ECONOMIC IMPACT OF TRAVEL ON GEORGIA 2004 PROFILE

REGIONAL ANALYSIS

A Study Prepared for the
Georgia Department of Economic Development (DEcD)
By the
Travel Industry Association of America
Washington, D.C.
August 2005

Travel Industry Association of America

PREFACE

This study was conducted by the research department of the Travel Industry Association of America (TIA) for the **Georgia Department of Economic Development (DEcD)**. The report presents state and region level estimates of travel economic impact on Georgia in 2004. Quarterly and annual data on visitor volume, trip characteristics, and demographics of U.S. visitors to Georgia in 2004, traveler-related expenditures, travel-generated employment and payroll income, as well as tax revenues for state and local governments are included in this report. Detailed estimates of travel spending by category and traveler type are also provided. Annual 2003 travel economic impact estimates are displayed for comparison purposes.

The report focuses on U.S. domestic travel in Georgia only. Estimates of international travelers' impact on Georgia will be provided once the data become available.

All data and estimates covered in this report are on a calendar year basis.

Research Department
Travel Industry Association of America
Washington, D.C.
August 2005

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INTRODUCTION

Section 1 of this report provides information on U.S. travelers visiting Georgia during 2004. Information presented in this section is captured via TravelScope®, a national consumer survey conducted monthly, using National Family Opinion's (NFO) consumer panel of U.S. households. TravelScope is a cooperative research effort, funded by states, cities and other participants and managed by the Research Department of the Travel Industry Association. Since 1994, TravelScope has collected visitor volume, market share, trip characteristics, and demographics for all U.S. domestic travel. See *Appendix A* for more information on TravelScope methodology.

Section 1 takes a comprehensive look at the unique travel characteristics of Georgia visitors. Travel as measured in this report is based on trips of 50 miles or more, one way, away from home or trips including one or more nights' stay. Respondent households are instructed to not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator. Travel volume estimates for Georgia are based either on the number of households traveling (household trips) or the number of persons traveling (person-trips). See Appendix G for a copy of the survey questionnaire.

For purposes of this report, analysis of trip characteristics and traveler demographics focuses on destination/overnight visitors to Georgia. Destination/overnight person-trips are trips taken by travelers who spent one or more nights in the state OR indicated that Georgia was a specific trip destination whether or not they stayed overnight (i.e. they were not just passing through). These are visitors traveling specifically to Georgia for leisure, business or other purposes.

National figures in this report are based on total domestic travel, that is, person-trips originating in the 48 contiguous states and traveling to any of the 50 states.

Estimates of travel volumes for Georgia regions include an adjustment to account for the portion of travelers who went to Georgia but did not mention the specific cities/attractions they visited while in the state. See Appendix H for an explanation of regional volume estimates.

Appendix I provides a list of counties included in each region.

Section 2 of the report presents economic impact estimates of U.S. domestic travelers in Georgia during 2004. These estimates are produced via TIA's Travel Economic Impact Model (TEIM), a computerized economic model producing estimates of travel spending and its impact on employment, wage and salary (payroll) income, state and local tax revenues.

The TEIM, initially developed in 1975 for the U.S. Department of the Interior, measures the economic value of travel and tourism to states and counties. The original model has since been extensively revised using more accurate and targeted input data available from governments and the private sector. The TEIM is based upon national travel surveys conducted by TIA and other data developed by the Bureau of the Census, TIA, various federal agencies and national travel organizations each year. A description of the TEIM is provided in *Appendix B.* Estimates of travel economic impact in Georgia are based on the most recent version of the TEIM. The most

current TravelScope data and the data provided by Georgia Department of Economic Development (DEcD) and other sources are employed in the model.

U.S. domestic travel data includes both state residents and out-of-state visitors to Georgia traveling away from home overnight in paid accommodations, or on day trips to places 50 miles or more, one way, away from home during 2004. 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 2004 will become available subsequent to this study, TIA reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

U.S. Travelers in Georgia

Georgia hosted a total of 46 million visitors in 2004, a decrease of 3.8 percent over 2003. By comparison, total U.S. domestic travel volume increased just 2.1 percent from 2003.

The Atlanta Metro region draws the largest share of person-trips in the state. Four in ten (40%) Georgia travelers visited the Atlanta Metro region in 2004. Thirteen percent of person-trips included a visit to Georgia's Coast. One in ten (12%) visited the Historic South, ten percent visited Georgia's Mountains and eight percent visited the Southern Rivers region.

Of the 46 million domestic person-trips to Georgia, 77 percent (35.4 million) were destination/ overnight visitors. Destination/overnight travelers are those travelers who spent one or more nights OR indicated that Georgia was a specific trip destination for a day or overnight trip (i.e. they were not just passing through).

The majority (79%) of destination/overnight person-trips in Georgia (27.9 million) were taken for leisure purposes. Visiting friends and relatives was the most common purpose for leisure travel (45% of all destination/overnight person-trips).

Business travel accounted for 21 percent of destination/overnight person-trips in Georgia (7.6 million visitors). The majority (12%) of all destination/overnight person-trips of business travel was for general business purposes.

Georgia destination/overnight visitors traveled primarily by auto (80%). Seventy-six percent of destination/overnight travelers in Georgia stayed overnight in the state. The average in-state trip duration for overnight visitors was 3.1 nights. Fifty-five percent of these overnight visitors used hotels, motels or B&Bs for their overnight accommodations.

Direct Economic Impact of Domestic Travel

Domestic travelers directly spent $15.4 billion in Georgia in 2004, up 6.0 percent from 2003. These expenditures generated 211.8 thousand jobs within Georgia and generated $6.1 billion payroll income for these workers. Travel-generated jobs increased 1.1 percent and payroll income was up 2.7 percent compared to 2003.

On average, every $72,664 spent in Georgia by U.S. travelers generated one job in 2004.

Direct domestic travel expenditures in Georgia generated $1.2 billion in tax revenue for state and local governments in 2004, up 5.3 percent from 2003.

In addition to spending on air, rail and bus transportation, U.S. travelers spent an average of $95.92 per day in Georgia, which includes day trip travelers. Each overnight traveler spent an average of $123.34 per day. Day-trip travelers spent an average of $47.34 in Georgia.

The following table summarizes Georgia travel and tourism in 2004.

SUMMARY OF GEORGIA TRAVEL AND TOURISM, 2004

U.S. Domestic Visitors	TOTAL	DESTINATION/ OVERNIGHT*
Leisure	36,523,000	27,871,000
Business	9,693,000	7,572,000
Total	46,216,000	35,443,000
Direct Economic Impact of Domestic Travel		
Expenditures ($ Millions)	$15,389.6	
Employment (Thousands)	211.8	
Payroll ($ Millions)	$6,116.4	
State and Local Tax Revenue ($ Millions)	$1,206.5	

** Destination/overnight visitors are those travelers who spent one more nights OR indicated that Georgia was a specific trip destination for a day or overnight trip.*

SUMMARY OF GEORGIA TRAVEL VOLUME BY REGION, 2004

U.S. Domestic Visitors by Region	TOTAL	DESTINATION/ OVERNIGHT*
Atlanta Metro	18,289,000	16,473,000
Georgia's Coast	6,198,000	6,033,000
Georgia's Mountains	4,604,000	4,384,000
Historic South	5,334,000	5,005,000
Southern Rivers	3,801,000	3,768,000
Pass thru/no specific GA destination	12,210,000	
Total	46,216,000	35,443,000

** Same note as above*

Note: Volumes add to more than 100% because travelers may visit more than one region on a trip

SUMMARY OF GEORGIA DIRECT ECONOMIC IMPACT BY REGION, 2004

Direct Economic Impact of Domestic Travel by Region	Expenditures ($ Millions)	Employment (Thousands)	Payroll ($ Millions)	State and Local Tax Revenue ($ Millions)
Atlanta Metro	$9,313.8	134.3	$4,605.2	$777.2
GA Mountains	$1,559.5	20.3	$378.4	$109.6
GA Coast	$1,379.9	16.9	$376.5	$99.6
Southern Rivers	$1,272.7	16.2	$301.4	$89.0
Historic South	$1,863.7	24.1	$454.9	$131.1
Total	$15,389.6	211.8	$6,116.4	$1,206.5

2004 TRAVEL IMPACT ON U.S. ECONOMY

The U.S. economy turned in its best performance in five years in 2004, with real GDP increasing 4.2 percent. Real disposable income and real personal consumption expenditures both rose significantly, 3.4 percent and 3.9 percent, respectively. The U.S. job market also improved during 2004 as annual average total nonfarm employment increased nearly 1.5 million from 2003 to 131.5 million. This reduced the national unemployment rate to 5.5 percent, one-half point lower than in 2003. The travel industry itself added 72 thousands jobs in 2004 as compared to 2003. The Consumer Price Index (CPI), an indicator of the level of price inflation, remained relatively moderate—up 2.7 percent in 2004, while TIA's Travel Price Index increased 4.5 percent during the same period, primarily due to a significant increase in the price of gasoline. The total U.S. current account deficit rose to a record high of $666 billion in 2004. The U.S. travel industry, however, generated a $5.8 billion trade surplus for the country in 2004.

Stimulated by the strong economy, domestic travel volume (total person-trips) increased 2.1 percent in 2004 and domestic travel expenditures rose even more at 6.8 percent. After three consecutive years of declines, international travel to the U.S. began to recover, reflecting appreciating currencies in many of the United States' key origin markets. International traveler spending jumped nearly 16 percent from 2003, largely due to a sharp increase of international arrivals.

U.S. Travel Volume in 2004

In 2004, total U.S. domestic person-trips were up 2.1 percent over 2003, according to TIA's TravelScope® survey. Leisure person-trips grew at slower pace than in the past few years, rising 1.4 percent. Business/convention travel, however, began its long-awaited recovery, increasing 5.0 percent, the first increase posted since 1998. International visitors to the U.S. increased 11.8 percent in 2004 to 46.1 million. International travel to the U.S., however, remained 10.1 percent lower than its historical record set in 2000.

Travel Expenditures in 2004

Domestic travelers spent more than $524.4 billion in the U.S. during 2004, an increase of 6.8 percent over 2003. International traveler expenditures in the U.S., excluding spending on international airfares purchased outside the U.S., increased more than twice as much, up 15.9 percent to total $74.8 billion in 2004.

Combined domestic and international travel expenditures in the U.S. totaled $599.2 billion, 7.9 percent more than in 2003. In fact, 2004 travel expenditures were 8.8 percent higher than in 2001, the most challenging year ever in U.S. travel industry history. And, for the first time since 9/11, total U.S. travel expenditures exceeded the historical record of $580.8 billion set in 2000.

Total domestic leisure travel spending reached $355.4 billion, up 5.3 percent over 2003. Spending by domestic business/convention travelers increased dramatically, up 10.1 percent to $169 billion. Domestic business travelers' spending accounted for about one-third of total domestic travel spending in 2004.

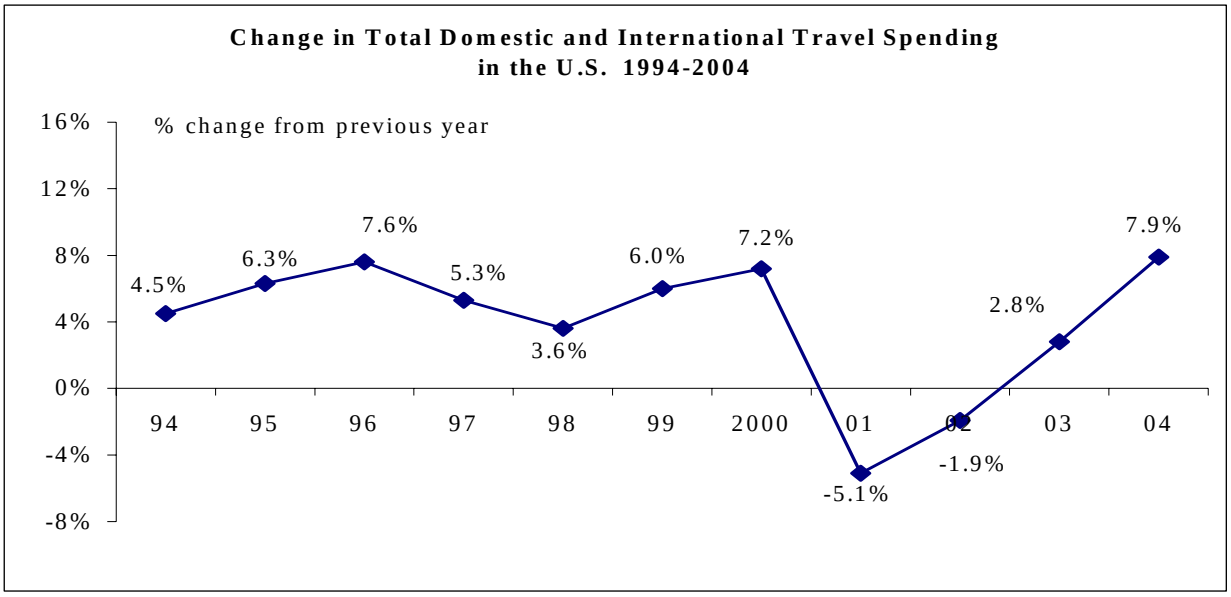


Table A: 2003-04 U.S. Domestic Travel Expenditures by Primary Purpose of Trip

	2004 U.S. Domestic Travel Spending ($ Billions)	2003 U.S. Domestic Travel Spending ($ Billions)	2004 Percent Change Over 2003 (%)
Leisure Travelers	$355.4	$337.4	5.3%
Business Travelers	$169.0	$153.5	10.1%
Total	$524.4	$490.9	6.8%

Sources: TIA, OTTI

Domestic travel spending on auto transportation jumped 12.4 percent over 2003, to $92.6 billion, reflecting the dramatic increase in gasoline prices during 2004. Total domestic air passenger enplanements were up 4.8 percent from 2003 and international air passenger enplanements jumped 13.9 percent in 2004, according to the Air Transport Association (ATA). In 2004, Amtrak reported a 2.5 percent increase in ridership. This growth in demand contributed to the 4.9 percent increase in public transportation expenditures in 2004.

