134.1
Total	\$17,569.9	\$10,559.8	\$652.4	\$1,616.2	\$1,089.1	\$1,028.9
Travel-Generated Payroll (\$ Millions)						
Public Transportation	\$2,352.3	\$2,287.6	\$8.6	\$49.6	\$3.1	\$0.2
Auto Transportation	131.2	66.3	6.7	10.1	10.3	10.8
Lodging	786.1	448.9	31.6	117.0	44.0	26.3
Foodservice	1,342.0	713.1	53.2	114.2	114.4	104.3
Entertainment & Recreation	805.7	445.0	36.5	87.9	53.1	63.0
General Retail Trade	291.5	159.8	11.5	21.2	23.8	20.8
Travel Planning	296.1	280.3	1.4	5.2	2.4	1.7
Total	\$6,005.0	\$4,401.0	\$149.5	\$405.1	\$251.2	\$227.2
Travel-Generated Employment (Thousands)						
Public Transportation	47.2	45.8	0.2	1.1	0.1	0.0
Auto Transportation	5.4	2.4	0.3	0.4	0.5	0.5
Lodging	32.9	17.7	1.4	5.1	1.9	1.2
Foodservice	83.3	41.0	3.7	7.3	7.7	7.1
Entertainment & Recreation	25.5	13.2	1.2	2.9	1.8	2.2
General Retail Trade	12.5	6.5	0.5	1.0	1.1	1.0
Travel Planning	5.6	5.3	0.0	0.1	0.0	0.1
Total	212.4	131.8	7.4	17.8	13.1	12.1
Tax Revenue Generated (\$ Millions)						
State	\$816.3	\$541.4	\$25.7	\$65.6	\$42.7	\$39.7
Local	541.8	326.3	20.1	50.0	33.4	31.5
Total	\$1,358.1	\$867.7	\$45.8	\$115.7	\$76.1	\$71.2

**Table 2.1: Economic Impact of Domestic Travel on Georgia by Region and Industry - 2009
(Continued)**

Travel Expenditures (\$ Millions)	Statewide	Magnolia Midlands	Northeast Georgia Mountains	Plantation Trace	Presidential Pathways
Public Transportation	\$3,931.9	\$2.3	\$3.7	\$23.1	\$8.8
Auto Transportation	2,486.6	108.1	137.1	146.2	161.6
Lodging	2,500.2	43.7	140.2	115.7	85.1
Foodservice	5,594.5	191.8	297.6	304.8	290.6
Entertainment & Recreation	1,299.7	20.0	62.4	70.6	57.1
General Retail Trade	1,757.1	65.4	90.8	102.2	94.7
Total	\$17,569.9	\$431.2	\$731.8	\$762.6	\$698.0
Travel-Generated Payroll (\$ Millions)					
Public Transportation	\$2,352.3	\$0.7	\$0.1	\$1.7	\$0.7
Auto Transportation	131.2	5.3	6.6	7.0	8.1
Lodging	786.1	13.9	44.3	34.0	26.1
Foodservice	1,342.0	42.7	64.4	67.9	67.7
Entertainment & Recreation	805.7	11.9	35.9	39.1	33.1
General Retail Trade	291.5	10.2	13.9	15.4	14.9
Travel Planning	296.1	0.8	1.2	1.7	1.5
Total	\$6,005.0	\$85.5	\$166.4	\$166.8	\$152.2
Travel-Generated Employment (Thousands)					
Public Transportation	47.2	0.0	0.0	0.0	0.0
Auto Transportation	5.4	0.3	0.3	0.3	0.4
Lodging	32.9	0.6	2.1	1.6	1.2
Foodservice	83.3	3.0	4.4	4.6	4.6
Entertainment & Recreation	25.5	0.4	1.2	1.4	1.2
General Retail Trade	12.5	0.5	0.7	0.7	0.7
Travel Planning	5.6	0.0	0.0	0.0	0.0
Total	212.4	4.8	8.6	8.7	8.1
Tax Revenue Generated (\$ Millions)					
State	\$816.3	\$16.2	\$28.5	\$29.6	\$26.9
Local	541.8	13.2	22.4	23.5	21.4
Total	\$1,358.1	\$29.4	\$50.9	\$53.1	\$48.2

Source: U.S. Travel Association

Table 2.2: Domestic Travel Expenditures by Traveler Characteristics, 2009

Expenditures (\$ Millions)	<u>Statewide</u>	<u>Atlanta Metro</u>	<u>Classic South</u>	<u>Colonial Coast</u>	<u>Historic Heartland</u>	<u>Historic High Country</u>
Total	\$13,903.5	\$7,172.9	\$629.1	\$1,356.5	\$1,098.3	\$1,034.1
Overnight Travelers	12,515.7	6,675.0	531.0	1,249.8	925.9	914.1
Day-Trippers	1,387.8	497.9	98.1	106.7	172.3	120.1
In-state Travelers	3,387.7	1,081.6	149.4	320.7	262.9	674.7
Out-of-state Travelers	10,515.8	6,091.3	479.7	1,035.8	835.4	359.5
Leisure	9,405.7	4,514.3	342.3	1,080.7	600.3	910.8
Business	4,497.7	2,658.6	286.8	275.9	498.0	123.3

PERCENTAGES (%)

Overnight Travelers	90.0	93.1	84.4	92.1	84.3	88.4
Day-Trippers	10.0	6.9	15.6	7.9	15.7	11.6
In-state Travelers	24.4	15.1	23.8	23.6	23.9	65.2
Out-of-state Travelers	75.6	84.9	76.2	76.4	76.1	34.8
Leisure	67.7	62.9	54.4	79.7	54.7	88.1
Business	32.3	37.1	45.6	20.3	45.3	11.9

**Table 2.2: Domestic Travel Expenditures by Traveler Characteristics, 2009
(Continued)**

Expenditures (\$ Millions)	<u>Statewide</u>	<u>Magnolia Midlands</u>	<u>Northeast Georgia Mountains</u>	<u>Plantation Trace</u>	<u>Presidential Pathways</u>
Total	\$13,903.5	\$436.0	\$732.0	\$747.8	\$696.6
Overnight Travelers	12,515.7	368.1	645.5	626.6	579.7
Day-Trippers	1,387.8	67.9	86.5	121.3	117.0
In-state Travelers	3,387.7	103.3	482.4	158.3	154.4
Out-of-state Travelers	10,515.8	332.7	249.6	589.6	542.2
Leisure	9,405.7	236.9	647.0	551.7	521.8
Business	4,497.7	199.1	85.1	196.1	174.8
PERCENTAGES (%)					
Overnight Travelers	90.0	84.4	88.2	83.8	83.2
Day-Trippers	10.0	15.6	11.8	16.2	16.8
In-state Travelers	24.4	23.7	65.9	21.2	22.2
Out-of-state Travelers	75.6	76.3	34.1	78.8	77.8
Leisure	67.7	54.3	88.4	73.8	74.9
Business	32.3	45.7	11.6	26.2	25.1

Source: U.S. Travel Association

Table 2.3: Economic Impact of Domestic Travel on Georgia by Quarter and Region - 2009

Travel Expenditures (\$ Millions)*	Annual	Q1	Q2	Q3	Q4
Total State	\$13,903.5	\$3,404.3	\$3,417.6	\$3,463.6	\$3,618.0
Atlanta Metro	7,172.9	1,821.0	1,737.0	1,767.2	1,847.8
Classic South	629.1	132.6	163.0	165.2	168.3
Colonial Coast	1,356.5	323.7	341.1	328.3	363.5
Historic Heartland	1,098.3	264.1	274.4	278.3	281.4
Historic High Country	1,034.1	248.3	256.3	260.9	268.7
Magnolia Midlands	436.0	106.4	108.9	108.8	111.9
Northeast Georgia Mountains	732.0	163.2	178.3	189.5	201.1
Plantation Trace	747.8	184.6	186.8	186.2	190.3
Presidential Pathways	696.6	160.5	171.8	179.2	185.0

*Excludes Spending on Air, Rail, Bus and Cruise Transportation

Travel-Generated Payroll	Annual	Seasonal Index			
		Q1	Q2	Q3	Q4
	(\$ Million)	(%)	(%)	(%)	(%)
Total State	\$6,005.0	96.8%	101.1%	100.2%	102.0%
Atlanta Metro	4,401.0	101.8	96.7	98.0	103.5
Classic South	149.5	91.5	104.1	102.7	101.7
Colonial Coast	405.1	99.4	103.1	92.2	105.2
Historic Heartland	251.2	97.1	101.1	101.1	100.7
Historic High Country	227.2	97.2	100.5	100.8	101.5
Magnolia Midlands	85.5	98.0	100.8	100.0	101.2
Northeast Georgia Mountains	166.4	93.3	101.2	102.8	102.7
Plantation Trace	166.8	98.0	100.9	100.8	100.3
Presidential Pathways	152.2	94.3	101.4	103.3	101.0

