



Georgia®

ECONOMIC IMPACT REPORT TOURISM 2009



TOURISM AT A GLANCE

ANNUAL TOURISM EXPENDITURES

- \$34.8 billion in total economic impact (direct, indirect and induced)
- \$19 billion spent by U.S. travelers
- \$1.7 billion by international travelers
- Overnight domestic travelers spent an average of \$112 per day

ANNUAL STATE AND LOCAL TAX REVENUE

- \$1.5 billion in state and local tax revenues
- \$850.6 million in state tax revenue
- \$574.6 million in local tax revenue

Every Georgia household benefits from state and local tax savings of \$518

ANNUAL EMPLOYMENT

- 241,500 tourism-related jobs
- \$6.3 billion in resident wages
- On average, every \$86,155 spent in Georgia by U.S. travelers generated one job

TRAVEL AND TOURISM SATELLITE ACCOUNTS

The tourism industry is moving from traditional Economic Impact (EI) analysis toward a more comprehensive analysis called Travel & Tourism Satellite Accounts (TSA) to more accurately measure tourism's contribution to the economy. The TSA adds several components, most notably capital investment (construction of hotels, etc).

GEORGIA'S 2008 TSA ANALYSIS SHOWS THAT TOURISM GENERATED:

- \$28.8 billion in direct sales
- \$46 billion in total sales*
- \$2.5 billion in state and local taxes*
- \$20.9 billion of GDP*, 5.3% of the state economy
- 400,000 jobs*, 9.9% of all jobs in the state
- Tourism saved each household \$760 in state and local taxes

*These elements include indirect & induced impacts

Sources: U.S. Travel Association
Tourism Economics



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