Domestic travel spending on lodging increased 7.0 percent over 2003**.** Hotel room demand (hotel room-nights sold) grew 4.4 percent, according to Smith Travel Research.

Table B: Travel Expenditures in the U.S. 2003-04

Industry Sector	2004 Travel Spending in The U.S. ($ Billions)	2003 Travel Spending in The U.S. ($ Billions)	2004 Percent Change Over 2003 (%)
Public Transportation	$100.8	$96.1	4.9%
Auto Transportation	92.6	82.4	12.4%
Lodging	93.9	87.8	7.0%
Foodservice	130.6	123.6	5.6%
Entertainment	63.5	59.9	6.0%
General Retail	43.0	41.0	4.8%
Domestic Total	$524.4	$490.9	6.8%
International Total*	$74.8	$64.5	15.9%
Total	$599.2	$555.4	7.9%

Source: TIA

** Total international traveler spending does not include international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.*

Travel Employment in 2004

Nearly 1.5 million jobs were added to the non-farm sector of the strengthening U.S. economy in 2004, a 1.1 percent up from 2003, according to the U.S. Bureau of Labor Statistics (BLS). This reduced the national unemployment rate fell to 5.5 percent from 6.0 percent in 2003. Employment generated by domestic and international traveler spending in the U.S. increased 1.0 percent during 2004.

Examining just employment related to domestic travel expenditures, the greatest gain occurred in the entertainment/recreation sector, with employment up 1.1 percent. Employment related to auto transportation and lodging increased 0.8 percent each in 2004. Employment generated by domestic travel in the travel planning sector (i.e., the travel agent and travel arrangement industry), however, declined 4.1 percent in 2004, the most severe decline among all travel industry sectors. Employment in the public transportation sector (composed primarily of the airline industry) continued to decline as well, down 2.3 percent from 2003.

Table C: Travel-Generated Employment in the U.S., 2003-2004

Industry Sector	2004 Travel-Generated Employment (Thousands)	2003 Travel-Generated Employment (Thousands)	2004 Percent Change Over 2003 (%)
Public Transportation	946.8	969.4	-2.3%
Auto Transportation	257.4	255.4	0.8%
Lodging	1,211.4	1,202.2	0.8%
Foodservice	2,446.4	2,434.4	0.5%
Entertainment	1,081.9	1,069.8	1.1%
General Retail	332.7	335.9	-1.0%
Travel Planning	170.8	178.1	-4.1%
Domestic Travelers	6,447.4	6,445.3	0.0%
International Travelers*	884.3	814.8	8.5%
Total	7,331.7	7,260.1	1.0%

Sources: TIA, BLS

** Excludes jobs generated by international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.*

Table D: Overall U.S. Economic Developments, 2002-2004

Sector	2002	2003	2004
Nominal gross domestic product ($ billions)	$10,128.0	$10,469.6	$10,971.2
Real gross domestic product ($ billions)*	$9,890.7	$10,048.8	$10,320.6
Total retail sales ($ billions)	$3,069.8	$3,141.5	$3,275.4
Real disposable personal income ($ billions)*	$7,333.3	$7,562.2	$7,741.8
Real personal consumption expenditures ($ billions)*	$6,910.4	$7,099.3	$7,306.6
Consumer price index**	177.1	179.9	184.0
Travel Price Index**	196.9	196.3	201.1
Non-farm payroll employment (millions)	131.8	130.3	130.0
Unemployment rate (%)	4.7	5.8	6.0
Percentage change from previous year			
Nominal gross domestic product	3.2%	3.4%	4.8%
Real gross domestic product	0.8%	1.6%	2.7%
Total retail sales	2.9%	2.3%	4.3%
Real disposable personal income	1.9%	3.1%	2.4%
Real personal consumption expenditures	2.5%	2.7%	2.9%
Consumer price index	2.8%	1.6%	2.3%
Travel Price Index	1.1%	-0.3%	2.4%
Non-farm payroll employment	0.0%	-1.1%	-0.3%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, TIA
** Chained 2000 dollars*
*** Base period: 1982-84=100*

Table E: U.S. Travel Trends, 2000-2004

Category	2000	2001	2002	2003	2004
Total U.S. resident person-trips (millions)	1,100.8	1,123.1	1,127.0	1,140.0	1,163.9
Total international visitors (millions)	51.2	46.9	43.6	41.2	46.1
U.S. travel expenditures ($ billions)	$498.4	$479.0	$473.6	$490.9	$524.4
International travel expenditures in the U.S. * ($ billions)	$82.4	$71.9	$66.7	$64.5	$74.8
Travel price index	194.8	196.9	196.3	201.1	210.2
Travel-generated employment** (thousands)	7,701	7,596	7,366	7,260	7,332
Percentage change from previous year					
Total U.S. resident person-trips	1.0%	2.0%	0.4%	1.2%	2.1%
Total international visitors	5.6%	-8.4%	-7.1%	-5.4%	11.8%
U.S. travel expenditures	6.7%	-3.9%	-1.1%	3.7%	6.8%
International travel expenditures in the U.S. *	10.2%	-12.8%	-7.2%	-3.3%	15.9%
Travel price index	6.1%	1.1%	-0.3%	2.4%	4.5%
Travel-generated employment**	2.9%	-1.4%	-3.0%	-1.4%	1.0%

Sources: TIA, Office of Travel and Tourism Industries (OTTI)/International Trade Administration, BLS, BEA
*Note: * Total international traveler spending does not include international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.*
*** Includes employment generated by both domestic and international traveler expenditures*

SECTION 1

DOMESTIC TRAVELERS IN THE STATE OF GEORGIA - 2004

TOTAL VISITATION

Person-trip volumes as measured in this report are based on trips of 50 miles or more, one way, away from home or trips including one or more nights' stay. Trips commuting to/from work or school, or trips taken as a flight attendant or vehicle operator, are not included. Total travel volume measures all trips mentioned by respondents as including Georgia in their itinerary. Georgia may not be the final destination for some of these travelers.

Georgia hosted approximately 46 million visitors in 2004, a decrease of 3.8 percent from 2003. By comparison, total U.S. domestic travel volume increased just 2.1 percent from 2003.

The Atlanta Metro region draws the largest share of person-trips in the state. Four in ten (40%) Georgia travelers visited the Atlanta Metro region in 2004. Thirteen percent of person-trips included a visit to Georgia's Coast. One in ten (12%) visited the Historic South, ten percent visited Georgia's Mountains and eight percent visited the Southern Rivers region.

Table 1.1: Domestic Travelers in the state of GEORGIA - 2004

U.S. domestic person-trips (thousands)	Annual	Share
Total Georgia Travelers	46,216	100%
Atlanta Metro	18,289	40%
Georgia's Coast	6,198	13%
Georgia's Mountains	4,604	10%
Historic South	5,334	12%
Southern Rivers	3,801	8%
Pass thru/No specific GA destination	12,210,000	

Note: Volumes add to more than 100% because travelers may visit more than one region on a trip.

Of the 46 million domestic person-trips to Georgia, 77 percent (35.4 million) were destination/ overnight visitors. Destination/overnight travelers are those travelers who spent one or more nights OR indicated that Georgia was a specific trip destination for a day or overnight trip (i.e. they were not just passing through).

For purposes of this report, analysis of trip characteristics and traveler demographics focuses on destination/overnight visitors to Georgia.

DESTINATION/OVERNIGHT VISITATION

Destination/overnight person-trips are trips taken by travelers who spent one or more nights in the state OR indicated that Georgia was a specific trip destination on a day or overnight trip (i.e. they were not just passing through). These are visitors traveling specifically to Georgia for leisure, business or other purposes. **The remainder of section one of this report focuses on destination/overnight visitors to Georgia.**

Georgia hosted 35.4 million destination/overnight visitors in 2004, a decrease of 0.6 percent from 2003.

Nearly half (47%) of Georgia's destination/overnight travelers visited the Atlanta Metro region in 2004. Seventeen percent of person-trips included a visit to Georgia's Coast, while fourteen percent visited the Historic South region. Visitation to Georgia's Mountains region decreased slightly to 12 percent from the previous year. Eleven percent of destination/overnight travelers visited the Southern Rivers region.

Table 1.2: Domestic DESTINATION/OVERNIGHT Travelers in GEORGIA REGIONS - 2004

U.S. domestic person-trips (thousands)	Annual	Share
Total Georgia Travelers	35,443	
Atlanta Metro	16,473	47%
Georgia's Coast	6,033	17%
Georgia's Mountains	4,384	12%
Historic South	5,005	14%
Southern Rivers	3,768	11%

Note: Volumes add to more than 100% because travelers may visit more than one region on a trip.

Quarter 1 (January through March) was the slowest travel period in Georgia, with 20 percent of destination/overnight person-trips (7.0 million**).** The highest travel volumes were seen in quarter 3 (July - September), with 29 percent of destination/overnight person-trips (10.2 million).

Regional travel volumes for the Atlanta Metro and Georgia Coast follow a similar pattern as the state. The Mountain and Historic South Region had peak travel in the first quarter, while the Southern Rivers had peak travel volume in the third and fourth quarters.

Table 1.2b: Domestic DESTINATION/OVERNIGHT Travelers in GEORGIA REGIONS by quarter- 2004

Destination/overnight person-trips in Georgia (in thousands)	Annual	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Total Georgia Travelers	35,443	20%	28%	29%	24%
Atlanta Metro	16,473	21%	28%	29%	23%
Georgia's Coast	6,033	16%	27%	39%	18%
Georgia's Mountains	4,384	19%	28%	24%	29%
Historic South	5,005	19%	28%	21%	32%
Southern Rivers	3,768	23%	23%	27%	27%

Day-trip visitors in each quarter accounted for around 24 percent of destination/overnight person-trips in Georgia. This is similar to the level of day-trip travel seen nationally (23%). The share of out-of-state travel is fairly distributed in the exception of a higher level in quarter 3 (69%).

Table 1.3: Share of Travel Volume in GEORGIA by quarter - 2004

Category	Total	Q1	Q2	Q3	Q4
Destination/overnight person-trips in Georgia (in thousands)	35,443	20%	28%	29%	24%
Overnight	26,875	76%	77%	75%	74%
Day Trip	8,568	24%	23%	25%	26%
In-state	12,056	34%	37%	31%	34%
Out-of-state	23,387	66%	63%	69%	66%

All data are based to destination/overnight travel

The Atlanta Metro area has the largest proportion of overnight travel with 82 percent of visitors staying at least one night. (Travelers lodging in the Atlanta Metro area may make day-trip excursions to other parts of the state.) The Historic South (71%) and Georgia's Coast (71%) regions experienced lower than average (for the state) shares of overnight travel. The lowest proportion of overnight travel was seen in Georgia's Mountains where just over two thirds (69%) of visitors spent one or more nights in the area.

Table 1.4: Share of Overnight and Day Trip Travel Volume in GEORGIA REGIONS - 2004

Category	Total	Overnight	Day-Trip
Georgia	35,443	76%	24%
Atlanta Metro	16,473	82%	18%
Georgia's Coast	6,033	71%	29%
Georgia's Mountains	4,384	69%	31%
Historic South	5,005	71%	29%
Southern Rivers	3,768	80%	20%

All data are based to destination/overnight travel

In-state residents accounted for 34 percent of all destination/overnight person-trips in Georgia. This was much lower than the national average (51%).

The highest shares of in-state destination/overnight person-trips were seen in the Historic South and the Georgia's Mountains regions (61% and 59% respectively). The Atlanta Metro area (83%) had the highest proportion of non-resident travel compared to the other regions.

Table 1.5: Share of In-State Travel Volume in GEORGIA REGIONS - 2004

Category	Total	In-state	Out-of-state
Georgia	35,443	34%	66%
Atlanta Metro	16,473	17%	83%
Georgia's Coast	6,033	42%	58%
Georgia's Mountains	4,384	59%	41%
Historic South	5,005	61%	39%
Southern Rivers	3,768	36%	64%

All data are based to destination/overnight travel

In general, in-state and out-of-state quarterly travel patterns were similar. Atlanta Metro had the highest level of out-of-state travel than other regions throughout the year. Georgia's Mountains and Historic South regions had highest levels of in-state travel

Table 1.5b: Share of In-State Travel Volume in GEORGIA REGIONS by quarter - 2004

Category	Total	Q1	Q2	Q3	Q4
In-State					
Georgia	12,056	34%	37%	31%	34%
Atlanta Metro	2,785	19%	20%	12%	17%
Georgia's Coast	2,532	33%	49%	49%	26%
Georgia's Mountains	2,590	74%	71%	36%	57%
Historic South	3,054	66%	58%	59%	62%
Southern Rivers	1,371	29%	42%	35%	39%
Out-of-State					
Georgia	23,387	66%	63%	69%	66%
Atlanta Metro	13,688	81%	80%	88%	83%
Georgia's Coast	3,501	67%	51%	51%	74%
Georgia's Mountains	1,794	26%	29%	64%	43%
Historic South	1,951	34%	42%	41%	38%
Southern Rivers	2,397	71%	58%	65%	61%

All data are based to destination/overnight travel

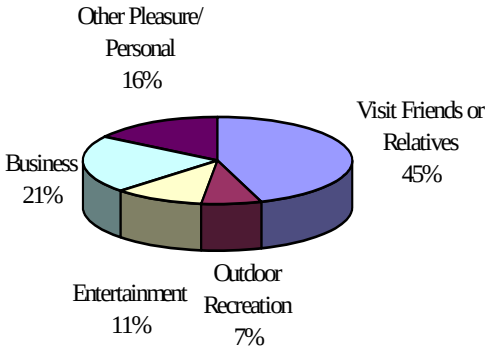
VISITATION BY PURPOSE AND MODE

Primary Purpose of Trip

The majority (79%) of destination/overnight person-trips in Georgia (27.9 million) were taken for leisure purposes. The share of leisure travel was highest in the last two quarters of the year (80% of destination/overnight person-trips). The lowest volume of pleasure travel occurred in the first quarter (74% of destination/overnight person-trips).