Travel-Generated Employment	Annual	Seasonal Index			
		Q1	Q2	Q3	Q4
	(Thousand)	(%)	(%)	(%)	(%)
Total State	212.4	97.1%	102.8%	101.7%	98.4%
Atlanta Metro	131.8	99.5	101.6	101.6	97.3
Classic South	7.4	92.8	104.3	103.9	99.0
Colonial Coast	17.8	96.9	104.4	99.9	98.8
Historic Heartland	13.1	98.1	102.2	101.8	97.9
Historic High Country	12.1	97.4	103.0	101.9	97.7
Magnolia Midlands	4.8	100.1	101.9	98.8	99.2
Northeast Georgia Mountains	8.6	93.8	102.9	104.1	99.2
Plantation Trace	8.7	98.7	103.1	101.2	97.1
Presidential Pathways	8.1	96.4	102.3	102.2	99.1

Source: U.S. Travel Association

Table 2.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2009

<u>Region/County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
ATLANTA METRO TOTAL	\$10,503.09	\$4,401.00	131.80	\$538.71	\$324.43
Clayton	956.61	1,682.32	29.80	115.46	29.77
Cobb	1,148.61	363.04	15.77	50.07	35.03
Coweta	129.00	32.95	1.64	5.27	3.97
De Kalb	990.25	247.77	11.99	40.17	30.47
Douglas	163.86	33.56	1.85	6.19	5.00
Fayette	138.02	96.64	2.84	8.89	4.23
Fulton	5,947.50	1,691.64	55.04	271.67	184.70
Gwinnett	852.31	211.91	10.78	33.81	25.79
Henry	176.94	41.18	2.09	7.18	5.48
CLASSIC SOUTH TOTAL	\$654.45	\$149.51	7.37	\$25.81	\$20.19
Burke	15.11	3.24	0.17	0.58	0.46
Columbia	114.84	22.58	1.20	4.46	3.62
Emanuel	15.94	3.19	0.18	0.60	0.49
Glascok	0.91	0.13	0.01	0.03	0.03
Greene	38.74	11.46	0.53	1.64	1.20
Hancock	3.45	0.54	0.03	0.12	0.11
Jefferson	12.97	2.28	0.14	0.47	0.39
Jenkins	4.36	0.86	0.05	0.16	0.13
Johnson	2.60	0.44	0.03	0.09	0.08
Lincoln	5.36	1.30	0.07	0.21	0.16
McDuffie	22.39	4.11	0.22	0.83	0.69
Oglethorpe	3.75	0.69	0.03	0.13	0.11
Richmond	380.61	91.58	4.32	15.20	11.71
Taliaferro	0.43	0.07	0.00	0.02	0.01
Warren	1.17	0.19	0.01	0.04	0.03
Washington	20.15	4.58	0.24	0.78	0.61
Wilkes	11.69	2.27	0.14	0.44	0.36

**Table 2.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2009
(Continued)**

<u>Region/County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
COLONIAL COAST TOTAL	\$1,617.14	\$405.14	17.83	\$65.73	\$50.07
Brantley	6.18	0.87	0.05	0.21	0.19
Bryan	31.14	6.88	0.35	1.20	0.96
Camden	73.25	14.92	0.79	2.80	2.26
Charlton	8.67	1.80	0.10	0.32	0.26
Chatham	1,009.31	273.20	11.37	42.02	31.31
Clinch	5.28	0.88	0.06	0.19	0.16
Effingham	24.59	4.56	0.26	0.91	0.76
Glynn	287.41	74.67	3.45	11.92	8.91
Liberty	84.32	11.72	0.57	2.97	2.59
McIntosh	10.86	2.44	0.13	0.42	0.33
Pierce	10.40	2.56	0.13	0.42	0.31
Ware	65.73	10.61	0.58	2.36	2.03
HISTORIC HEARTLAND TOTAL	\$1,106.93	\$251.20	13.12	\$43.53	\$34.01
Baldwin	59.31	13.01	0.69	2.30	1.81
Bibb	254.05	66.76	3.16	10.43	7.78
Butts	19.40	3.31	0.19	0.69	0.59
Clarke	210.25	44.93	2.46	8.14	6.47
Crawford	3.76	0.58	0.04	0.13	0.11
Houston	165.10	35.57	1.89	6.43	5.09
Jasper	5.33	1.65	0.08	0.23	0.16
Jones	9.34	2.92	0.14	0.41	0.28
Lamar	10.37	2.20	0.14	0.39	0.32
Monroe	25.87	6.08	0.31	1.03	0.80
Morgan	33.08	7.21	0.37	1.30	1.04
Newton	80.10	16.09	0.90	3.17	2.51
Oconee	28.38	7.49	0.34	1.17	0.87
Peach	26.45	5.24	0.29	1.00	0.82
Putnam	12.15	2.60	0.15	0.47	0.37
Rockdale	100.43	22.86	1.25	3.89	3.06
Twiggs	3.08	0.54	0.03	0.11	0.09
Walton	56.75	11.67	0.68	2.13	1.72
Wilkinson	3.73	0.50	0.03	0.13	0.11

**Table 2.4: Economic Impact of Domestic Travel in Georgia by Region and County – 2009
(Continued)**

<u>Region/County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
HISTORIC HIGH COUNTRY TOTAL	\$1,040.60	\$227.18	12.10	\$40.21	\$31.86
Bartow	114.89	27.31	1.37	4.58	3.54
Carroll	104.34	20.98	1.13	3.97	3.20
Catoosa	62.61	13.75	0.69	2.43	1.92
Chattooga	13.95	2.59	0.16	0.51	0.43
Cherokee	198.64	49.64	2.62	8.04	6.12
Dade	14.30	2.68	0.15	0.52	0.44
Fannin	27.90	6.08	0.31	1.04	0.86
Floyd	107.56	21.73	1.21	4.05	3.28
Gilmer	26.99	4.55	0.27	0.98	0.84
Gordon	38.66	7.64	0.45	1.44	1.17
Haralson	16.94	2.36	0.14	0.57	0.51
Murray	21.61	4.14	0.24	0.80	0.66
Paulding	60.65	11.71	0.66	2.25	1.85
Pickens	21.41	3.53	0.21	0.76	0.65
Polk	34.02	7.70	0.43	1.32	1.03
Walker	51.17	13.70	0.63	2.09	1.55
Whitfield	124.96	27.10	1.43	4.84	3.81

**Table 2.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2009
(Continued)**

<u>Region/County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
MAGNOLIA					
MIDLANDS TOTAL	\$438.13	\$85.52	4.77	\$16.48	\$13.44
Appling	14.29	2.60	0.16	0.52	0.43
Atkinson	3.85	0.66	0.04	0.14	0.12
Bacon	7.67	1.55	0.09	0.29	0.23
Ben Hill	16.84	3.34	0.20	0.64	0.52
Bleckley	8.96	1.89	0.10	0.35	0.28
Bulloch	98.31	19.56	1.05	3.78	3.05
Candler	11.87	2.45	0.13	0.45	0.36
Coffee	54.55	9.70	0.51	1.96	1.65
Dodge	17.05	3.34	0.19	0.64	0.53
Evans	10.76	2.06	0.12	0.40	0.33
Irwin	5.30	1.22	0.07	0.21	0.16
Jeff Davis	12.55	2.23	0.14	0.45	0.38
Laurens	60.68	12.26	0.69	2.30	1.86
Long	1.47	0.24	0.02	0.05	0.04
Montgomery	8.52	2.02	0.11	0.34	0.27
Pulaski	7.04	1.65	0.09	0.28	0.22
Screven	8.63	1.68	0.10	0.32	0.26
Tattnall	12.17	2.14	0.14	0.44	0.37
Telfair	7.85	1.35	0.09	0.28	0.23
Toombs	35.39	7.06	0.40	1.37	1.10
Treutlen	3.21	0.58	0.04	0.12	0.10
Wayne	27.11	5.29	0.29	1.01	0.82
Wheeler	1.70	0.27	0.02	0.06	0.05
Wilcox	2.34	0.35	0.02	0.08	0.07

Table 2.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2009 (Continued)

