



Key Tourism Indicators

Updated : January 2012

Monthly Trending Data- YTD thru December 2011 (vs. the same month in the previous year)	
Hotel Data	<ul style="list-style-type: none"> • Occupancy : 55.48% up 3.4% • Demand: 35 million room nights up 3% • Revenue : \$ 2.8 billion up 3.7% • Average Daily Rate: \$79.03 up 0.7%
Consumer Confidence	<ul style="list-style-type: none"> • 64.5 (up from Nov 55.2)
State tax collection	<ul style="list-style-type: none"> • \$273,004,004 up 2.08%
VIC visitation	<ul style="list-style-type: none"> • 5.9 million down -5%

Economic Impact Figures: <i>Source: 2010 Tourism Satellite Account</i>	
Total impact	Tourism generated more than \$45 billion in total economic impact for the state
State tax revenue	\$2.4 billion in state and local tax
Employment	391,000 Georgians are employed in tourism-related jobs
Household benefit	\$706 in state and local tax savings

Visitation and Demographic Data: <i>2010 Longwood International Georgia Visitor Report</i>	
Total Visitation	<ul style="list-style-type: none"> • Estimated 115.9 million trips were taken to and in Georgia by Americans in 2010:
	<ul style="list-style-type: none"> • 45% were overnight trips and 55% were day trips
Overnight Trip data	<ul style="list-style-type: none"> • 52.3 million overnight trips: <ul style="list-style-type: none"> ○ 80% were adults and 20% children ○ Key marketable overnight trip types for Georgia included: <ul style="list-style-type: none"> ▪ special events, touring, business-leisure, outdoors and resort ○ 48% Visit Friends/ relatives ○ 31% Marketable trips ○ 16% Business ○ Average spending \$178 on the trip



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October 2011

Day trip Data	<ul style="list-style-type: none">• Of the estimated 63.6 million day travelers to and in Georgia:<ul style="list-style-type: none">○ 79% were adults and 21% were under 18○ Key marketable day trip types included:<ul style="list-style-type: none">▪ shopping, special events, touring, city trips and outdoor trips.○ 50% Marketable trips○ 35% Visit Friends/ Relatives○ 15% Business○ Average spending \$50
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