Leisure travel includes trips taken to visit friends or relatives, for outdoor recreation, for entertainment, or for other pleasure/personal purposes. Visiting friends and relatives was the most common purpose for leisure travel (45% of all destination/ overnight person-trips). Sixteen percent of person-trips in Georgia were for other pleasure/personal purposes, eleven percent of person trips were for entertainment purposes, and seven percent were for outdoor recreation.

Purpose of Trip of Georgia Visitors-2004



All data are based to destination/overnight travel.

Business travel includes trips taken for seminar/conventions, general business and combined business/pleasure purposes. Business travel accounted for 21 percent of destination/overnight person-trips in Georgia (7.6 million visitors). The majority (12%) of business destination/overnight person-trips of was for general business purposes. Contrary to leisure travel, business travel was highest in the first quarter (26%) and lowest in the third and the fourth quarters (20%).

Table 1.6: Travel Volume in GEORGIA by Purpose of Trip - 2004

Category	Annual	Q1	Q2	Q3	Q4
Destination/overnight person-trips in Georgia (in thousands)	35,652	6,817	9,001	10,333	9,501
Leisure	78%	71%	81%	77%	81%
Business	22%	29%	19%	23%	19%

All data are based to destination/overnight travel

Across all regions, the majority of destination/overnight person-trips were taken for leisure purposes. The shares of leisure travel in the Atlanta Metro (74%) and Historic South (78%) regions were lower than that of the state overall (79%). Somewhat higher shares of leisure travel were seen in the Georgia's Mountains (87%), Southern Rivers (83%) regions and Georgia's Coast (79%).

The share of business travel (trips taken for seminar/conventions, business and combined business/pleasure purposes) varied by region. The largest shares of destination/overnight business travel were seen in the Atlanta Metro region (26%), the Historic South (22%) and the Georgia's Coast region (21%). Seventeen percent of travel to the Southern Rivers regions was for business. Just 13 percent of destination/overnight visitors to Georgia's Mountains were traveling for business purposes.

Table 1.7: Travel Volume in GEORGIA REGIONS by Purpose of Trip - 2004

Category	Georgia	Atlanta Metro	Georgia's Coast	Georgia's Mountains	Historic South	Southern Rivers
Total dest./overnight person-trips (in millions)	35.4	16.5	6.0	4.4	5.0	3.8
Leisure	79%	74%	79%	87%	78%	83%
Business	21%	26%	21%	13%	22%	17%

All data are based to destination/overnight travel

Leisure travel was stronger in the second and third quarters of the year in Georgia overall. At the regional level, leisure travel was higher in the third quarter in the Georgia's Coast and the Atlanta Metro regions (37% and 31%, respectively). In the Historic South (35%) and the Southern Rivers region (29%), leisure travel was highest in the fourth quarter compared to the rest of the year.

Business travel in the state was strongest in the second and third quarters (27%). In the Atlanta Metro area quarter two had the highest level of business travel, on the Georgia Coast and in the Mountains business traveled peaked in the third quarter, while the Historic South experienced the highest volume of business travelers in the first quarter.

Table 1.7b: Share of Travel Volume in GEORGIA REGIONS by Purpose of Trip by quarter- 2004

Category	Annual	Q1	Q2	Q3	Q4
LEISURE					
Total Georgia	27,858	18%	28%	29%	25%
Atlanta Metro	10,591	19%	27%	31%	23%
Georgia's Coast	4,126	15%	28%	37%	20%
Georgia's Mountains	3,335	20%	30%	21%	29%
Historic South	3,263	13%	30%	22%	35%
Southern Rivers	2,686	24%	23%	24%	29%
BUSINESS					
Total Georgia	7,572	24%	27%	27%	22%
Atlanta Metro	3,745	24%	32%	22%	23%
Georgia's Coast	1,125	18%	23%	46%	13%
Georgia's Mountains	499	14%	9%	47%	29%
Historic South	944	39%	23%	18%	20%
Southern Rivers	565	18%	21%	42%	20%

All data are based to destination/overnight travel

Primary Mode of Transportation

Destination/overnight visitors to Georgia traveled primarily by auto (80%) in 2004. Fifteen percent of destination/overnight person-trips in Georgia involved air as the primary mode of transportation. Five percent of destination/overnight person-trips in the state involved other forms of transportation (including bus and rail). The shares of each type of mode of transportation were distributed fairly evenly in each quarter.

Table 1.8: Travel Volume in GEORGIA by Mode of Transportation - 2004

Category	Annual	Q1	Q2	Q3	Q4
Destination/overnight person-trips in Georgia (in thousands)	35,443	7,004	9,778	10,210	8,452
Auto*	80%	81%	79%	81%	77%
Air	15%	14%	15%	15%	15%
Other	5%	5%	6%	4%	8%

All data are based to destination/overnight travel

** Includes personal auto or truck, RV or rental car.*

Most destination/overnight person-trips to all regions were by auto. The highest share of auto travel was seen in Georgia's Mountains (93%). Not surprisingly, the lowest share of auto travel was seen in the Atlanta Metro region (68%) where air travel is more prevalent (26%). Air travel in Georgia matched the national average (15%).

Table 1.9: Share of Travel Volume in GEORGIA REGIONS by Mode of Transportation - 2004

Category	Total Destination/ Overnight	Auto*	Air	Other
Total Georgia	35,443	80%	15%	5%
Atlanta Metro	16,473	68%	26%	6%
Georgia's Coast	6,033	78%	13%	9%
Georgia's Mountains	4,384	93%	3%	4%
Historic South	5,005	92%	4%	4%
Southern Rivers	3,768	91%	7%	2%

All data are based to destination/overnight travel

** Includes personal auto or truck, RV or rental car.*

OVERNIGHT VISITATION BY LODGING TYPE

Seventy-six percent of destination/overnight travelers in Georgia stayed overnight in the state. The average in-state trip duration for overnight visitors was 3.1 nights.

Fifty-five percent of Georgia overnight visitors used hotels, motels or B&Bs for their overnight accommodations. Hotel/motel/B&B use by overnight visitors in Georgia was highest in the third quarter (59%) and lowest in the fourth quarter (50%). Georgia visitors who stayed in a hotel, motel or B&B spent 2.5 nights in the state on average. The average length of stay for hotel, motel, B&B visitors does not vary in the first three quarters of the year.

Slightly more than one third (37%) of overnight travelers in Georgia stayed in a private home while in the state, while eight percent used other lodging types (such as rental properties, including condos and timeshares). Private home use was highest in quarter four (44%).

Six percent of overnight visitors used RVs or tents for their accommodations. Travelers using RV or tent accommodations spent an average of 3.1 nights in the state. The average trip duration for RV/Tent users peaked in the fourth quarter of the year (3.2 nights per trip) and was lowest in the first quarter of the year (2.6 nights per trip).

Table 1.10: Overnight Travel in GEORGIA by Accommodation Type - 2004

Category	Annual	Q1	Q2	Q3	Q4
OVERNIGHT person-trips in Georgia (in thousands)	26,875	5,337	7,563	7,700	6,252
Hotel/Motel/B&B	55%	58%	55%	59%	50%
Private Home	37%	37%	36%	34%	44%
RV/Tent	6%	3%	5%	7%	5%
Other Lodging	8%	5%	11%	5%	6%
Avg. Hotel. Motel. B&B trip duration in-state	2.5	2.3	2.4	2.3	2.9
Avg. RV/Tent trip duration in-state	3.1	2.6	3.1	2.9	3.2

All data are based to overnight travel

A higher than average share of overnight visitors in the Georgia's Coast (63%) and the Atlanta Metro (60%) regions used hotel/motel/B&B lodging. A much higher share of overnight visitors used private home accommodations in the Historic South (49%). A higher share of other lodging use was seen in Georgia's Mountains (13%).

Table 1.11: Overnight Travel in GEORGIA REGIONS by Accommodation Type - 2004

Category	Total Destination/ Overnight	Hotel/ Motel /B&B	Private Home	RV/ Tent	Other
Total Georgia	26,875	55%	37%	6%	8%
Atlanta Metro	13,556	60%	39%	3%	6%
Georgia's Coast	4,305	63%	26%	3%	10%
Georgia's Mountains	3,014	42%	38%	10%	13%
Historic South	3,550	41%	49%	8%	6%
Southern Rivers	3,012	51%	38%	5%	9%

All data are based to overnight travel

Table 1.12: Trip Characteristics of Travelers in GEORGIA - 2004

Category	U.S. Domestic	Georgia	Atlanta Metro	Georgia's Coast	Georgia's Mountains	Historic South	Southern Rivers
Total dest./overnight person-trips (in millions)	1,163.9	35.4	16.5	6.0	4.4	5.0	3.8
Overnight	77%	76%	82%	71%	69%	71%	80%
Day-Trip	23%	24%	18%	29%	31%	29%	20%
In-state	51%	34%	17%	42%	59%	61%	36%
Out-of-state	49%	66%	83%	58%	41%	39%	64%
Purpose of Trip							
Leisure	82%	79%	74%	79%	87%	78%	83%
Business	18%	21%	26%	21%	13%	22%	17%
Mode of Transportation							
Auto	79%	80%	68%	78%	93%	92%	91%
Air	16%	15%	26%	13%	3%	4%	7%
Other	5%	5%	6%	9%	4%	4%	2%
Lodging Type (overnight person-trips)							
Hotel/Motel/B&B	52%	55%	60%	63%	42%	41%	51%
Private Home	41%	37%	39%	26%	38%	49%	38%
RV/Tent	7%	6%	3%	3%	10%	8%	5%
Other Lodging	12%	8%	6%	10%	13%	6%	9%

All data are based to destination/overnight travel unless otherwise noted

DEMOGRAPHIC PROFILE OF GEORGIA TRAVELERS

Demographic information is based on the head of the traveling household. (Note: Someone other than the head of household may have also been in the travel party.)

Demographic Profile of Destination/Overnight visitors in Georgia:

- The average Georgia visitor was 46 years old. Forty-one percent of destination/overnight visitors were between 35 and 54 years of age.
- Fifty-five percent of Georgia destination/overnight visitors come from households with two or three members.
- There were no children under 18 in 67 percent of Georgia visitor households.
- Over one-third (35%) of households visiting Georgia have incomes of $75,000 or more. The average household income was $67,600.

When compared to all domestic U.S. travelers, Georgia visitors were slightly more likely to have average annual household incomes of less than $50,000 (43% GA vs. 42% U.S).

Demographic Profile of Destination/Overnight visitors by region

- The Atlanta Metro tends to draw slightly younger travelers (average age 44) and the Mountains tend to attract slightly older visitors (average age 49).
- Households visiting the Historic South region had the highest average annual household income at $74,100 compared to the other regions. The average annual household income of visitors to Atlanta Metro region was the second highest of the regions with an average annual household income of $71,000.
- Among travelers with larger households (4+ members) a greater percentage travel to the mountains (28%) and among the single households more travelers visit Atlanta (25%).

Table 1.13: Demographic Characteristics of Travelers in GEORGIA - 2004

Category	U.S. Domestic	Georgia	Atlanta Metro	Georgia's Coast	Georgia's Mountains	Historic South	Southern Rivers
Age of HH Head							
18-34	29%	29%	36%	26%	20%	29%	27%
35-54	41%	41%	39%	47%	44%	45%	44%
55+	30%	29%	25%	27%	36%	26%	28%
Average Age	46	46	44	46	49	45	46
Household Size							
One person	22%	22%	25%	13%	16%	19%	23%
Two-three persons	52%	55%	51%	65%	56%	59%	57%
Four or more persons	26%	23%	24%	22%	28%	22%	19%
Presence of Children							
None	66%	67%	68%	65%	65%	68%	65%
One	15%	17%	15%	16%	17%	21%	23%
Two	13%	11%	12%	14%	11%	8%	4%
Three or more	6%	5%	5%	5%	8%	3%	8%
Annual HH Income							
Less than $50,000	42%	43%	40%	40%	45%	43%	47%
$50,000-$74,999	21%	23%	22%	24%	27%	22%	22%
$75,000 or more	37%	35%	38%	36%	28%	35%	32%
Mean	$ 70,300	$ 67,600	$71,000	$65,600	$62,800	$74,100	$65,000

All data are based to destination/overnight travel

SECTION 2

ECONOMIC IMPACT OF TRAVEL ON GEORGIA - 2004

DOMESTIC 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 can be 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 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 and bus transportation, other travelers' expenditures estimated in this study represent only spending that occurred in Georgia.