<u>Region/County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
NORTHEAST GEORGIA MOUNTAINS TOTAL	\$735.46	\$166.42	\$8.64	\$28.72	\$22.52
Banks	10.74	2.68	0.13	0.44	0.33
Barrow	36.44	6.63	0.40	1.32	1.10
Dawson	33.73	8.29	0.41	1.41	1.05
Elbert	15.77	3.01	0.18	0.58	0.48
Forsyth	118.52	31.17	1.53	4.90	3.66
Franklin	26.66	4.27	0.26	0.94	0.81
Habersham	38.43	8.00	0.44	1.49	1.19
Hall	190.75	43.78	2.22	7.33	5.77
Hart	18.66	4.86	0.24	0.78	0.57
Jackson	46.12	8.33	0.50	1.70	1.43
Lumpkin	28.10	5.82	0.29	1.07	0.86
Madison	8.93	1.69	0.10	0.33	0.27
Rabun	39.95	10.31	0.50	1.62	1.24
Stephens	24.21	4.84	0.28	0.89	0.73
Towns	33.34	8.16	0.39	1.39	1.04
Union	18.00	3.82	0.22	0.69	0.55
White	47.11	10.77	0.54	1.83	1.43
PLANTATION TRACE TOTAL	\$769.34	\$166.83	8.70	\$29.91	\$23.70
Baker	1.07	0.07	0.00	0.03	0.03
Berrien	9.72	1.89	0.12	0.36	0.30
Brooks	7.80	1.54	0.08	0.29	0.24
Calhoun	2.51	0.54	0.03	0.10	0.08
Clay	1.64	0.21	0.01	0.06	0.05
Colquitt	47.48	9.22	0.48	1.76	1.45
Cook	21.51	5.10	0.28	0.89	0.67
Decatur	27.05	5.71	0.32	1.02	0.82
Dougherty	172.08	37.81	2.00	6.76	5.35
Early	9.58	1.97	0.11	0.36	0.29
Echols	0.09	0.02	0.00	0.00	0.00
Grady	18.30	3.34	0.19	0.66	0.55
Lanier	3.50	0.71	0.04	0.13	0.11
Lee	10.03	2.06	0.12	0.38	0.31
Lowndes	220.16	53.86	2.60	8.95	6.81
Miller	5.31	1.17	0.06	0.20	0.16
Mitchell	44.42	7.30	0.35	1.61	1.37
Quitman	1.15	0.17	0.01	0.04	0.04
Randolph	3.88	0.87	0.05	0.15	0.12
Seminole	6.96	1.35	0.08	0.27	0.22
Terrell	6.66	1.28	0.07	0.25	0.21
Thomas	51.85	10.72	0.58	1.94	1.57
Tift	77.42	16.25	0.88	2.98	2.39
Turner	7.60	1.40	0.08	0.27	0.23
Worth	11.56	2.25	0.13	0.43	0.35

**Table 2.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2009
(Continued)**

<u>Region/County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
PRESIDENTIAL PATHWAYS TOTAL	\$704.81	\$152.15	8.06	\$27.20	\$21.59
Chattahoochee	10.50	2.32	0.15	0.42	0.32
Crisp	34.37	6.85	0.38	1.30	1.04
Dooly	8.44	1.58	0.08	0.31	0.26
Harris	30.94	12.11	0.50	1.48	0.94
Heard	3.05	0.63	0.03	0.12	0.09
Macon	5.98	1.11	0.07	0.22	0.18
Marion	5.20	1.19	0.06	0.21	0.16
Meriwether	13.28	2.18	0.13	0.48	0.41
Muscogee	330.00	71.77	3.85	12.84	10.16
Pike	5.38	1.77	0.07	0.24	0.16
Schley	1.95	0.30	0.02	0.07	0.06
Spalding	72.01	14.89	0.87	2.72	2.20
Stewart	2.55	0.44	0.03	0.09	0.08
Sumter	30.24	7.16	0.37	1.18	0.92
Talbot	1.11	0.18	0.01	0.04	0.03
Taylor	5.02	0.86	0.05	0.18	0.15
Troup	123.53	23.00	1.16	4.53	3.76
Upson	20.70	3.77	0.22	0.76	0.64
<u>Webster</u>	<u>0.55</u>	<u>0.03</u>	<u>0.00</u>	<u>0.02</u>	<u>0.02</u>
STATE TOTAL	\$17,569.94	\$6,004.96	212.38	\$816.29	\$541.80

Source: U.S. Travel Association

Table 2.5: 2009 Georgia Regional Lodging Profile by Quarter - Hotel/Motel

	Q1	Q2	Q3	Q4	Annual
Atlanta Metro					
Average Hotel Occupancy Rate (%)	52.99%	55.46%	55.41%	55.29%	54.79%
Average Daily Room Rate (\$)	\$89.63	\$85.04	\$83.29	\$80.61	\$84.64
RevPar (\$)	\$47.47	\$47.02	\$47.25	\$41.04	\$45.70
Room Supply	7,582,804	7,731,516	7,858,594	7,904,171	31,077,085
Room Demand	4,018,046	4,272,878	4,456,897	4,009,314	16,757,135
Room Revenue (\$ Millions)	\$360.2	\$368.7	\$376.9	\$363.4	\$1,469.2
Classic South					
Average Hotel Occupancy Rate (%)	49.85%	56.15%	56.99%	57.97%	55.24%
Average Daily Room Rate (\$)	\$68.58	\$91.22	\$69.60	\$67.74	\$74.29
RevPar (\$)	\$34.24	\$53.86	\$37.85	\$31.08	\$39.26
Room Supply	756,039	777,686	791,234	798,488	3,123,447
Room Demand	376,554	450,493	430,013	364,093	1,621,153
Room Revenue (\$ Millions)	\$25.9	\$39.5	\$41.8	\$41.8	\$148.9
Coast					
Average Hotel Occupancy Rate (%)	56.11%	56.15%	56.99%	57.97%	55.24%
Average Daily Room Rate (\$)	\$68.58	\$91.22	\$69.60	\$67.74	\$74.29
RevPar (\$)	\$34.24	\$53.86	\$37.85	\$31.08	\$39.26
Room Supply	756,039	777,686	791,234	798,488	3,123,447
Room Demand	376,554	450,493	430,013	364,093	1,621,153
Room Revenue (\$ Millions)	\$25.88	\$39.49	\$41.76	\$41.76	\$148.89
Historic Heartland					
Average Hotel Occupancy Rate (%)	46.76%	50.49%	49.68%	48.57%	48.88%
Average Daily Room Rate (\$)	\$61.82	\$64.65	\$63.26	\$63.28	\$63.25
RevPar (\$)	\$28.97	\$31.41	\$27.25	\$26.66	\$28.57
Room Supply	1,364,696	1,404,587	1,466,726	1,492,608	5,728,617
Room Demand	638,432	681,688	631,847	625,955	2,577,922
Room Revenue (\$ Millions)	\$39.58	\$43.75	\$45.36	\$44.08	\$172.77
Historic High Country					
Average Hotel Occupancy Rate (%)	42.19%	45.76%	45.58%	45.80%	44.83%
Average Daily Room Rate (\$)	\$59.14	\$61.18	\$60.26	\$59.65	\$60.06
RevPar (\$)	\$24.97	\$28.03	\$25.92	\$23.60	\$25.63
Room Supply	899,958	920,621	942,088	959,569	3,722,236
Room Demand	379,366	421,356	405,037	378,801	1,584,560
Room Revenue (\$ Millions)	\$22.46	\$24.69	\$25.71	\$25.78	\$98.65

**Table 2.5: 2009 Georgia Regional Lodging Profile by Quarter - Hotel/Motel
(Continued)**

	Q1	Q2	Q3	Q4	Annual
Magnolia Midlands					
Average Hotel Occupancy Rate (%)	44.67%	48.29%	46.61%	46.57%	46.54%
Average Daily Room Rate (\$)	\$58.50	\$60.08	\$59.04	\$59.24	\$59.21
RevPar (\$)	\$26.17	\$27.96	\$25.51	\$22.82	\$25.61
Room Supply	385,740	390,026	394,312	394,312	1,564,390
Room Demand	171,801	181,512	170,600	151,670	675,583
Room Revenue (\$ Millions)	\$10.06	\$10.90	\$11.02	\$10.90	\$42.88
Northeast Mountains					
Average Hotel Occupancy Rate (%)	31.46%	35.93%	38.78%	41.98%	37.04%
Average Daily Room Rate (\$)	\$73.72	\$80.46	\$81.73	\$77.73	\$78.41
RevPar (\$)	\$0.00	\$33.76	\$35.32	\$30.97	\$30.81
Room Supply	652,922	666,848	680,800	680,800	2,681,370
Room Demand	205,473	279,835	293,904	265,828	1,045,040
Room Revenue (\$ Millions)	\$15.13	\$17.98	\$20.61	\$22.51	\$76.22
Plantation Trace					
Average Hotel Occupancy Rate (%)	49.59%	51.87%	49.49%	49.82%	50.19%
Average Daily Room Rate (\$)	\$60.44	\$61.24	\$60.12	\$59.18	\$60.24
RevPar (\$)	\$29.99	\$30.51	\$27.18	\$25.71	\$28.35
Room Supply	895,924	914,248	940,200	956,524	3,706,896
Room Demand	442,841	455,251	424,348	414,263	1,736,703
Room Revenue (\$ Millions)	\$26.78	\$28.07	\$27.85	\$27.88	\$110.58
Presidential Pathways					
Average Hotel Occupancy Rate (%)	44.47%	49.86%	51.76%	54.67%	50.19%
Average Daily Room Rate (\$)	\$71.64	\$74.24	\$72.28	\$69.59	\$71.94
RevPar (\$)	\$31.91	\$40.59	\$36.13	\$31.95	\$35.15
Room Supply	862,560	879,333	903,164	903,164	3,548,221
Room Demand	382,867	480,526	451,424	413,678	1,728,495
Room Revenue (\$ Millions)	\$27.47	\$31.18	\$33.80	\$35.68	\$128.14

Source: Smith Travel Research

Table 2.6: 2009 Georgia Regional Lodging Profile by Quarter - Campground

	Q1	Q2	Q3	Q4	Annual
Atlanta Metro					
Average Campground Occupancy Rate	–	–	–	–	–
Total Site Nights Available	–	–	–	–	–
Total Site Nights Occupied	–	–	–	–	–
Georgia's Coast					
Average Campground Occupancy Rate	47.3%	48.4%	27.7%	38.9%	40.5%
Total Site Nights Available	29,625	29,302	29,644	29,624	118,195
Total Site Nights Occupied	14,003	14,180	8,203	11,522	47,908
Georgia's Mountains					
Average Campground Occupancy Rate	13.1%	45.9%	42.0%	30.6%	32.9%
Total Site Nights Available	94,228	93,614	93,012	87,420	368,274
Total Site Nights Occupied	12,368	42,960	39,086	26,711	121,125
Historic South					
Average Campground Occupancy Rate	13.7%	31.0%	28.0%	26.2%	25.0%
Total Site Nights Available	69,676	84,996	69,292	69,092	293,056
Total Site Nights Occupied	9,554	26,322	19,405	18,077	73,358
Southern Rivers					
Average Campground Occupancy Rate	27.4%	39.5%	28.7%	34.0%	32.4%
Total Site Nights Available	34,776	34,398	34,726	34,776	138,676
Total Site Nights Occupied	9,540	13,573	9,950	11,835	44,898

Source: Georgia Department of Natural Resources

Note: 2009 campground data is not yet released. Table will be updated upon availability of 2009 data.

COUNTY TABLES

The following tables list the results of the County Economic Impact Component of U.S. Travel Association's Travel Economic Impact Model for Georgia in 2009. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table 3.1 lists the impact of travel for eight major counties in the state including travel expenditures, travel generated payroll and employment by major travel spending categories (public transportation, auto transportation, lodging, food services, amusement/recreation and retail). State tax revenue and the local tax revenue are included as well.

Table 3.2 lists all counties in the state in alphabetical order with each showing a summary of travel expenditures, travel generated payroll and employment, state tax revenue and the local tax revenue.

Table 3.3 ranks the counties in order of 2009 travel expenditures from highest to lowest.

Table 3.4 shows the percent distribution for each impact measure in 2009.

Table 3.1: Major Counties - 2009

2009 Impact of Domestic Travel on Georgia

Table 3.1 2009 Economic Impact of Travel on GA Major Counties

<u>County</u>	<u>Public Transportation</u>	<u>Auto Transportation</u>	<u>Lodging</u>	<u>Food-services</u>	<u>Amusement /Recreation</u>	<u>Retail</u>	<u>Total</u>
Spending (\$Millions)							
Fulton	2,827.1	380.2	933.7	1,058.7	349.7	398.1	5,947.5
Cobb	20.4	266.2	150.4	461.2	113.9	136.5	1,148.6
Chatham	233.5	80.5	215.7	317.0	91.5	71.1	1,009.3
De Kalb	39.6	183.0	132.9	393.4	101.2	140.1	990.2
Gwinnett	1.7	179.9	83.7	411.9	56.3	118.8	852.3
Glynn	10.4	25.4	135.2	59.5	35.2	21.6	287.4
Clarke	3.9	32.8	22.5	97.5	15.0	38.5	210.2
Butts	0.0	9.9	0.5	8.0	0.6	0.4	19.4
Payroll (\$Millions)							
Fulton	850.2	21.4	333.6	252.1	170.1	64.3	1,691.6
Cobb	34.8	17.8	56.3	138.8	87.4	27.9	363.0
Chatham	43.5	4.7	72.6	79.8	60.1	12.5	273.2
De Kalb	23.5	9.6	38.7	93.1	60.3	22.7	247.8
Gwinnett	4.3	10.6	28.1	109.3	38.2	21.4	211.9
Glynn	1.2	0.8	48.0	8.5	14.0	2.2	74.7
Clarke	1.1	1.5	6.8	20.7	8.7	6.1	44.9
Butts	0.0	0.6	0.2	2.1	0.4	0.1	3.3
Employment (Thousands)							
Fulton	14.4	1.0	12.1	18.0	6.2	3.3	55.0
Cobb	0.9	0.7	2.3	8.2	2.6	1.2	15.8
Chatham	0.9	0.2	3.4	4.6	1.8	0.5	11.4
De Kalb	0.5	0.4	2.3	5.9	2.0	1.0	12.0
Gwinnett	0.1	0.4	1.3	6.7	1.2	0.9	10.8
Glynn	0.0	0.0	2.0	0.7	0.6	0.1	3.4
Clarke	0.0	0.1	0.5	1.4	0.3	0.2	2.5
Butts	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Tax Receipts (\$ Millions)							
<u>County</u>	<u>State Tax</u>	<u>Local Tax</u>					
Fulton	271.7	184.7					
Cobb	50.1	35.0					
Chatham	42.0	31.3					
De Kalb	40.2	30.5					
Gwinnett	33.8	25.8					
Glynn	11.9	8.9					
Clarke	8.1	6.5					
Butts	0.7	0.6					

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Table 3.2: Alphabetical by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.2: 2009 Impact of Domestic Travel on Georgia Counties**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
Appling	\$14.29	\$2.60	0.16	\$0.52	\$0.43
Atkinson	3.85	0.66	0.04	0.14	0.12
Bacon	7.67	1.55	0.09	0.29	0.23
Baker	1.07	0.07	0.00	0.03	0.03
Baldwin	59.31	13.01	0.69	2.30	1.81
Banks	10.74	2.68	0.13	0.44	0.33
Barrow	36.44	6.63	0.40	1.32	1.10
Bartow	114.89	27.31	1.37	4.58	3.54
Ben Hill	16.84	3.34	0.20	0.64	0.52
Berrien	9.72	1.89	0.12	0.36	0.30
Bibb	254.05	66.76	3.16	10.43	7.78
Bleckley	8.96	1.89	0.10	0.35	0.28
Brantley	6.18	0.87	0.05	0.21	0.19
Brooks	7.80	1.54	0.08	0.29	0.24
Bryan	31.14	6.88	0.35	1.20	0.96
Bulloch	98.31	19.56	1.05	3.78	3.05
Burke	15.11	3.24	0.17	0.58	0.46
Butts	19.40	3.31	0.19	0.69	0.59
Calhoun	2.51	0.54	0.03	0.10	0.08
Camden	73.25	14.92	0.79	2.80	2.26
Candler	11.87	2.45	0.13	0.45	0.36
Carroll	104.34	20.98	1.13	3.97	3.20
Catoosa	62.61	13.75	0.69	2.43	1.92
Charlton	8.67	1.80	0.10	0.32	0.26
Chatham	1,009.31	273.20	11.37	42.02	31.31
Chattahoochee	10.50	2.32	0.15	0.42	0.32
Chattooga	13.95	2.59	0.16	0.51	0.43
Cherokee	198.64	49.64	2.62	8.04	6.12
Clarke	210.25	44.93	2.46	8.14	6.47
Clay	1.64	0.21	0.01	0.06	0.05
Clayton	956.61	1,682.32	29.799	115.46	29.77
Clinch	5.28	0.88	0.06	0.19	0.16
Cobb	1,148.61	363.04	15.77	50.07	35.03