Direct and Total Domestic Travel Expenditures in Georgia – 2004

Domestic travelers in Georgia directly spent nearly $15.4 billion during 2004 on transportation, lodging, food, entertainment and recreation, and incidentals. In addition to direct spending on travel, travelers in Georgia produced more than $4.0 billion in indirect expenditures, and $6.7 billion in induced expenditures. Total travel expenditures in Georgia exceeded $26.1 billion in 2004.

The output multiplier, a ratio of total expenditures to the initial travel spending, is 1.70. This indicates that one travel dollar generated an additional 70 cents in secondary sales, for a total impact of $1.70.

Indirect impact occurs as travel industry business operators, such as restaurateurs, purchase goods, such as food and beverages, and services, such as electricity and building maintenance, from local suppliers. These purchases indirectly generate additional output or sales. Induced impact occurs when employees of businesses and their suppliers spend part of their earnings in an area. This spending generates sales in addition to the indirect impact.

Table 2.1 summarizes the direct, indirect and induced, and total domestic travel expenditures in Georgia during 2004.

Table 2.1: Travel Expenditures in Georgia in 2004

	Direct Spending	Indirect Spending	Induced Spending	Total Spending
Domestic Traveler Spending ($ Millions)	$15,389.6	$4,015.1	$6,722.3	$26,127.1

Direct Domestic Travel Expenditures by Category

For purposes of this study, direct domestic travel expenditures are grouped into six categories – public transportation, auto transportation, lodging, foodservices, entertainment/recreation and general retail trade.

Foodservice was the largest expenditure category for travelers in Georgia during 2004, totaling nearly $4.8 billion, 30.9 percent of total domestic travel expenditures in Georgia. Spending in this sector grew 6.6 percent over 2003.

Public transportation ranked second in domestic travel expenditures with nearly $3.5 billion, 22.4 percent of the state total, up 3.0 percent from 2003. Expenditures on auto transportation, the most popular travel mode in Georgia, jumped 8.9 percent from 2003 to $2.1 billion. This above-average increase in spending reflects rising gasoline prices in 2004.

Domestic visitor spending on lodging was up 7.1 percent from 2003 to $2.4 billion. Spending on lodging accounted for 15.6 percent of the state's total domestic expenditures. The general retail trade sector received nearly $1.6 billion from domestic travelers in 2004, 10.3 percent of the state total. Spending on entertainment and recreation activities and services rose 7.2 percent from 2003.

Domestic Travel Spending in Georgia by Category, 2004

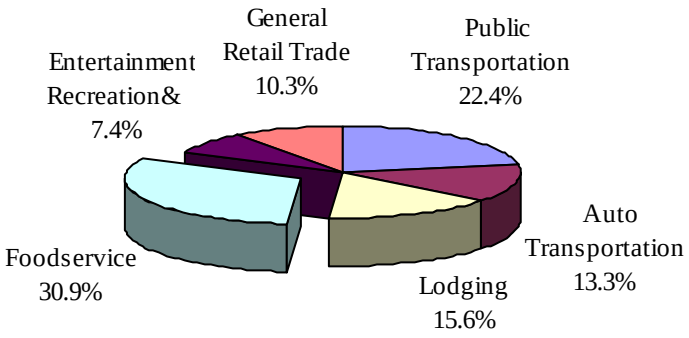


Table 2.2: Domestic Travel Expenditures in Georgia by Category, 2004

2004 Expenditures	Total ($ Millions)	% of Total
Public Transportation	$3,452.1	22.4%
Auto Transportation	2,053.1	13.3%
Lodging	2,401.5	15.6%
Foodservice	4,752.8	30.9%
Entertainment & Recreation	1,146.5	7.4%
General Retail Trade	1,583.6	10.3%
Total	$15,389.6	100.0%
2003 Expenditures		
Public Transportation	$3,352.3	23.1%
Auto Transportation	1,886.1	13.0%
Lodging	2,242.4	15.4%
Foodservice	4,457.8	30.7%
Entertainment & Recreation	1,069.2	7.4%
General Retail Trade	1,515.9	10.4%
Total	$14,523.8	100.0%
Percentage Change 2004 over 2003		
Public Transportation	3.0%	
Auto Transportation	8.9%	
Lodging	7.1%	
Foodservice	6.6%	
Entertainment & Recreation	7.2%	
General Retail Trade	4.5%	
Total	6.0%	

Source: TIA
Notes:

1. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
2. Auto transportation sector includes privately owned cars that are used for trips (i.e.: automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
3. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
4. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
5. Entertainment and recreation sector includes such items as golf, skiing and gaming.
6. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.

Direct Domestic Travel Expenditures by Traveler Type

The following analysis of travel expenditures by traveler type focuses on spending occurring within the state. Thus, spending on air transportation, interstate rail and bus are excluded from total expenditures. Direct travel spending within Georgia by U.S. travelers, excluding these categories, totaled nearly $12.2 billion in 2004. Of this total, non-Georgia residents (out-of-state travelers) spent more than $9.8 billion in Georgia, while Georgia residents (in-state travelers) spent $2.3 billion in 2004.

Related to travel volumes being highest in Q3, more travel expenditures occurred in the third quarter than in any other quarter of 2004. Expenditures were lowest in the first quarter of 2004.

Table 2.3: Domestic Travel Expenditures in Georgia by Quarter, 2004 ($ Millions)
(Excludes Spending on Air, Rail and Bus Transportation)

Impact	Annual	Q1	Q2	Q3	Q4
Travel Expenditures	$12,151.4	$2,330.6	$3,327.6	$3,607.5	$2,885.8
In-State Travelers' Expenditures	$2,306.7	$442.1	$696.1	$619.7	$548.8
Out-of-State Travelers' Expenditures	$9,844.7	$1,888.5	$2,631.5	$2,987.7	$2,337.0

The following table provides detailed estimates of direct 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 pleasure travelers vs. business travelers.

Table 2.4: Domestic Travel Expenditures in Georgia by Traveler Type, 2004
(Excludes Spending on Air, Rail and Bus Transportation)

	Total Expenditures ($ Millions)	Percent of Total Expenditures (%)	Per Person/Night Average Spending ($)
Total	$12,151.4	100.0%	$95.92
Overnight Travelers	$11,192.4	92.1%	$123.34
Day-Trippers	$959.0	7.9%	$47.34
In-state Travelers	$2,306.7	19.0%	$79.39
Out-of-state Travelers	$9,844.7	81.0%	$97.67
Leisure	$7,362.9	60.6%	$70.42
Business	$4,788.6	39.4%	$174.92

Source: TIA

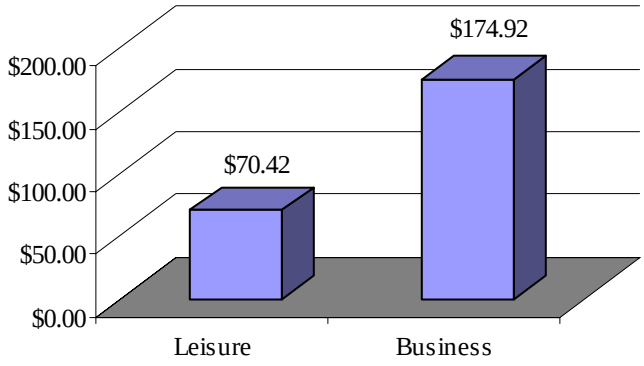
Overnight travelers (stayed at least one night in the state) spent nearly $11.2 billion in Georgia in 2004, accounting for 92 percent of total direct travel expenditures in Georgia. Average spending per person per day by overnight travelers was $123.34, while day-trippers spent an average of $47.34 per person. Lodging played a major part in this differential.

Out-of-state travelers spent $9.8 billion in Georgia during 2004, accounting for 81 percent of total. Average spending per person per day by out-of-state travelers was $97.67, while in-state travelers spent $79.39.

Leisure travelers in Georgia spent nearly $7.4 billion in 2004, nearly 61 percent of total spending in the state. Compared to business travelers, leisure travelers spent far less on average, $70.42 per person per night.

Business travelers in Georgia accounted for 21 percent of travel volume. Their spending, however, accounted for about 40 percent of total expenditures in the state. On average, each business traveler spent nearly $175 per day, 2.5 times the level of leisure travelers. 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, 2004



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DOMESTIC 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 2004, domestic traveler spending in Georgia generated 211.8 thousand jobs, including full-time and seasonal/part-time positions in the state. These travel-generated jobs comprised 5.4 percent of the state's total non-farm employment in 2004. On average, every $72,664 spent by domestic travelers in Georgia directly supported one job in 2004. Travel generated employment in the state increased 1.1 percent over 2003.

Related to high seasonal travel volume and expenditures, travel-generated employment reached its highest level in the third quarter of 2004 at 214.1 million.

Table 2.5: Domestic Travel-Generated Employment in Georgia by Quarter, 2004 (Thousands)

Impact	Annual	Q1	Q2	Q3	Q4
Travel-Generated Employment (Thousands)	211.8	208.3	213.6	214.1	211.2

Travel-Generated Employment by Category

During 2004, total employment generated by direct domestic travel spending in Georgia increased 1.1 percent over 2003. More than two-third of these new jobs were generated in the foodservice and lodging industries.

The foodservice sector provided more jobs than any other industry sector in Georgia during 2004, generating 83.5 thousand jobs, or 39.4 percent of the state total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contribute to the importance of this sector. Employment in this industry increased 1.1 percent from 2003.

The public transportation sector ranked second in travel-generated employment in Georgia with 46 thousand jobs, 21.7 percent of the state total. It remained an important source of the state's travel jobs. The lodging industry provided 34.3 thousand jobs to local residents, 16.2 percent of the state total. Employment in the lodging industry was up 2.0 percent from 2003.

Table 2.6: Domestic Travel-Generated Employment in Georgia by Industry Sector, 2003-2004

2004 Employment	Total (Thousands)	% of Total
Public Transportation	46.0	21.7%
Auto Transportation	5.5	2.6%
Lodging	34.3	16.2%
Foodservice	83.5	39.4%
Entertainment & Recreation	22.9	10.8%
General Retail Trade	13.2	6.2%
Travel Planning	6.4	3.0%
Total	211.8	100.0%
2003 Employment		
Public Transportation	45.7	21.8%
Auto Transportation	5.4	2.6%
Lodging	33.7	16.1%
Foodservice	82.6	39.4%
Entertainment & Recreation	22.7	10.8%
General Retail Trade	13.0	6.2%
Travel Planning	6.4	3.0%
Total	209.5	100.0%
Percentage Change 2004 over 2003		
Public Transportation	0.5%	
Auto Transportation	1.2%	
Lodging	2.0%	
Foodservice	1.1%	
Entertainment & Recreation	1.1%	
General Retail Trade	1.4%	
Travel Planning	0.0%	
Total	1.1%	

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

DOMESTIC TRAVEL-GENERATED PAYROLL

Travel-generated payroll is the wage and salary income paid to employees directly serving the traveler 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 content and the wage structure of each sector.

Payroll (wages and salaries) paid by Georgia travel-related firms and directly attributable to domestic traveler spending totaled more than $6.1 billion in 2004, up 2.7 percent from 2003.

On average, every dollar spent by travelers produced 40 cents in wage and salary income for Georgia residents in 2004.

The highest level of payroll income for the travel industry in Georgia was shown in the third quarter, reflecting more jobs and longer average work hours and wages in this quarter, especially in July and August.

Table 2.7: Domestic Travel-Generated Payroll in Georgia by Quarter, 2004 ($ Millions)

Impact	Annual	Q1	Q2	Q3	Q4
Travel-Generated Payroll	$6,116.4				
Seasonal Index (%)	100.0%	97.0%	100.3%	101.8%	100.9%

Travel-Generated Payroll by Industry Category

Public transportation in Georgia posted the largest payroll generated by travel spending in 2004 at nearly $2.9 billion, 46.8 percent of the state total. This high proportion of payroll reflects the high wage structure of the airline industry. The payroll income in this sector increased 3.3 percent from 2003.

Payroll in the foodservice sector ranked second with nearly $1.2 billion in 2004. This represented 19.4 percent of the state total.

The lodging industry generated $741 million in payroll income, up 5.3 percent from 2003, representing the largest growth in payroll among all travel industry categories considered in this report.

Table 2.8: Domestic Travel-Generated Payroll in Georgia by Industry Sector, 2003-2004

2004 Payroll	Total ($ Millions)	% of Total
Public Transportation	$2,859.7	46.8%
Auto Transportation	123.7	2.0%
Lodging	741.2	12.1%
Foodservice	1,178.0	19.3%
Entertainment & Recreation	661.3	10.8%
General Retail Trade	273.8	4.5%
Travel Planning*	278.6	4.6%
Total	$6,116.4	100.0%
2003 Payroll		
Public Transportation	$2,768.8	46.5%
Auto Transportation	118.9	2.0%
Lodging	703.6	11.8%
Foodservice	1,176.1	19.7%
Entertainment & Recreation	639.4	10.7%
General Retail Trade	270.0	4.5%
Travel Planning*	278.6	4.7%
Total	$5,955.5	100.0%
Percentage Change 2043 over 2003		
Public Transportation	3.3%	
Auto Transportation	4.0%	
Lodging	5.3%	
Foodservice	0.2%	
Entertainment & Recreation	3.4%	
General Retail Trade	1.4%	
Travel Planning	0.0%	
Total	2.7%	

Source: TIA
*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.*

DOMESTIC TRAVEL-GENERATED TAX REVENUE

Travel tax receipts are tax revenues attributable to travel spending in Georgia. Travel-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 2004, total tax revenue, including state and local taxes, generated by domestic travelers in Georgia was more than $1.2 billion, up 5.3 percent over 2003.