Table 3.2: Alphabetical by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.2: 2009 Impact of Domestic Travel on Georgia Counties (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
Coffee	54.55	9.70	0.51	1.96	1.65
Colquitt	47.48	9.22	0.48	1.76	1.45
Columbia	114.84	22.58	1.20	4.46	3.62
Cook	21.51	5.10	0.28	0.89	0.67
Coweta	129.00	32.95	1.64	5.27	3.97
Crawford	3.76	0.58	0.04	0.13	0.11
Crisp	34.37	6.85	0.38	1.30	1.04
Dade	14.30	2.68	0.15	0.52	0.44
Dawson	33.73	8.29	0.41	1.41	1.05
Decatur	27.05	5.71	0.32	1.02	0.82
De Kalb	990.25	247.77	11.99	40.17	30.47
Dodge	17.05	3.34	0.19	0.64	0.53
Dooly	8.44	1.58	0.08	0.31	0.26
Dougherty	172.08	37.81	2.00	6.76	5.35
Douglas	163.86	33.56	1.85	6.19	5.00
Early	9.58	1.97	0.11	0.36	0.29
Echols	0.09	0.02	0.00	0.00	0.00
Effingham	24.59	4.56	0.26	0.91	0.76
Elbert	15.77	3.01	0.18	0.58	0.48
Emanuel	15.94	3.19	0.18	0.60	0.49
Evans	10.76	2.06	0.12	0.40	0.33
Fannin	27.90	6.08	0.31	1.04	0.86
Fayette	138.02	96.64	2.84	8.89	4.23
Floyd	107.56	21.73	1.21	4.05	3.28
Forsyth	118.52	31.17	1.53	4.90	3.66
Franklin	26.66	4.27	0.26	0.94	0.81
Fulton	5,947.50	1,691.64	55.04	271.67	184.70
Gilmer	26.99	4.55	0.27	0.98	0.84
Glascocock	0.91	0.13	0.01	0.03	0.03
Glynn	287.41	74.67	3.45	11.92	8.91
Gordon	38.66	7.64	0.45	1.44	1.17
Grady	18.30	3.34	0.19	0.66	0.55
Greene	38.74	11.46	0.53	1.64	1.20

Table 3.2: Alphabetical by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.2: 2009 Impact of Domestic Travel on Georgia Counties (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
Gwinnett	852.31	211.91	10.78	33.81	25.79
Habersham	38.43	8.00	0.44	1.49	1.19
Hall	190.75	43.78	2.22	7.33	5.77
Hancock	3.45	0.54	0.03	0.12	0.11
Haralson	16.94	2.36	0.14	0.57	0.51
Harris	30.94	12.11	0.50	1.48	0.94
Hart	18.66	4.86	0.24	0.78	0.57
Heard	3.05	0.63	0.03	0.12	0.09
Henry	176.94	41.18	2.09	7.18	5.48
Houston	165.10	35.57	1.89	6.43	5.09
Irwin	5.30	1.22	0.07	0.21	0.16
Jackson	46.12	8.33	0.50	1.70	1.43
Jasper	5.33	1.65	0.08	0.23	0.16
Jeff Davis	12.55	2.23	0.14	0.45	0.38
Jefferson	12.97	2.28	0.14	0.47	0.39
Jenkins	4.36	0.86	0.05	0.16	0.13
Johnson	2.60	0.44	0.03	0.09	0.08
Jones	9.34	2.92	0.14	0.41	0.28
Lamar	10.37	2.20	0.14	0.39	0.32
Lanier	3.50	0.71	0.04	0.13	0.11
Laurens	60.68	12.26	0.69	2.30	1.86
Lee	10.03	2.06	0.12	0.38	0.31
Liberty	84.32	11.72	0.57	2.97	2.59
Lincoln	5.36	1.30	0.07	0.21	0.16
Long	1.47	0.24	0.02	0.05	0.04
Lowndes	220.16	53.86	2.60	8.95	6.81
Lumpkin	28.10	5.82	0.29	1.07	0.86
McDuffie	22.39	4.11	0.22	0.83	0.69
McIntosh	10.86	2.44	0.13	0.42	0.33
Macon	5.98	1.11	0.07	0.22	0.18
Madison	8.93	1.69	0.10	0.33	0.27
Marion	5.20	1.19	0.06	0.21	0.16
Meriwether	13.28	2.18	0.13	0.48	0.41

Table 3.2: Alphabetical by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.2: 2009 Impact of Domestic Travel on Georgia Counties (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
Miller	5.31	1.17	0.06	0.20	0.16
Mitchell	44.42	7.30	0.35	1.61	1.37
Monroe	25.87	6.08	0.31	1.03	0.80
Montgomery	8.52	2.02	0.11	0.34	0.27
Morgan	33.08	7.21	0.37	1.30	1.04
Murray	21.61	4.14	0.24	0.80	0.66
Muscogee	330.00	71.77	3.85	12.84	10.16
Newton	80.10	16.09	0.90	3.17	2.51
Oconee	28.38	7.49	0.34	1.17	0.87
Oglethorpe	3.75	0.69	0.03	0.13	0.11
Paulding	60.65	11.71	0.66	2.25	1.85
Peach	26.45	5.24	0.29	1.00	0.82
Pickens	21.41	3.53	0.21	0.76	0.65
Pierce	10.40	2.56	0.13	0.42	0.31
Pike	5.38	1.77	0.07	0.24	0.16
Polk	34.02	7.70	0.43	1.32	1.03
Pulaski	7.04	1.65	0.09	0.28	0.22
Putnam	12.15	2.60	0.15	0.47	0.37
Quitman	1.15	0.17	0.01	0.04	0.04
Rabun	39.95	10.31	0.50	1.62	1.24
Randolph	3.88	0.87	0.05	0.15	0.12
Richmond	380.61	91.58	4.32	15.20	11.71
Rockdale	100.43	22.86	1.25	3.89	3.06
Schley	1.95	0.30	0.02	0.07	0.06
Screven	8.63	1.68	0.10	0.32	0.26
Seminole	6.96	1.35	0.08	0.27	0.22
Spalding	72.01	14.89	0.87	2.72	2.20
Stephens	24.21	4.84	0.28	0.89	0.73
Stewart	2.55	0.44	0.03	0.09	0.08
Sumter	30.24	7.16	0.37	1.18	0.92
Talbot	1.11	0.18	0.01	0.04	0.03
Taliaferro	0.43	0.07	0.00	0.02	0.01
Tattnall	12.17	2.14	0.14	0.44	0.37

Table 3.2: Alphabetical by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.2: 2009 Impact of Domestic Travel on Georgia Counties (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>(\$ Millions)</u>
Taylor	5.02	0.86	0.05	0.18	0.15
Telfair	7.85	1.35	0.09	0.28	0.23
Terrell	6.66	1.28	0.07	0.25	0.21
Thomas	51.85	10.72	0.58	1.94	1.57
Tift	77.42	16.25	0.88	2.98	2.39
Toombs	35.39	7.06	0.40	1.37	1.10
Towns	33.34	8.16	0.39	1.39	1.04
Treutlen	3.21	0.58	0.04	0.12	0.10
Troup	123.53	23.00	1.16	4.53	3.76
Turner	7.60	1.40	0.08	0.27	0.23
Twiggs	3.08	0.54	0.03	0.11	0.09
Union	18.00	3.82	0.22	0.69	0.55
Upson	20.70	3.77	0.22	0.76	0.64
Walker	51.17	13.70	0.63	2.09	1.55
Walton	56.75	11.67	0.68	2.13	1.72
Ware	65.73	10.61	0.58	2.36	2.03
Warren	1.17	0.19	0.01	0.04	0.03
Washington	20.15	4.58	0.24	0.78	0.61
Wayne	27.11	5.29	0.29	1.01	0.82
Webster	0.55	0.03	0.00	0.02	0.02
Wheeler	1.70	0.27	0.02	0.06	0.05
White	47.11	10.77	0.54	1.83	1.43
Whitfield	124.96	27.10	1.43	4.84	3.81
Wilcox	2.34	0.35	0.02	0.08	0.07
Wilkes	11.69	2.27	0.14	0.44	0.36
Wilkinson	3.73	0.50	0.03	0.13	0.11
<u>Worth</u>	<u>11.56</u>	<u>2.25</u>	<u>0.13</u>	<u>0.43</u>	<u>0.35</u>
TOTAL	\$17,569.94	\$6,004.96	212.38	\$816.29	\$541.80

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Table 3.3: Ranking of Counties by Expenditure Levels - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.3: Ranking of Counties by Expenditure Levels**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
Fulton	\$5,947.50	\$1,691.64	55.04	\$271.67	\$184.70
Cobb	1,148.61	363.04	15.77	50.07	35.03
Chatham	1,009.31	273.20	11.37	42.02	31.31
De Kalb	990.25	247.77	11.99	40.17	30.47
Clayton	956.61	1,682.32	29.799	115.46	29.77
Gwinnett	852.31	211.91	10.78	33.81	25.79
Richmond	380.61	91.58	4.32	15.20	11.71
Muscogee	330.00	71.77	3.85	12.84	10.16
Glynn	287.41	74.67	3.45	11.92	8.91
Bibb	254.05	66.76	3.16	10.43	7.78
Lowndes	220.16	53.86	2.60	8.95	6.81
Clarke	210.25	44.93	2.46	8.14	6.47
Cherokee	198.64	49.64	2.62	8.04	6.12
Hall	190.75	43.78	2.22	7.33	5.77
Henry	176.94	41.18	2.09	7.18	5.48
Dougherty	172.08	37.81	2.00	6.76	5.35
Houston	165.10	35.57	1.89	6.43	5.09
Douglas	163.86	33.56	1.85	6.19	5.00
Fayette	138.02	96.64	2.84	8.89	4.23
Coweta	129.00	32.95	1.64	5.27	3.97
Whitfield	124.96	27.10	1.43	4.84	3.81
Troup	123.53	23.00	1.16	4.53	3.76
Forsyth	118.52	31.17	1.53	4.90	3.66
Bartow	114.89	27.31	1.37	4.58	3.54
Columbia	114.84	22.58	1.20	4.46	3.62
Floyd	107.56	21.73	1.21	4.05	3.28
Carroll	104.34	20.98	1.13	3.97	3.20
Rockdale	100.43	22.86	1.25	3.89	3.06
Bulloch	98.31	19.56	1.05	3.78	3.05
Liberty	84.32	11.72	0.57	2.97	2.59
Newton	80.10	16.09	0.90	3.17	2.51
Tift	77.42	16.25	0.88	2.98	2.39
Camden	73.25	14.92	0.79	2.80	2.26

Table 3.3: Ranking of Counties by Expenditure Levels - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.3: Ranking of Counties by Expenditure Levels (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
Spalding	72.01	14.89	0.87	2.72	2.20
Ware	65.73	10.61	0.58	2.36	2.03
Catoosa	62.61	13.75	0.69	2.43	1.92
Laurens	60.68	12.26	0.69	2.30	1.86
Paulding	60.65	11.71	0.66	2.25	1.85
Baldwin	59.31	13.01	0.69	2.30	1.81
Walton	56.75	11.67	0.68	2.13	1.72
Coffee	54.55	9.70	0.51	1.96	1.65
Thomas	51.85	10.72	0.58	1.94	1.57
Walker	51.17	13.70	0.63	2.09	1.55
Colquitt	47.48	9.22	0.48	1.76	1.45
White	47.11	10.77	0.54	1.83	1.43
Jackson	46.12	8.33	0.50	1.70	1.43
Mitchell	44.42	7.30	0.35	1.61	1.37
Rabun	39.95	10.31	0.50	1.62	1.24
Greene	38.74	11.46	0.53	1.64	1.20
Gordon	38.66	7.64	0.45	1.44	1.17
Habersham	38.43	8.00	0.44	1.49	1.19
Barrow	36.44	6.63	0.40	1.32	1.10
Toombs	35.39	7.06	0.40	1.37	1.10
Crisp	34.37	6.85	0.38	1.30	1.04
Polk	34.02	7.70	0.43	1.32	1.03
Dawson	33.73	8.29	0.41	1.41	1.05
Towns	33.34	8.16	0.39	1.39	1.04
Morgan	33.08	7.21	0.37	1.30	1.04
Bryan	31.14	6.88	0.35	1.20	0.96
Harris	30.94	12.11	0.50	1.48	0.94
Sumter	30.24	7.16	0.37	1.18	0.92
Oconee	28.38	7.49	0.34	1.17	0.87
Lumpkin	28.10	5.82	0.29	1.07	0.86
Fannin	27.90	6.08	0.31	1.04	0.86
Wayne	27.11	5.29	0.29	1.01	0.82
Decatur	27.05	5.71	0.32	1.02	0.82

Table 3.3: Ranking of Counties by Expenditure Levels - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.3: Ranking of Counties by Expenditure Levels (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
Gilmer	26.99	4.55	0.27	0.98	0.84
Franklin	26.66	4.27	0.26	0.94	0.81
Peach	26.45	5.24	0.29	1.00	0.82
Monroe	25.87	6.08	0.31	1.03	0.80
Effingham	24.59	4.56	0.26	0.91	0.76
Stephens	24.21	4.84	0.28	0.89	0.73
McDuffie	22.39	4.11	0.22	0.83	0.69
Murray	21.61	4.14	0.24	0.80	0.66
Cook	21.51	5.10	0.28	0.89	0.67
Pickens	21.41	3.53	0.21	0.76	0.65
Upson	20.70	3.77	0.22	0.76	0.64
Washington	20.15	4.58	0.24	0.78	0.61
Butts	19.40	3.31	0.19	0.69	0.59
Hart	18.66	4.86	0.24	0.78	0.57
Grady	18.30	3.34	0.19	0.66	0.55
Union	18.00	3.82	0.22	0.69	0.55
Dodge	17.05	3.34	0.19	0.64	0.53
Haralson	16.94	2.36	0.14	0.57	0.51
Ben Hill	16.84	3.34	0.20	0.64	0.52
Emanuel	15.94	3.19	0.18	0.60	0.49
Elbert	15.77	3.01	0.18	0.58	0.48
Burke	15.11	3.24	0.17	0.58	0.46
Dade	14.30	2.68	0.15	0.52	0.44
Appling	14.29	2.60	0.16	0.52	0.43
Chattooga	13.95	2.59	0.16	0.51	0.43
Meriwether	13.28	2.18	0.13	0.48	0.41
Jefferson	12.97	2.28	0.14	0.47	0.39
Jeff Davis	12.55	2.23	0.14	0.45	0.38
Tattnall	12.17	2.14	0.14	0.44	0.37
Putnam	12.15	2.60	0.15	0.47	0.37
Candler	11.87	2.45	0.13	0.45	0.36
Wilkes	11.69	2.27	0.14	0.44	0.36
Worth	11.56	2.25	0.13	0.43	0.35

Table 3.3: Ranking of Counties by Expenditure Levels - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.3: Ranking of Counties by Expenditure Levels (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax (\$ Millions)</u>	<u>Local Tax (\$ Millions)</u>
McIntosh	10.86	2.44	0.13	0.42	0.33
Evans	10.76	2.06	0.12	0.40	0.33
Banks	10.74	2.68	0.13	0.44	0.33
Chattahoochee	10.50	2.32	0.15	0.42	0.32
Pierce	10.40	2.56	0.13	0.42	0.31
Lamar	10.37	2.20	0.14	0.39	0.32
Lee	10.03	2.06	0.12	0.38	0.31
Berrien	9.72	1.89	0.12	0.36	0.30
Early	9.58	1.97	0.11	0.36	0.29
Jones	9.34	2.92	0.14	0.41	0.28
Bleckley	8.96	1.89	0.10	0.35	0.28
Madison	8.93	1.69	0.10	0.33	0.27
Charlton	8.67	1.80	0.10	0.32	0.26
Screven	8.63	1.68	0.10	0.32	0.26
Montgomery	8.52	2.02	0.11	0.34	0.27
Dooly	8.44	1.58	0.08	0.31	0.26
Telfair	7.85	1.35	0.09	0.28	0.23
Brooks	7.80	1.54	0.08	0.29	0.24
Bacon	7.67	1.55	0.09	0.29	0.23
Turner	7.60	1.40	0.08	0.27	0.23
Pulaski	7.04	1.65	0.09	0.28	0.22
Seminole	6.96	1.35	0.08	0.27	0.22
Terrell	6.66	1.28	0.07	0.25	0.21
Brantley	6.18	0.87	0.05	0.21	0.19
Macon	5.98	1.11	0.07	0.22	0.18
Pike	5.38	1.77	0.07	0.24	0.16
Lincoln	5.36	1.30	0.07	0.21	0.16
Jasper	5.33	1.65	0.08	0.23	0.16
Miller	5.31	1.17	0.06	0.20	0.16
Irwin	5.30	1.22	0.07	0.21	0.16
Clinch	5.28	0.88	0.06	0.19	0.16
Marion	5.20	1.19	0.06	0.21	0.16
Taylor	5.02	0.86	0.05	0.18	0.15

Table 3.3: Ranking of Counties by Expenditure Levels - 2009

2009 Impact of Domestic Travel on Georgia

Table 3.3: Ranking of Counties by Expenditure Levels (Continued)

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>(\$ Millions)</u>
Jenkins	4.36	0.86	0.05	0.16	0.13
Randolph	3.88	0.87	0.05	0.15	0.12
Atkinson	3.85	0.66	0.04	0.14	0.12
Crawford	3.76	0.58	0.04	0.13	0.11
Oglethorpe	3.75	0.69	0.03	0.13	0.11
Wilkinson	3.73	0.50	0.03	0.13	0.11
Lanier	3.50	0.71	0.04	0.13	0.11
Hancock	3.45	0.54	0.03	0.12	0.11
Treutlen	3.21	0.58	0.04	0.12	0.10
Twiggs	3.08	0.54	0.03	0.11	0.09
Heard	3.05	0.63	0.03	0.12	0.09
Johnson	2.60	0.44	0.03	0.09	0.08
Stewart	2.55	0.44	0.03	0.09	0.08
Calhoun	2.51	0.54	0.03	0.10	0.08
Wilcox	2.34	0.35	0.02	0.08	0.07
Schley	1.95	0.30	0.02	0.07	0.06
Wheeler	1.70	0.27	0.02	0.06	0.05
Clay	1.64	0.21	0.01	0.06	0.05
Long	1.47	0.24	0.02	0.05	0.04
Warren	1.17	0.19	0.01	0.04	0.03
Quitman	1.15	0.17	0.01	0.04	0.04
Talbot	1.11	0.18	0.01	0.04	0.03
Baker	1.07	0.07	0.00	0.03	0.03
Glascock	0.91	0.13	0.01	0.03	0.03
Webster	0.55	0.03	0.00	0.02	0.02
Taliaferro	0.43	0.07	0.00	0.02	0.01
<u>Echols</u>	<u>0.09</u>	<u>0.02</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL	\$17,569.94	\$6,004.96	212.38	\$816.29	\$541.80