Travel-Generated Tax Revenue by Level of Government

Domestic travelers' spending in Georgia generated $739.7 million in tax revenue for the state treasury in 2004, up 4.4 percent over 2003. On average, each travel dollar produced 4.8 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 travel. During 2004, direct travel spending generated $466.8 million in sales and property tax revenue for local governments, up 6.8 percent from 2004. Each domestic travel dollar produced 3 cents for local tax coffers.

Table 2.9: Domestic Travel Generated Tax Revenue in Georgia by Level of Government, 2003-2004

2004 Tax Revenue	Total ($ Millions)	% of Total
State	$739.7	61.3%
Local	466.8	38.7%
Total	$1,206.5	100.0%
2003 Tax Revenue		
State	$708.5	61.8%
Local	437.1	38.2%
Total	$1,145.6	100.0%
Percentage Change 2004 over 2003		
State	4.4%	
Local	6.8%	
Total	5.3%	

Source: TIA

Travel-Generated State Tax Revenues by Category

Travel spending in Georgia generated a total of $739.7 million for the state government. Of this total, state sales tax totaled $369.8 million, accounting for 50 percent of the state total. Personal income tax revenue generated from travel industry employees reached $320.5 million in 2004, or 43.3 percent of total travel-generated tax revenues for the state.

Table 2.10: Domestic Travel-Generated State Tax Revenue in Georgia by Quarter, 2004 ($ Millions)

Impact	Annual	Q1	Q2	Q3	Q4
Travel-Generated State Tax Revenues	$739.7	$159.6	$194.8	$204.9	$180.5
State Sales Tax	$369.8	$70.9	$101.3	$109.8	$87.8
State Corporate Income Tax	$16.8	$3.6	$4.4	$4.4	$4.4
State Personal Income Tax	$320.5	$78.8	$80.8	$81.0	$79.9
Gasoline Tax	$31.7	$6.1	$8.1	$9.5	$8.1
Other Tax	$1.0	$0.2	$0.3	$0.3	$0.3

Source: TIA

LODGING PROFILE: GEORGIA, 2004

According to Smith Travel Research, Georgia's hotel/motel industry showed improved performance in 2004. Compared to 2003, the average hotel room rate was up 4.0 percent and the average occupancy rate increased 3.8 percent. TIA's TravelScope data show that the average length of hotel/motel stays among domestic visitors in Georgia was 2.5 nights in 2004.

The average campground occupancy rate in Georgia was up from 29.1 percent in the fiscal year 2003 to 30.2 percent in the fiscal year 2004. The campground average daily rental rate was up 13.3 percent compared to fiscal year 2003. During the same period, the average hotel room occupancy rate increased to 58.1 percent from 55.7 percent.

Table 2.11: Lodging Profile

Hotel/Motel (Calendar Year 2004)	CY 2004	Q1	Q2	Q3	Q4
Hotel ADR	$70.83	$69.68	$72.93	$70.02	$69.91
Average Hotel Occupancy Rate (%)	58.1%	56.7%	60.6%	61.1%	54.2%
Total Room Nights Available (millions)	60.2	14.8	15.0	15.2	15.2
Total Room Nights Occupied (millions)	35.0	8.4	9.1	9.3	8.3
Average Hotel/Motel/B&B Party Size (Persons)*	2.0	1.8	1.8	2.3	1.9
Average Hotel/Motel/B&B Length of Stay (Nights)**	2.5	2.4	2.5	2.3	2.9

Campground (Fiscal Year 2004)	FY 2004	Q1	Q2	Q3	Q4
Campground Rental Rate (Average Daily)***	$17.00	na	na	na	na
Average Campground Occupancy Rate (%) ****	30.2%	35.8%	27.2%	17.1%	40.5%
Total Site Nights Available (000)	907.3	228.1	228.1	225.6	225.6
Total Site Nights Occupied (000)	273.6	81.7	61.9	38.6	91.4
Average RV/Tent Party Size (Persons)*	2.6	2.3	2.7	2.4	2.9
Average RV/Tent Length of Stay (Nights)**	2.9	3.0	2.7	2.6	3.4

Sources: Smith Travel Research, TravelScope, Georgia Department of Economic Development (DEcD), and Georgia Department of Natural Resources.

Note: Occupancy rate, room/site nights available and room/site nights occupied include both domestic and international travelers. Party size and length of stay estimates for hotel and RV/tent reflect domestic travelers only.

**Based on household-trips.*

*** Based on person-trips.*

****Campsites only. No quarterly data available.*

*****Includes camping, cottage and lodge accommodations.*

 # July 2003 was the first month of fiscal year 2004 in Georgia.

REGION PROFILE

The following tables show the economic impact on Georgia's 5 travel regions and counties, as well as a quarterly regional lodging profile.

Table 3.1: Economic Impact of Domestic Travel on Georgia by Region and Industry - 2004

Travel Expenditures ($ Millions)	Statewide	Atlanta Metro	Georgia's Mountains	Georgia's Coast	Southern Rivers	Historic South
Public Transportation	$3,452.1	$3,145.6	$8.6	$234.2	$26.2	$37.6
Auto Transportation	2,053.1	953.8	300.5	156.9	262.1	379.8
Lodging	2,401.5	1,362.3	239.3	352.8	187.5	259.6
Foodservice	4,752.8	2,425.5	655.3	394.6	504.5	772.9
Entertainment & Recreation	1,146.5	595.2	151.0	128.9	114.6	156.7
General Retail Trade	1,583.6	831.5	204.8	112.5	177.8	257.1
Total	**$15,389.6**	**$9,313.8**	**$1,559.5**	**$1,379.9**	**$1,272.7**	**$1,863.7**
Travel-Generated Payroll ($ Millions)						
Public Transportation	$2,859.7	$2,772.7	$0.5	$64.9	$3.0	$18.6
Auto Transportation	123.7	57.5	18.0	9.3	15.8	23.0
Lodging	741.2	421.4	73.6	107.8	57.9	80.6
Foodservice	1,178.0	602.0	161.6	96.7	124.9	192.7
Entertainment & Recreation	661.3	344.0	86.7	73.6	66.1	91.0
General Retail Trade	273.8	143.9	35.2	19.2	30.7	44.7
Travel Planning	278.6	263.7	2.7	4.9	3.0	4.3
Total	**$6,116.4**	**$4,605.3**	**$378.4**	**$376.5**	**$301.4**	**$454.9**
Travel-Generated Employment (Thousands)						
Public Transportation	46.0	44.6	0.0	1.0	0.0	0.3
Auto Transportation	5.5	2.6	0.8	0.4	0.7	1.0
Lodging	34.3	19.5	3.4	5.0	2.7	3.7
Foodservice	83.5	42.7	11.4	6.9	8.9	13.6
Entertainment & Recreation	22.9	11.9	3.0	2.6	2.3	3.1
General Retail Trade	13.2	7.0	1.7	0.9	1.5	2.2
Travel Planning	6.4	6.0	0.1	0.1	0.1	0.1
Total	**211.8**	**134.3**	**20.3**	**16.9**	**16.2**	**24.1**
Tax Revenue Generated ($ Millions)						
State	$739.7	$494.0	$62.5	$57.7	$50.7	$74.9
Local	466.8	283.2	47.1	41.9	38.4	56.2
Total	**$1,206.5**	**$777.2**	**$109.6**	**$99.6**	**$89.0**	**$131.1**

Source: TIA

Table 3.2: Georgia Domestic Travel Expenditures by Traveler Characteristics, 2004

Expenditures ($ Millions)*	Statewide	Atlanta Metro	Georgia's Mountains	Georgia's Coast	Southern Rivers	Historic South
Total	$12,151.4	$6,279.9	$1,558.4	$1,196.3	$1,272.3	$1,844.5
Overnight Travelers	$11,192.4	$5,936.6	$1,396.3	$1,105.8	$1,113.7	$1,640.0
Day-Trippers	$959.0	$343.3	$162.1	$90.5	$158.6	$204.5
In-state Travelers	$2,306.7	$521.0	$550.0	$276.3	$340.1	$619.3
Out-of-state Travelers	$9,844.7	$5,758.9	$1,008.4	$920.0	$932.2	$1,225.2
Leisure	$7,362.9	$3,284.9	$1,192.3	$875.2	$916.9	$1,093.6
Business	$4,788.6	$2,995.1	$366.1	$321.1	$355.3	$750.9
PERCENTAGES						
Overnight Travelers	92.1%	94.5%	89.6%	92.4%	87.5%	88.9%
Day-Trippers	7.9%	5.5%	10.4%	7.6%	12.5%	11.1%
In-state Travelers	19.0%	8.3%	35.3%	23.1%	26.7%	33.6%
Out-of-state Travelers	81.0%	91.7%	64.7%	76.9%	73.3%	66.4%
Leisure	60.6%	52.3%	76.5%	73.2%	72.1%	59.3%
Business	39.4%	47.7%	23.5%	26.8%	27.9%	40.7%

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

Source: TIA

Table 3.3: Economic Impact of Domestic Travel on Georgia by Quarter and Region - 2004

	Annual	Q1	Q2	Q3	Q4
Travel Expenditures ($ Millions)*	**$12,151.4**	**$2,330.6**	**$3,327.6**	**$3,607.5**	**$2,885.8**
Atlanta Metro	$6,279.9	$1,290.5	$1,746.1	$1,910.8	$1,332.5
GA's Mountains	$1,558.4	$303.9	$405.7	$411.5	$437.3
GA's Coast	$1,196.3	$187.3	$320.8	$489.6	$198.7
Southern Rivers	$1,272.3	$198.8	$331.4	$380.6	$361.4
Historic South	$1,844.5	$350.1	$523.6	$414.9	$555.9

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

Travel-Generated State Tax Receipts ($ Millions)	**$739.7**	**$153.2**	**$180.7**	**$194.9**	**$179.6**
Atlanta Metro	$494.0	$107.5	$122.1	$131.8	$111.7
GA's Mountains	$62.5	$12.8	$14.3	$14.3	$18.5
GA's Coast	$57.7	$9.7	$14.0	$21.1	$10.4
Southern Rivers	$50.7	$8.3	$11.7	$13.2	$15.3
Historic South	$74.9	$14.8	$18.6	$14.6	$23.7

		Seasonal Index			
	Annual ($ Millions)	**Q1 (%)**	**Q2 (%)**	**Q3 (%)**	**Q4 (%)**
Travel-Generated Payroll	**$6,116.4**	**97.5%**	**99.7%**	**101.5%**	**101.2%**
Atlanta Metro	$4,605.3	110.2%	101.9%	102.0%	85.8%
GA's Mountains	$378.4	104.1%	95.0%	88.1%	112.9%
GA's Coast	$376.5	86.9%	101.7%	141.9%	69.5%
Southern Rivers	$301.4	85.0%	96.8%	101.7%	116.5%
Historic South	$454.9	101.0%	103.2%	74.8%	120.9%

		Seasonal Index			
	Annual (Thousands)	**Q1 (%)**	**Q2 (%)**	**Q3 (%)**	**Q4 (%)**
Travel-Generated Employment	**211.8**	**98.5%**	**100.6%**	**101.3%**	**99.6%**
Atlanta Metro	134.3	111.3%	102.7%	101.5%	84.4%
GA's Mountains	20.3	105.2%	95.8%	87.8%	111.2%
GA's Coast	16.9	87.8%	102.5%	141.3%	68.4%
Southern Rivers	16.2	86.0%	97.8%	101.4%	114.8%
Historic South	24.1	102.2%	104.2%	74.5%	119.1%

Source: TIA

Table 3.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2004

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
ATLANTA METRO TOTAL	**$9,313.81**	**$4,605.24**	**134.31**	**$493.99**	**$283.19**
Clayton	$866.71	$1,643.35	29.68	$107.60	$26.47
Cobb	1,025.78	352.89	15.63	46.37	30.95
Coweta	99.98	27.94	1.42	4.18	3.01
De Kalb	852.23	234.19	11.55	35.55	25.73
Douglas	138.24	31.06	1.75	5.41	4.17
Fayette	118.13	90.42	2.71	7.86	3.57
Fulton	5,270.17	1,970.75	58.37	247.91	160.84
Gwinnett	803.04	216.92	11.25	33.30	24.23
Henry	139.52	37.71	1.95	5.80	4.23
GEORGIA'S COAST TOTAL	**$1,379.93**	**$376.47**	**16.92**	**$57.69**	**$41.91**
Brantley	$5.86	$0.90	0.05	$0.21	$0.18
Bryan	26.51	6.24	0.32	1.06	0.80
Camden	62.45	14.08	0.76	2.45	1.89
Charlton	7.85	1.74	0.09	0.31	0.24
Chatham	846.37	246.94	10.48	36.21	25.74
Clinch	4.37	0.80	0.05	0.16	0.13
Effingham	19.09	3.87	0.22	0.73	0.57
Glynn	264.31	76.56	3.60	11.29	8.04
Liberty	70.40	10.94	0.55	2.54	2.12
McIntosh	11.56	2.78	0.15	0.46	0.35
Pierce	8.96	2.41	0.12	0.37	0.27
Ware	52.19	9.21	0.51	1.91	1.57

Table 3.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2004 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
GEORGIA'S MOUNTAINS TOTAL	**$1,559.51**	**$378.37**	**20.33**	**$62.51**	**$47.07**
Banks	$10.75	$2.99	0.15	$0.45	$0.33
Barrow	34.34	6.83	0.42	1.30	1.03
Bartow	102.06	26.63	1.36	4.19	3.09
Carroll	84.21	18.99	1.05	3.30	2.54
Catoosa	53.07	12.73	0.65	2.11	1.59
Chattooga	13.26	2.66	0.17	0.50	0.40
Cherokee	151.23	41.12	2.21	6.28	4.55
Dade	12.99	2.55	0.15	0.49	0.39
Dawson	26.66	7.80	0.40	1.14	0.81
Elbert	15.13	3.17	0.19	0.58	0.46
Fannin	22.33	5.67	0.30	0.91	0.67
Floyd	92.72	20.49	1.16	3.61	2.79
Forsyth	97.44	27.97	1.40	4.11	2.93
Franklin	24.52	4.30	0.26	0.90	0.74
Gilmer	22.08	4.03	0.24	0.82	0.66
Gordon	38.51	8.34	0.50	1.50	1.16
Habersham	33.44	7.89	0.45	1.33	1.01
Hall	196.29	48.20	2.49	7.92	5.95
Haralson	15.16	2.30	0.14	0.54	0.45
Hart	15.81	4.61	0.24	0.68	0.47
Jackson	39.17	7.50	0.45	1.46	1.18
Lumpkin	25.29	5.76	0.30	1.00	0.77
Madison	7.80	1.61	0.10	0.30	0.23
Murray	18.86	3.96	0.24	0.72	0.57
Paulding	52.18	11.00	0.63	2.00	1.57
Pickens	18.41	3.32	0.20	0.68	0.55
Polk	31.25	7.73	0.44	1.26	0.94
Rabun	35.55	9.65	0.48	1.49	1.08
Stephens	21.98	4.81	0.28	0.85	0.66
Towns	28.27	8.17	0.40	1.21	0.86
Union	14.90	3.46	0.20	0.59	0.45
Walker	45.16	13.21	0.62	1.92	1.35
White	42.45	10.59	0.54	1.72	1.29
Whitfield	116.21	28.37	1.53	4.66	3.51

Table 3.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2004 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
HISTORIC SOUTH TOTAL	**$1,863.68**	**$454.94**	**24.06**	**$74.87**	**$56.24**
Appling	$13.12	$2.62	0.16	$0.50	$0.40
Atkinson	3.34	0.62	0.04	0.12	0.10
Bacon	6.93	1.54	0.09	0.27	0.21
Baldwin	49.33	11.87	0.64	1.97	1.48
Bibb	226.07	65.36	3.15	9.60	6.83
Bleckley	7.85	1.89	0.10	0.31	0.24
Bulloch	69.33	15.55	0.85	2.71	2.09
Burke	12.79	2.92	0.15	0.50	0.38
Butts	17.15	3.19	0.18	0.64	0.51
Candler	10.26	2.27	0.12	0.40	0.31
Clarke	170.65	40.41	2.25	6.79	5.15
Coffee	48.93	9.35	0.50	1.83	1.47
Columbia	81.26	17.94	0.97	3.16	2.45
Crawford	3.03	0.52	0.03	0.11	0.09
Dodge	13.59	2.91	0.16	0.52	0.41
Emanuel	14.79	3.24	0.19	0.57	0.45
Evans	9.20	1.93	0.11	0.35	0.28
Glascock	0.78	0.12	0.01	0.03	0.02
Greene	38.09	11.67	0.55	1.66	1.16
Hancock	2.91	0.49	0.03	0.11	0.09
Houston	138.50	33.27	1.80	5.54	4.19
Irwin	4.55	1.15	0.07	0.19	0.14
Jasper	5.49	1.74	0.09	0.24	0.16
Jeff Davis	11.63	2.25	0.14	0.44	0.35
Jefferson	11.13	2.14	0.14	0.42	0.33
Jenkins	3.72	0.80	0.05	0.14	0.11
Johnson	2.27	0.42	0.03	0.08	0.07
Jones	8.90	3.09	0.15	0.40	0.27
Lamar	8.78	2.00	0.13	0.35	0.27
Laurens	52.33	11.63	0.67	2.04	1.58

Table 3.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2004 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
HISTORIC SOUTH (Continued)					
Lincoln	4.55	1.22	0.07	0.19	0.14
Long	1.32	0.24	0.02	0.05	0.04
McDuffie	22.49	4.43	0.24	0.85	0.68
Monroe	21.51	5.46	0.28	0.88	0.66
Montgomery	8.02	2.11	0.12	0.33	0.25
Morgan	25.71	6.04	0.32	1.03	0.78
Newton	57.80	13.90	0.79	2.32	1.75
Oconee	22.49	6.56	0.31	0.95	0.67
Oglethorpe	3.17	0.63	0.03	0.12	0.09
Peach	23.41	5.03	0.29	0.91	0.71
Pulaski	6.48	1.69	0.09	0.27	0.19
Putnam	10.52	2.46	0.14	0.42	0.32
Richmond	333.97	87.68	4.22	13.73	10.09
Rockdale	97.43	23.92	1.33	3.92	2.94
Screven	7.40	1.55	0.09	0.28	0.22
Taliaferro	0.37	0.07	0.00	0.01	0.01
Tattnall	11.08	2.13	0.14	0.42	0.33
Telfair	7.35	1.39	0.09	0.27	0.22
Toombs	29.16	6.65	0.38	1.15	0.88
Treutlen	2.69	0.53	0.04	0.10	0.08
Twiggs	2.82	0.54	0.03	0.11	0.08
Walton	54.33	12.19	0.72	2.12	1.64
Warren	0.98	0.17	0.01	0.04	0.03
Washington	19.15	4.61	0.25	0.77	0.57
Wayne	25.18	5.47	0.31	0.98	0.76
Wheeler	1.59	0.28	0.02	0.06	0.05
Wilcox	2.33	0.38	0.02	0.08	0.07
Wilkes	10.45	2.24	0.14	0.41	0.31
Wilkinson	3.20	0.47	0.03	0.11	0.10

Table 3.4: Economic Impact of Domestic Travel in Georgia by Region and County - 2004 (Continued)

Region/County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
SOUTHERN RIVERS TOTAL	**$1,272.69**	**$301.38**	**16.18**	**$50.66**	**$38.37**
Baker	$0.92	$0.07	0.00	$0.03	$0.03
Ben Hill	14.67	3.19	0.19	0.57	0.44
Berrien	8.48	1.80	0.12	0.33	0.25
Brooks	6.95	1.51	0.08	0.27	0.21
Calhoun	2.19	0.52	0.03	0.09	0.07
Chattahoochee	9.27	2.32	0.15	0.38	0.28
Clay	1.45	0.20	0.01	0.05	0.04
Colquitt	40.23	8.45	0.45	1.54	1.21
Cook	19.40	5.28	0.29	0.82	0.59
Crisp	30.05	6.56	0.37	1.18	0.90
Decatur	25.38	5.68	0.32	0.99	0.77
Dooly	7.90	1.63	0.09	0.30	0.24
Dougherty	140.09	33.81	1.82	5.61	4.23
Early	8.56	1.93	0.11	0.33	0.26
Echols	0.08	0.02	0.00	0.00	0.00
Grady	16.84	3.26	0.19	0.63	0.51
Harris	26.99	11.40	0.48	1.32	0.80
Heard	2.81	0.64	0.03	0.11	0.08
Lanier	3.09	0.69	0.04	0.12	0.09
Lee	8.13	1.82	0.11	0.32	0.24
Lowndes	175.02	47.57	2.34	7.27	5.28
Macon	5.32	1.08	0.07	0.20	0.16
Marion	4.72	1.20	0.07	0.19	0.14
Meriwether	11.31	2.05	0.13	0.42	0.34
Miller	5.31	1.20	0.07	0.21	0.16
Mitchell	40.49	7.30	0.35	1.52	1.23
Muscogee	276.84	66.81	3.66	11.08	8.36
Pike	4.95	1.77	0.08	0.23	0.15
Quitman	1.02	0.17	0.01	0.04	0.03
Randolph	3.63	0.89	0.06	0.15	0.11
Schley	1.71	0.29	0.02	0.06	0.05
Seminole	5.61	1.20	0.08	0.22	0.17
Spalding	63.07	14.05	0.83	2.46	1.90
Stewart	2.24	0.42	0.03	0.08	0.07
Sumter	29.28	7.43	0.39	1.19	0.89
Talbot	0.94	0.17	0.01	0.03	0.03
Taylor	4.01	0.76	0.05	0.15	0.12
Terrell	5.60	1.18	0.07	0.21	0.17
Thomas	51.37	11.41	0.63	2.01	1.55
Tift	62.17	14.36	0.80	2.46	1.88
Troup	108.25	21.99	1.13	4.11	3.25
Turner	6.78	1.35	0.08	0.26	0.20
Upson	17.97	3.58	0.21	0.68	0.54
Webster	0.51	0.03	0.00	0.02	0.01
Worth	11.10	2.37	0.14	0.43	0.34
State Total	**$15,389.62**	**$6,116.41**	**211.79**	**$739.72**	**$466.77**

Source: TIA

Table 3.5: 2004 Georgia Regional Lodging Profile by Quarter - Hotel/Motel

	Q1	Q2	Q3	Q4	Annual
Southern Rivers					
Average Hotel Occupancy Rate (%)	54.3	58.1	61.2	54.0	56.9
Average Daily Room Rate ($)	53.65	56.61	57.65	57.72	56.54
RevPar ($)	$29.23	$32.92	$35.30	$31.18	$32.16
Room Supply	1512862	1529465	1556399	1549498	6,148,224
Room Demand	854,650	930,527	1,001,612	895,537	3,682,326
Room Revenue ($ Millions)	$46.0	$52.7	$57.8	$51.7	$208.2
Georgia's Coast					
Average Hotel Occupancy Rate (%)	66.1	72.8	63.7	58.7	65.3
Average Daily Room Rate ($)	$72.29	$89.56	$78.67	$75.05	$79.63
RevPar ($)	$144.39	$195.56	$151.08	$133.10	$51.99
Room Supply	1,775,340	1,798,726	1,826,717	1,819,242	7,220,025
Room Demand	1,172,284	1,308,936	1,164,105	1,068,536	4,713,861
Room Revenue ($ Millions)	$85.4	$117.2	$92.1	$80.7	$375.4
Historic South					
Average Hotel Occupancy Rate (%)	51.8	55.4	54.5	50.2	52.9
Average Daily Room Rate ($)	$52.21	$61.43	$54.90	$54.90	$56.09
RevPar ($)	$27.10	$34.15	$29.91	$27.67	$29.68
Room Supply	2,306,822	2,341,520	2,371,750	2,375,532	9,395,624
Room Demand	1,194,185	1,295,154	1,291,208	1,191,743	4,972,290
Room Revenue ($ Millions)	$62.5	$79.8	$70.9	$65.7	$278.9
Georgia's Mountains					
Average Hotel Occupancy Rate (%)	43.6	52.8	52.6	48.5	49.4
Average Daily Room Rate ($)	$58.03	$66.05	$65.91	$65.63	$64.37
RevPar ($)	$25.36	$34.86	$34.67	$32.21	$31.80
Room Supply	1,473,364	1,487,799	1,502,360	1,495,963	5,959,486
Room Demand	642,597	785,207	790,324	725,433	2,943,561
Room Revenue ($ Millions)	$37.4	$51.8	$52.1	$48.2	$189.5
Atlanta Metro					
Average Hotel Occupancy Rate (%)	58.0	60.7	63.3	54.4	59.1
Average Daily Room Rate ($)	$79.49	$76.84	$75.97	$77.36	$77.54
RevPar ($)	$46.17	$46.66	$48.13	$42.38	$45.83
Room Supply	7,642,388	7,754,902	7,851,586	7,896,463	31,145,339
Room Demand	4,439,251	4,703,390	4,974,153	4,293,741	18,410,535
Room Revenue ($ Millions)	$353.3	$361.5	$377.9	$334.7	$1,427.5

Source: Smith Travel Research

Table 3.6: 2004 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	27.7%	35.6%	41.3%	43.3%	37.0%
Total Site Nights Available	29,992	29,992	29,666	29,666	119,316
Total Site Nights Occupied	8,306	10,692	12,240	12,859	44,097
Georgia's Mountains					
Average Campground Occupancy Rate	45.4%	27.5%	10.5%	44.0%	31.9%
Total Site Nights Available	91,724	91,724	90,727	90,727	364,902
Total Site Nights Occupied	41,635	25,203	9,498	39,915	116,251
Historic South					
Average Campground Occupancy Rate	29.9%	21.4%	13.2%	36.0%	25.1%
Total Site Nights Available	69,828	69,828	69,069	69,099	277,824
Total Site Nights Occupied	20,891	14,932	9,137	24,849	69,809
Southern Rivers					
Average Campground Occupancy Rate	29.7%	30.4%	21.5%	38.0%	29.9%
Total Site Nights Available	36,524	36,524	36,127	36,127	145,302
Total Site Nights Occupied	10,860	11,113	7,771	13,728	43,472

Source: Georgia Department of Natural Resources

COUNTY TABLES

The following tables list the results of the County Economic Impact Component of TIA's Travel Economic Impact Model for Georgia in 2004. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table 4.1 shows the counties listed alphabetically, with 2004 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table 4.2 ranks the counties in order of 2004 travel expenditures from highest to lowest.

Table 4.3 shows the percent distribution for each impact measure in 2004.