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Table 3.4: Percent Distribution by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.4: Percent Distribution by County**

<u>County</u>	<u>Expenditures (%)</u>	<u>Payroll (%)</u>	<u>Employment (%)</u>	<u>State Tax (%)</u>	<u>Local Tax (%)</u>
Appling	0.08%	0.04%	0.07%	0.06%	0.08%
Atkinson	0.02%	0.01%	0.02%	0.02%	0.02%
Bacon	0.04%	0.03%	0.04%	0.04%	0.04%
Baker	0.01%	0.00%	0.00%	0.00%	0.01%
Baldwin	0.34%	0.22%	0.32%	0.28%	0.33%
Banks	0.06%	0.04%	0.06%	0.05%	0.06%
Barrow	0.21%	0.11%	0.19%	0.16%	0.20%
Bartow	0.65%	0.45%	0.64%	0.56%	0.65%
Ben Hill	0.10%	0.06%	0.09%	0.08%	0.10%
Berrien	0.06%	0.03%	0.06%	0.04%	0.05%
Bibb	1.45%	1.11%	1.49%	1.28%	1.44%
Bleckley	0.05%	0.03%	0.05%	0.04%	0.05%
Brantley	0.04%	0.01%	0.02%	0.03%	0.03%
Brooks	0.04%	0.03%	0.04%	0.04%	0.04%
Bryan	0.18%	0.11%	0.16%	0.15%	0.18%
Bulloch	0.56%	0.33%	0.50%	0.46%	0.56%
Burke	0.09%	0.05%	0.08%	0.07%	0.09%
Butts	0.11%	0.06%	0.09%	0.08%	0.11%
Calhoun	0.01%	0.01%	0.02%	0.01%	0.01%
Camden	0.42%	0.25%	0.37%	0.34%	0.42%
Candler	0.07%	0.04%	0.06%	0.06%	0.07%
Carroll	0.59%	0.35%	0.53%	0.49%	0.59%
Catoosa	0.36%	0.23%	0.32%	0.30%	0.35%
Charlton	0.05%	0.03%	0.05%	0.04%	0.05%
Chatham	5.74%	4.55%	5.35%	5.15%	5.78%
Chattahoochee	0.06%	0.04%	0.07%	0.05%	0.06%
Chattooga	0.08%	0.04%	0.07%	0.06%	0.08%
Cherokee	1.13%	0.83%	1.23%	0.99%	1.13%
Clarke	1.20%	0.75%	1.16%	1.00%	1.19%
Clay	0.01%	0.00%	0.01%	0.01%	0.01%
Clayton	5.44%	28.02%	14.03%	14.14%	5.50%
Clinch	0.03%	0.01%	0.03%	0.02%	0.03%
Cobb	6.54%	6.05%	7.43%	6.13%	6.46%

Table 3.4: Percent Distribution by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.4: Percent Distribution by County (Continued)**

<u>County</u>	<u>Expenditures (%)</u>	<u>Payroll (%)</u>	<u>Employment (%)</u>	<u>State Tax (%)</u>	<u>Local Tax (%)</u>
Coffee	0.31%	0.16%	0.24%	0.24%	0.31%
Colquitt	0.27%	0.15%	0.23%	0.22%	0.27%
Columbia	0.65%	0.38%	0.56%	0.55%	0.67%
Cook	0.12%	0.09%	0.13%	0.11%	0.12%
Coweta	0.73%	0.55%	0.77%	0.65%	0.73%
Crawford	0.02%	0.01%	0.02%	0.02%	0.02%
Crisp	0.20%	0.11%	0.18%	0.16%	0.19%
Dade	0.08%	0.04%	0.07%	0.06%	0.08%
Dawson	0.19%	0.14%	0.19%	0.17%	0.19%
Decatur	0.15%	0.10%	0.15%	0.12%	0.15%
De Kalb	5.64%	4.13%	5.64%	4.92%	5.62%
Dodge	0.10%	0.06%	0.09%	0.08%	0.10%
Dooly	0.05%	0.03%	0.04%	0.04%	0.05%
Dougherty	0.98%	0.63%	0.94%	0.83%	0.99%
Douglas	0.93%	0.56%	0.87%	0.76%	0.92%
Early	0.05%	0.03%	0.05%	0.04%	0.05%
Echols	0.00%	0.00%	0.00%	0.00%	0.00%
Effingham	0.14%	0.08%	0.12%	0.11%	0.14%
Elbert	0.09%	0.05%	0.08%	0.07%	0.09%
Emanuel	0.09%	0.05%	0.09%	0.07%	0.09%
Evans	0.06%	0.03%	0.06%	0.05%	0.06%
Fannin	0.16%	0.10%	0.15%	0.13%	0.16%
Fayette	0.79%	1.61%	1.34%	1.09%	0.78%
Floyd	0.61%	0.36%	0.57%	0.50%	0.61%
Forsyth	0.67%	0.52%	0.72%	0.60%	0.68%
Franklin	0.15%	0.07%	0.12%	0.12%	0.15%
Fulton	33.85%	28.17%	25.92%	33.28%	34.09%
Gilmer	0.15%	0.08%	0.13%	0.12%	0.15%
Glascocock	0.01%	0.00%	0.00%	0.00%	0.01%
Glynn	1.64%	1.24%	1.62%	1.46%	1.64%
Gordon	0.22%	0.13%	0.21%	0.18%	0.22%
Grady	0.10%	0.06%	0.09%	0.08%	0.10%
Greene	0.22%	0.19%	0.25%	0.20%	0.22%

Table 3.4: Percent Distribution by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.4: Percent Distribution by County (Continued)**

<u>County</u>	<u>Expenditures (%)</u>	<u>Payroll (%)</u>	<u>Employment (%)</u>	<u>State Tax (%)</u>	<u>Local Tax (%)</u>
Gwinnett	4.85%	3.53%	5.08%	4.14%	4.76%
Habersham	0.22%	0.13%	0.21%	0.18%	0.22%
Hall	1.09%	0.73%	1.05%	0.90%	1.06%
Hancock	0.02%	0.01%	0.01%	0.02%	0.02%
Haralson	0.10%	0.04%	0.07%	0.07%	0.09%
Harris	0.18%	0.20%	0.24%	0.18%	0.17%
Hart	0.11%	0.08%	0.12%	0.10%	0.11%
Heard	0.02%	0.01%	0.01%	0.01%	0.02%
Henry	1.01%	0.69%	0.98%	0.88%	1.01%
Houston	0.94%	0.59%	0.89%	0.79%	0.94%
Irwin	0.03%	0.02%	0.03%	0.03%	0.03%
Jackson	0.26%	0.14%	0.23%	0.21%	0.26%
Jasper	0.03%	0.03%	0.04%	0.03%	0.03%
Jeff Davis	0.07%	0.04%	0.06%	0.06%	0.07%
Jefferson	0.07%	0.04%	0.07%	0.06%	0.07%
Jenkins	0.02%	0.01%	0.02%	0.02%	0.02%
Johnson	0.01%	0.01%	0.01%	0.01%	0.01%
Jones	0.05%	0.05%	0.07%	0.05%	0.05%
Lamar	0.06%	0.04%	0.06%	0.05%	0.06%
Lanier	0.02%	0.01%	0.02%	0.02%	0.02%
Laurens	0.35%	0.20%	0.32%	0.28%	0.34%
Lee	0.06%	0.03%	0.06%	0.05%	0.06%
Liberty	0.48%	0.20%	0.27%	0.36%	0.48%
Lincoln	0.03%	0.02%	0.03%	0.03%	0.03%
Long	0.01%	0.00%	0.01%	0.01%	0.01%
Lowndes	1.25%	0.90%	1.23%	1.10%	1.26%
Lumpkin	0.16%	0.10%	0.14%	0.13%	0.16%
McDuffie	0.13%	0.07%	0.10%	0.10%	0.13%
McIntosh	0.06%	0.04%	0.06%	0.05%	0.06%
Macon	0.03%	0.02%	0.03%	0.03%	0.03%
Madison	0.05%	0.03%	0.05%	0.04%	0.05%
Marion	0.03%	0.02%	0.03%	0.03%	0.03%
Meriwether	0.08%	0.04%	0.06%	0.06%	0.08%