2004 Impact of Domestic Travel on Georgia
Table 4.1: Alphabetical by County

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Appling	$13.12	$2.62	0.16	$0.50	$0.40
Atkinson	3.34	0.62	0.04	0.12	0.10
Bacon	6.93	1.54	0.09	0.27	0.21
Baker	0.92	0.07	0.00	0.03	0.03
Baldwin	49.33	11.87	0.64	1.97	1.48
Banks	10.75	2.99	0.15	0.45	0.33
Barrow	34.34	6.83	0.42	1.30	1.03
Bartow	102.06	26.63	1.36	4.19	3.09
Ben Hill	14.67	3.19	0.19	0.57	0.44
Berrien	8.48	1.80	0.12	0.33	0.25
Bibb	226.07	65.36	3.15	9.60	6.83
Bleckley	7.85	1.89	0.10	0.31	0.24
Brantley	5.86	0.90	0.05	0.21	0.18
Brooks	6.95	1.51	0.08	0.27	0.21
Bryan	26.51	6.24	0.32	1.06	0.80
Bulloch	69.33	15.55	0.85	2.71	2.09
Burke	12.79	2.92	0.15	0.50	0.38
Butts	17.15	3.19	0.18	0.64	0.51
Calhoun	2.19	0.52	0.03	0.09	0.07
Camden	62.45	14.08	0.76	2.45	1.89
Candler	10.26	2.27	0.12	0.40	0.31
Carroll	84.21	18.99	1.05	3.30	2.54
Catoosa	53.07	12.73	0.65	2.11	1.59
Charlton	7.85	1.74	0.09	0.31	0.24
Chatham	846.37	246.94	10.48	36.21	25.74
Chattahoochee	9.27	2.32	0.15	0.38	0.28
Chattooga	13.26	2.66	0.17	0.50	0.40
Cherokee	151.23	41.12	2.21	6.28	4.55
Clarke	170.65	40.41	2.25	6.79	5.15
Clay	1.45	0.20	0.01	0.05	0.04
Clayton	866.71	1,643.35	29.68	107.60	26.47
Clinch	4.37	0.80	0.05	0.16	0.13
Cobb	1,025.78	352.89	15.63	46.37	30.95

2004 Impact of Domestic Travel on Georgia
Table 4.1: Alphabetical by County (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Coffee	48.93	9.35	0.50	1.83	1.47
Colquitt	40.23	8.45	0.45	1.54	1.21
Columbia	81.26	17.94	0.97	3.16	2.45
Cook	19.40	5.28	0.29	0.82	0.59
Coweta	99.98	27.94	1.42	4.18	3.01
Crawford	3.03	0.52	0.03	0.11	0.09
Crisp	30.05	6.56	0.37	1.18	0.90
Dade	12.99	2.55	0.15	0.49	0.39
Dawson	26.66	7.80	0.40	1.14	0.81
Decatur	25.38	5.68	0.32	0.99	0.77
De Kalb	852.23	234.19	11.55	35.55	25.73
Dodge	13.59	2.91	0.16	0.52	0.41
Dooly	7.90	1.63	0.09	0.30	0.24
Dougherty	140.09	33.81	1.82	5.61	4.23
Douglas	138.24	31.06	1.75	5.41	4.17
Early	8.56	1.93	0.11	0.33	0.26
Echols	0.08	0.02	0.00	0.00	0.00
Effingham	19.09	3.87	0.22	0.73	0.57
Elbert	15.13	3.17	0.19	0.58	0.46
Emanuel	14.79	3.24	0.19	0.57	0.45
Evans	9.20	1.93	0.11	0.35	0.28
Fannin	22.33	5.67	0.30	0.91	0.67
Fayette	118.13	90.42	2.71	7.86	3.57
Floyd	92.72	20.49	1.16	3.61	2.79
Forsyth	97.44	27.97	1.40	4.11	2.93
Franklin	24.52	4.30	0.26	0.90	0.74
Fulton	5,270.17	1,970.75	58.37	247.91	160.84
Gilmer	22.08	4.03	0.24	0.82	0.66
Glascock	0.78	0.12	0.01	0.03	0.02
Glynn	264.31	76.56	3.60	11.29	8.04
Gordon	38.51	8.34	0.50	1.50	1.16
Grady	16.84	3.26	0.19	0.63	0.51
Greene	38.09	11.67	0.55	1.66	1.16

2004 Impact of Domestic Travel on Georgia
Table 4.1: Alphabetical by County (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Gwinnett	803.04	216.92	11.25	33.30	24.23
Habersham	33.44	7.89	0.45	1.33	1.01
Hall	196.29	48.20	2.49	7.92	5.95
Hancock	2.91	0.49	0.03	0.11	0.09
Haralson	15.16	2.30	0.14	0.54	0.45
Harris	26.99	11.40	0.48	1.32	0.80
Hart	15.81	4.61	0.24	0.68	0.47
Heard	2.81	0.64	0.03	0.11	0.08
Henry	139.52	37.71	1.95	5.80	4.23
Houston	138.50	33.27	1.80	5.54	4.19
Irwin	4.55	1.15	0.07	0.19	0.14
Jackson	39.17	7.50	0.45	1.46	1.18
Jasper	5.49	1.74	0.09	0.24	0.16
Jeff Davis	11.63	2.25	0.14	0.44	0.35
Jefferson	11.13	2.14	0.14	0.42	0.33
Jenkins	3.72	0.80	0.05	0.14	0.11
Johnson	2.27	0.42	0.03	0.08	0.07
Jones	8.90	3.09	0.15	0.40	0.27
Lamar	8.78	2.00	0.13	0.35	0.27
Lanier	3.09	0.69	0.04	0.12	0.09
Laurens	52.33	11.63	0.67	2.04	1.58
Lee	8.13	1.82	0.11	0.32	0.24
Liberty	70.40	10.94	0.55	2.54	2.12
Lincoln	4.55	1.22	0.07	0.19	0.14
Long	1.32	0.24	0.02	0.05	0.04
Lowndes	175.02	47.57	2.34	7.27	5.28
Lumpkin	25.29	5.76	0.30	1.00	0.77
McDuffie	22.49	4.43	0.24	0.85	0.68
McIntosh	11.56	2.78	0.15	0.46	0.35
Macon	5.32	1.08	0.07	0.20	0.16
Madison	7.80	1.61	0.10	0.30	0.23
Marion	4.72	1.20	0.07	0.19	0.14
Meriwether	11.31	2.05	0.13	0.42	0.34

2004 Impact of Domestic Travel on Georgia
Table 4.1: Alphabetical by County (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Miller	5.31	1.20	0.07	0.21	0.16
Mitchell	40.49	7.30	0.35	1.52	1.23
Monroe	21.51	5.46	0.28	0.88	0.66
Montgomery	8.02	2.11	0.12	0.33	0.25
Morgan	25.71	6.04	0.32	1.03	0.78
Murray	18.86	3.96	0.24	0.72	0.57
Muscogee	276.84	66.81	3.66	11.08	8.36
Newton	57.80	13.90	0.79	2.32	1.75
Oconee	22.49	6.56	0.31	0.95	0.67
Oglethorpe	3.17	0.63	0.03	0.12	0.09
Paulding	52.18	11.00	0.63	2.00	1.57
Peach	23.41	5.03	0.29	0.91	0.71
Pickens	18.41	3.32	0.20	0.68	0.55
Pierce	8.96	2.41	0.12	0.37	0.27
Pike	4.95	1.77	0.08	0.23	0.15
Polk	31.25	7.73	0.44	1.26	0.94
Pulaski	6.48	1.69	0.09	0.27	0.19
Putnam	10.52	2.46	0.14	0.42	0.32
Quitman	1.02	0.17	0.01	0.04	0.03
Rabun	35.55	9.65	0.48	1.49	1.08
Randolph	3.63	0.89	0.06	0.15	0.11
Richmond	333.97	87.68	4.22	13.73	10.09
Rockdale	97.43	23.92	1.33	3.92	2.94
Schley	1.71	0.29	0.02	0.06	0.05
Screven	7.40	1.55	0.09	0.28	0.22
Seminole	5.61	1.20	0.08	0.22	0.17
Spalding	63.07	14.05	0.83	2.46	1.90
Stephens	21.98	4.81	0.28	0.85	0.66
Stewart	2.24	0.42	0.03	0.08	0.07
Sumter	29.28	7.43	0.39	1.19	0.89
Talbot	0.94	0.17	0.01	0.03	0.03
Taliaferro	0.37	0.07	0.00	0.01	0.01
Tattnall	11.08	2.13	0.14	0.42	0.33

2004 Impact of Domestic Travel on Georgia
Table 4.1: Alphabetical by County (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Taylor	4.01	0.76	0.05	0.15	0.12
Telfair	7.35	1.39	0.09	0.27	0.22
Terrell	5.60	1.18	0.07	0.21	0.17
Thomas	51.37	11.41	0.63	2.01	1.55
Tift	62.17	14.36	0.80	2.46	1.88
Toombs	29.16	6.65	0.38	1.15	0.88
Towns	28.27	8.17	0.40	1.21	0.86
Treutlen	2.69	0.53	0.04	0.10	0.08
Troup	108.25	21.99	1.13	4.11	3.25
Turner	6.78	1.35	0.08	0.26	0.20
Twiggs	2.82	0.54	0.03	0.11	0.08
Union	14.90	3.46	0.20	0.59	0.45
Upson	17.97	3.58	0.21	0.68	0.54
Walker	45.16	13.21	0.62	1.92	1.35
Walton	54.33	12.19	0.72	2.12	1.64
Ware	52.19	9.21	0.51	1.91	1.57
Warren	0.98	0.17	0.01	0.04	0.03
Washington	19.15	4.61	0.25	0.77	0.57
Wayne	25.18	5.47	0.31	0.98	0.76
Webster	0.51	0.03	0.00	0.02	0.01
Wheeler	1.59	0.28	0.02	0.06	0.05
White	42.45	10.59	0.54	1.72	1.29
Whitfield	116.21	28.37	1.53	4.66	3.51
Wilcox	2.33	0.38	0.02	0.08	0.07
Wilkes	10.45	2.24	0.14	0.41	0.31
Wilkinson	3.20	0.47	0.03	0.11	0.10
Worth	11.10	2.37	0.14	0.43	0.34
Total	**$15,389.62**	**$6,116.41**	**211.79**	**$739.72**	**$466.77**

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2004 Impact of Domestic Travel on Georgia
Table 4.2: Ranking of Counties by Expenditure Levels

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Fulton	$5,270.17	$1,970.75	58.37	$247.91	$160.84
Cobb	1,025.78	352.89	15.63	46.37	30.95
Clayton	866.71	1,643.35	29.68	107.60	26.47
De Kalb	852.23	234.19	11.55	35.55	25.73
Chatham	846.37	246.94	10.48	36.21	25.74
Gwinnett	803.04	216.92	11.25	33.30	24.23
Richmond	333.97	87.68	4.22	13.73	10.09
Muscogee	276.84	66.81	3.66	11.08	8.36
Glynn	264.31	76.56	3.60	11.29	8.04
Bibb	226.07	65.36	3.15	9.60	6.83
Hall	196.29	48.20	2.49	7.92	5.95
Lowndes	175.02	47.57	2.34	7.27	5.28
Clarke	170.65	40.41	2.25	6.79	5.15
Cherokee	151.23	41.12	2.21	6.28	4.55
Dougherty	140.09	33.81	1.82	5.61	4.23
Henry	139.52	37.71	1.95	5.80	4.23
Houston	138.50	33.27	1.80	5.54	4.19
Douglas	138.24	31.06	1.75	5.41	4.17
Fayette	118.13	90.42	2.71	7.86	3.57
Whitfield	116.21	28.37	1.53	4.66	3.51
Troup	108.25	21.99	1.13	4.11	3.25
Bartow	102.06	26.63	1.36	4.19	3.09
Coweta	99.98	27.94	1.42	4.18	3.01
Forsyth	97.44	27.97	1.40	4.11	2.93
Rockdale	97.43	23.92	1.33	3.92	2.94
Floyd	92.72	20.49	1.16	3.61	2.79
Carroll	84.21	18.99	1.05	3.30	2.54
Columbia	81.26	17.94	0.97	3.16	2.45
Liberty	70.40	10.94	0.55	2.54	2.12
Bulloch	69.33	15.55	0.85	2.71	2.09
Spalding	63.07	14.05	0.83	2.46	1.90
Camden	62.45	14.08	0.76	2.45	1.89
Tift	62.17	14.36	0.80	2.46	1.88

2004 Impact of Domestic Travel on Georgia
Table 4.2: Ranking of Counties by Expenditure Levels (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Newton	57.80	13.90	0.79	2.32	1.75
Walton	54.33	12.19	0.72	2.12	1.64
Catoosa	53.07	12.73	0.65	2.11	1.59
Laurens	52.33	11.63	0.67	2.04	1.58
Ware	52.19	9.21	0.51	1.91	1.57
Paulding	52.18	11.00	0.63	2.00	1.57
Thomas	51.37	11.41	0.63	2.01	1.55
Baldwin	49.33	11.87	0.64	1.97	1.48
Coffee	48.93	9.35	0.50	1.83	1.47
Walker	45.16	13.21	0.62	1.92	1.35
White	42.45	10.59	0.54	1.72	1.29
Mitchell	40.49	7.30	0.35	1.52	1.23
Colquitt	40.23	8.45	0.45	1.54	1.21
Jackson	39.17	7.50	0.45	1.46	1.18
Gordon	38.51	8.34	0.50	1.50	1.16
Greene	38.09	11.67	0.55	1.66	1.16
Rabun	35.55	9.65	0.48	1.49	1.08
Barrow	34.34	6.83	0.42	1.30	1.03
Habersham	33.44	7.89	0.45	1.33	1.01
Polk	31.25	7.73	0.44	1.26	0.94
Crisp	30.05	6.56	0.37	1.18	0.90
Sumter	29.28	7.43	0.39	1.19	0.89
Toombs	29.16	6.65	0.38	1.15	0.88
Towns	28.27	8.17	0.40	1.21	0.86
Harris	26.99	11.40	0.48	1.32	0.80
Dawson	26.66	7.80	0.40	1.14	0.81
Bryan	26.51	6.24	0.32	1.06	0.80
Morgan	25.71	6.04	0.32	1.03	0.78
Decatur	25.38	5.68	0.32	0.99	0.77
Lumpkin	25.29	5.76	0.30	1.00	0.77
Wayne	25.18	5.47	0.31	0.98	0.76
Franklin	24.52	4.30	0.26	0.90	0.74
Peach	23.41	5.03	0.29	0.91	0.71