Table 3.4: Percent Distribution by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.4: Percent Distribution by County (Continued)**

<u>County</u>	<u>Expenditures (%)</u>	<u>Payroll (%)</u>	<u>Employment (%)</u>	<u>State Tax (%)</u>	<u>Local Tax (%)</u>
Miller	0.03%	0.02%	0.03%	0.02%	0.03%
Mitchell	0.25%	0.12%	0.16%	0.20%	0.25%
Monroe	0.15%	0.10%	0.15%	0.13%	0.15%
Montgomery	0.05%	0.03%	0.05%	0.04%	0.05%
Morgan	0.19%	0.12%	0.18%	0.16%	0.19%
Murray	0.12%	0.07%	0.11%	0.10%	0.12%
Muscogee	1.88%	1.20%	1.81%	1.57%	1.87%
Newton	0.46%	0.27%	0.42%	0.39%	0.46%
Oconee	0.16%	0.12%	0.16%	0.14%	0.16%
Oglethorpe	0.02%	0.01%	0.02%	0.02%	0.02%
Paulding	0.35%	0.19%	0.31%	0.28%	0.34%
Peach	0.15%	0.09%	0.14%	0.12%	0.15%
Pickens	0.12%	0.06%	0.10%	0.09%	0.12%
Pierce	0.06%	0.04%	0.06%	0.05%	0.06%
Pike	0.03%	0.03%	0.04%	0.03%	0.03%
Polk	0.19%	0.13%	0.20%	0.16%	0.19%
Pulaski	0.04%	0.03%	0.04%	0.03%	0.04%
Putnam	0.07%	0.04%	0.07%	0.06%	0.07%
Quitman	0.01%	0.00%	0.01%	0.00%	0.01%
Rabun	0.23%	0.17%	0.23%	0.20%	0.23%
Randolph	0.02%	0.01%	0.03%	0.02%	0.02%
Richmond	2.17%	1.53%	2.03%	1.86%	2.16%
Rockdale	0.57%	0.38%	0.59%	0.48%	0.56%
Schley	0.01%	0.01%	0.01%	0.01%	0.01%
Screven	0.05%	0.03%	0.05%	0.04%	0.05%
Seminole	0.04%	0.02%	0.04%	0.03%	0.04%
Spalding	0.41%	0.25%	0.41%	0.33%	0.41%
Stephens	0.14%	0.08%	0.13%	0.11%	0.13%
Stewart	0.01%	0.01%	0.01%	0.01%	0.01%
Sumter	0.17%	0.12%	0.17%	0.14%	0.17%
Talbot	0.01%	0.00%	0.01%	0.00%	0.01%
Taliaferro	0.00%	0.00%	0.00%	0.00%	0.00%
Tattnall	0.07%	0.04%	0.06%	0.05%	0.07%

Table 3.4: Percent Distribution by County - 2009

2009 Impact of Domestic Travel on Georgia**Table 3.4: Percent Distribution by County (Continued)**

<u>County</u>	<u>Expenditures</u> (%)	<u>Payroll</u> (%)	<u>Employment</u> (%)	<u>State Tax</u> (%)	<u>Local Tax</u> (%)
Taylor	0.03%	0.01%	0.03%	0.02%	0.03%
Telfair	0.04%	0.02%	0.04%	0.03%	0.04%
Terrell	0.04%	0.02%	0.03%	0.03%	0.04%
Thomas	0.30%	0.18%	0.27%	0.24%	0.29%
Tift	0.44%	0.27%	0.42%	0.37%	0.44%
Toombs	0.20%	0.12%	0.19%	0.17%	0.20%
Towns	0.19%	0.14%	0.19%	0.17%	0.19%
Treutlen	0.02%	0.01%	0.02%	0.01%	0.02%
Troup	0.70%	0.38%	0.54%	0.56%	0.69%
Turner	0.04%	0.02%	0.04%	0.03%	0.04%
Twiggs	0.02%	0.01%	0.01%	0.01%	0.02%
Union	0.10%	0.06%	0.10%	0.08%	0.10%
Upton	0.12%	0.06%	0.10%	0.09%	0.12%
Walker	0.29%	0.23%	0.30%	0.26%	0.29%
Walton	0.32%	0.19%	0.32%	0.26%	0.32%
Ware	0.37%	0.18%	0.27%	0.29%	0.38%
Warren	0.01%	0.00%	0.01%	0.01%	0.01%
Washington	0.11%	0.08%	0.11%	0.10%	0.11%
Wayne	0.15%	0.09%	0.14%	0.12%	0.15%
Webster	0.00%	0.00%	0.00%	0.00%	0.00%
Wheeler	0.01%	0.00%	0.01%	0.01%	0.01%
White	0.27%	0.18%	0.25%	0.22%	0.26%
Whitfield	0.71%	0.45%	0.67%	0.59%	0.70%
Wilcox	0.01%	0.01%	0.01%	0.01%	0.01%
Wilkes	0.07%	0.04%	0.06%	0.05%	0.07%
Wilkinson	0.02%	0.01%	0.01%	0.02%	0.02%
<u>Worth</u>	<u>0.07%</u>	<u>0.04%</u>	<u>0.06%</u>	<u>0.05%</u>	<u>0.07%</u>
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

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APPENDICES

APPENDIX A: TRAVEL ECONOMIC IMPACT MODEL

Introduction

The Travel Economic Impact Model (TEIM) was developed by the Research Department at U.S. Travel Association (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day or overnight trips to places 50 miles or more, one way, from the traveler's origin.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

A *travel expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation,

such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

Estimates of Travel Expenditures

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Georgia is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by U.S. Travel Association, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

Estimates of Business Receipts, Payroll and Employment

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC

701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Georgia State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Georgia.

Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, U.S. Travel Association's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

APPENDIX B: GLOSSARY OF TERMS – TEIM

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

APPENDIX C: SOURCES OF DATA

This appendix presents the sources of data used in this report.

Sources

Air Transport Association
American Automobile Association
Amtrak
American Society of Travel Agents
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
National Park Service
Georgia Department of Economic Development (DEcD)
Georgia Department of Revenue
Georgia Department of Labor
Smith Travel Research
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce
TNS
U.S. Travel Association

APPENDIX D: REGION DEFINITIONS

REGION	COUNTY
Atlanta Metro	Clayton Cobb Coweta De Kalb Douglas Fayette Fulton Gwinnett Henry
Colonial Coast	Brantley Bryan Camden Charlton Chatham Clinch Effingham Glynn Liberty McIntosh Pierce Ware
Historic High Country	Bartow Carroll Catoosa Chattooga Cherokee Dade Fannin Floyd Gilmer Gordon Haralson Murray Paulding Pickens Polk Walker Whitfield

REGION	COUNTY
Northeast Georgia Mountains	Banks Barrow Dawson Elbert Forsyth Franklin Habersham Hall Hart Jackson Lumpkin Madison Rabun Stephens Towns Union White
Classic South	Burke Columbia Emanuel Glascok Greene Hancock Jefferson Jenkins Johnson Lincoln McDuffie Oglethorpe Richmond Taliaferro Warren Washington Wilkes

Appendix D: Region Definitions

REGION	COUNTY
Historic Heartland	Baldwin
	Bibb
	Butts
	Clarke
	Crawford
	Houston
	Jasper
	Jones
	Lamar
	Monroe
	Morgan
	Newton
	Oconee
	Peach
	Putnam
	Rockdale
	Twiggs
Walton	
Wilkinson	

REGION	COUNTY
Magnolia Midlands	Appling
	Atkinson
	Bacon
	Ben Hill
	Bleckley
	Bulloch
	Candler
	Coffee
	Dodge
	Evans
	Irwin
	Jeff Davis
	Laurens
	Long
	Montgomery
	Pulaski
	Screven
	Tattnall
	Telfair
Toombs	
Treutlen	
Wayne	
Wheeler	
Wilcox	

Appendix D: Region Definitions

REGION	COUNTY
Plantation Trace	Baker
	Berrien
	Brooks
	Calhoun
	Clay
	Colquitt
	Cook
	Decatur
	Dougherty
	Early
	Echols
	Grady
	Lanier
	Lee
	Lowndes
	Miller
	Mitchell
	Quitman
	Randolph
	Seminole
Terrell	
Thomas	
Tift	
Turner	
Worth	

REGION	COUNTY
Presidential Pathways	Chattahoochee
	Crisp
	Dooly
	Harris
	Heard
	Macon
	Marion
	Meriwether
	Muscogee
	Pike
	Schley
	Spalding
	Stewart
	Sumter
	Talbot
	Taylor
Troup	
Upson	
Webster	