2004 Impact of Domestic Travel on Georgia
Table 4.2: Ranking of Counties by Expenditure Levels (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Oconee	22.49	6.56	0.31	0.95	0.67
McDuffie	22.49	4.43	0.24	0.85	0.68
Fannin	22.33	5.67	0.30	0.91	0.67
Gilmer	22.08	4.03	0.24	0.82	0.66
Stephens	21.98	4.81	0.28	0.85	0.66
Monroe	21.51	5.46	0.28	0.88	0.66
Cook	19.40	5.28	0.29	0.82	0.59
Washington	19.15	4.61	0.25	0.77	0.57
Effingham	19.09	3.87	0.22	0.73	0.57
Murray	18.86	3.96	0.24	0.72	0.57
Pickens	18.41	3.32	0.20	0.68	0.55
Upson	17.97	3.58	0.21	0.68	0.54
Butts	17.15	3.19	0.18	0.64	0.51
Grady	16.84	3.26	0.19	0.63	0.51
Hart	15.81	4.61	0.24	0.68	0.47
Haralson	15.16	2.30	0.14	0.54	0.45
Elbert	15.13	3.17	0.19	0.58	0.46
Union	14.90	3.46	0.20	0.59	0.45
Emanuel	14.79	3.24	0.19	0.57	0.45
Ben Hill	14.67	3.19	0.19	0.57	0.44
Dodge	13.59	2.91	0.16	0.52	0.41
Chattooga	13.26	2.66	0.17	0.50	0.40
Appling	13.12	2.62	0.16	0.50	0.40
Dade	12.99	2.55	0.15	0.49	0.39
Burke	12.79	2.92	0.15	0.50	0.38
Jeff Davis	11.63	2.25	0.14	0.44	0.35
McIntosh	11.56	2.78	0.15	0.46	0.35
Meriwether	11.31	2.05	0.13	0.42	0.34
Jefferson	11.13	2.14	0.14	0.42	0.33
Worth	11.10	2.37	0.14	0.43	0.34
Tattnall	11.08	2.13	0.14	0.42	0.33
Banks	10.75	2.99	0.15	0.45	0.33
Putnam	10.52	2.46	0.14	0.42	0.32

2004 Impact of Domestic Travel on Georgia
Table 4.2: Ranking of Counties by Expenditure Levels (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Wilkes	10.45	2.24	0.14	0.41	0.31
Candler	10.26	2.27	0.12	0.40	0.31
Chattahoochee	9.27	2.32	0.15	0.38	0.28
Evans	9.20	1.93	0.11	0.35	0.28
Pierce	8.96	2.41	0.12	0.37	0.27
Jones	8.90	3.09	0.15	0.40	0.27
Lamar	8.78	2.00	0.13	0.35	0.27
Early	8.56	1.93	0.11	0.33	0.26
Berrien	8.48	1.80	0.12	0.33	0.25
Lee	8.13	1.82	0.11	0.32	0.24
Montgomery	8.02	2.11	0.12	0.33	0.25
Dooly	7.90	1.63	0.09	0.30	0.24
Bleckley	7.85	1.89	0.10	0.31	0.24
Charlton	7.85	1.74	0.09	0.31	0.24
Madison	7.80	1.61	0.10	0.30	0.23
Screven	7.40	1.55	0.09	0.28	0.22
Telfair	7.35	1.39	0.09	0.27	0.22
Brooks	6.95	1.51	0.08	0.27	0.21
Bacon	6.93	1.54	0.09	0.27	0.21
Turner	6.78	1.35	0.08	0.26	0.20
Pulaski	6.48	1.69	0.09	0.27	0.19
Brantley	5.86	0.90	0.05	0.21	0.18
Seminole	5.61	1.20	0.08	0.22	0.17
Terrell	5.60	1.18	0.07	0.21	0.17
Jasper	5.49	1.74	0.09	0.24	0.16
Macon	5.32	1.08	0.07	0.20	0.16
Miller	5.31	1.20	0.07	0.21	0.16
Pike	4.95	1.77	0.08	0.23	0.15
Marion	4.72	1.20	0.07	0.19	0.14
Lincoln	4.55	1.22	0.07	0.19	0.14
Irwin	4.55	1.15	0.07	0.19	0.14
Clinch	4.37	0.80	0.05	0.16	0.13
Taylor	4.01	0.76	0.05	0.15	0.12

2004 Impact of Domestic Travel on Georgia
Table 4.2: Ranking of Counties by Expenditure Levels (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Jenkins	3.72	0.80	0.05	0.14	0.11
Randolph	3.63	0.89	0.06	0.15	0.11
Atkinson	3.34	0.62	0.04	0.12	0.10
Wilkinson	3.20	0.47	0.03	0.11	0.10
Oglethorpe	3.17	0.63	0.03	0.12	0.09
Lanier	3.09	0.69	0.04	0.12	0.09
Crawford	3.03	0.52	0.03	0.11	0.09
Hancock	2.91	0.49	0.03	0.11	0.09
Twiggs	2.82	0.54	0.03	0.11	0.08
Heard	2.81	0.64	0.03	0.11	0.08
Treutlen	2.69	0.53	0.04	0.10	0.08
Wilcox	2.33	0.38	0.02	0.08	0.07
Johnson	2.27	0.42	0.03	0.08	0.07
Stewart	2.24	0.42	0.03	0.08	0.07
Calhoun	2.19	0.52	0.03	0.09	0.07
Schley	1.71	0.29	0.02	0.06	0.05
Wheeler	1.59	0.28	0.02	0.06	0.05
Clay	1.45	0.20	0.01	0.05	0.04
Long	1.32	0.24	0.02	0.05	0.04
Quitman	1.02	0.17	0.01	0.04	0.03
Warren	0.98	0.17	0.01	0.04	0.03
Talbot	0.94	0.17	0.01	0.03	0.03
Baker	0.92	0.07	0.00	0.03	0.03
Glascock	0.78	0.12	0.01	0.03	0.02
Webster	0.51	0.03	0.00	0.02	0.01
Taliaferro	0.37	0.07	0.00	0.01	0.01
Echols	0.08	0.02	0.00	0.00	0.00
Total	**$15,389.62**	**$6,116.41**	**211.79**	**$739.72**	**$466.77**

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2004 Impact of Domestic Travel on Georgia
Table 4.3: Percent Distribution by County

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Appling	0.09%	0.04%	0.08%	0.07%	0.08%
Atkinson	0.02%	0.01%	0.02%	0.02%	0.02%
Bacon	0.05%	0.03%	0.04%	0.04%	0.04%
Baker	0.01%	0.00%	0.00%	0.00%	0.01%
Baldwin	0.32%	0.19%	0.30%	0.27%	0.32%
Banks	0.07%	0.05%	0.07%	0.06%	0.07%
Barrow	0.22%	0.11%	0.20%	0.18%	0.22%
Bartow	0.66%	0.44%	0.64%	0.57%	0.66%
Ben Hill	0.10%	0.05%	0.09%	0.08%	0.10%
Berrien	0.06%	0.03%	0.06%	0.04%	0.05%
Bibb	1.47%	1.07%	1.49%	1.30%	1.46%
Bleckley	0.05%	0.03%	0.05%	0.04%	0.05%
Brantley	0.04%	0.01%	0.03%	0.03%	0.04%
Brooks	0.05%	0.02%	0.04%	0.04%	0.04%
Bryan	0.17%	0.10%	0.15%	0.14%	0.17%
Bulloch	0.45%	0.25%	0.40%	0.37%	0.45%
Burke	0.08%	0.05%	0.07%	0.07%	0.08%
Butts	0.11%	0.05%	0.09%	0.09%	0.11%
Calhoun	0.01%	0.01%	0.01%	0.01%	0.01%
Camden	0.41%	0.23%	0.36%	0.33%	0.41%
Candler	0.07%	0.04%	0.06%	0.05%	0.07%
Carroll	0.55%	0.31%	0.49%	0.45%	0.54%
Catoosa	0.34%	0.21%	0.31%	0.29%	0.34%
Charlton	0.05%	0.03%	0.04%	0.04%	0.05%
Chatham	5.50%	4.04%	4.95%	4.89%	5.51%
Chattahoochee	0.06%	0.04%	0.07%	0.05%	0.06%
Chattooga	0.09%	0.04%	0.08%	0.07%	0.09%
Cherokee	0.98%	0.67%	1.04%	0.85%	0.98%
Clarke	1.11%	0.66%	1.06%	0.92%	1.10%
Clay	0.01%	0.00%	0.01%	0.01%	0.01%
Clayton	5.63%	26.87%	14.01%	14.55%	5.67%
Clinch	0.03%	0.01%	0.02%	0.02%	0.03%
Cobb	6.67%	5.77%	7.38%	6.27%	6.63%

2004 Impact of Domestic Travel on Georgia
Table 4.3: Percent Distribution by County (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Coffee	0.32%	0.15%	0.24%	0.25%	0.31%
Colquitt	0.26%	0.14%	0.21%	0.21%	0.26%
Columbia	0.53%	0.29%	0.46%	0.43%	0.52%
Cook	0.13%	0.09%	0.14%	0.11%	0.13%
Coweta	0.65%	0.46%	0.67%	0.57%	0.64%
Crawford	0.02%	0.01%	0.02%	0.01%	0.02%
Crisp	0.20%	0.11%	0.18%	0.16%	0.19%
Dade	0.08%	0.04%	0.07%	0.07%	0.08%
Dawson	0.17%	0.13%	0.19%	0.15%	0.17%
Decatur	0.16%	0.09%	0.15%	0.13%	0.16%
De Kalb	5.54%	3.83%	5.45%	4.81%	5.51%
Dodge	0.09%	0.05%	0.08%	0.07%	0.09%
Dooly	0.05%	0.03%	0.04%	0.04%	0.05%
Dougherty	0.91%	0.55%	0.86%	0.76%	0.91%
Douglas	0.90%	0.51%	0.83%	0.73%	0.89%
Early	0.06%	0.03%	0.05%	0.05%	0.06%
Echols	0.00%	0.00%	0.00%	0.00%	0.00%
Effingham	0.12%	0.06%	0.11%	0.10%	0.12%
Elbert	0.10%	0.05%	0.09%	0.08%	0.10%
Emanuel	0.10%	0.05%	0.09%	0.08%	0.10%
Evans	0.06%	0.03%	0.05%	0.05%	0.06%
Fannin	0.15%	0.09%	0.14%	0.12%	0.14%
Fayette	0.77%	1.48%	1.28%	1.06%	0.76%
Floyd	0.60%	0.34%	0.55%	0.49%	0.60%
Forsyth	0.63%	0.46%	0.66%	0.56%	0.63%
Franklin	0.16%	0.07%	0.12%	0.12%	0.16%
Fulton	34.24%	32.22%	27.56%	33.51%	34.46%
Gilmer	0.14%	0.07%	0.11%	0.11%	0.14%
Glascock	0.01%	0.00%	0.00%	0.00%	0.00%
Glynn	1.72%	1.25%	1.70%	1.53%	1.72%
Gordon	0.25%	0.14%	0.23%	0.20%	0.25%
Grady	0.11%	0.05%	0.09%	0.09%	0.11%
Greene	0.25%	0.19%	0.26%	0.22%	0.25%

2004 Impact of Domestic Travel on Georgia
Table 4.3: Percent Distribution by County (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Gwinnett	5.22%	3.55%	5.31%	4.50%	5.19%
Habersham	0.22%	0.13%	0.21%	0.18%	0.22%
Hall	1.28%	0.79%	1.18%	1.07%	1.27%
Hancock	0.02%	0.01%	0.01%	0.01%	0.02%
Haralson	0.10%	0.04%	0.07%	0.07%	0.10%
Harris	0.18%	0.19%	0.23%	0.18%	0.17%
Hart	0.10%	0.08%	0.11%	0.09%	0.10%
Heard	0.02%	0.01%	0.02%	0.02%	0.02%
Henry	0.91%	0.62%	0.92%	0.78%	0.91%
Houston	0.90%	0.54%	0.85%	0.75%	0.90%
Irwin	0.03%	0.02%	0.03%	0.03%	0.03%
Jackson	0.25%	0.12%	0.21%	0.20%	0.25%
Jasper	0.04%	0.03%	0.04%	0.03%	0.04%
Jeff Davis	0.08%	0.04%	0.07%	0.06%	0.07%
Jefferson	0.07%	0.03%	0.06%	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	0.06%	0.05%	0.07%	0.05%	0.06%
Lamar	0.06%	0.03%	0.06%	0.05%	0.06%
Lanier	0.02%	0.01%	0.02%	0.02%	0.02%
Laurens	0.34%	0.19%	0.32%	0.28%	0.34%
Lee	0.05%	0.03%	0.05%	0.04%	0.05%
Liberty	0.46%	0.18%	0.26%	0.34%	0.45%
Lincoln	0.03%	0.02%	0.03%	0.03%	0.03%
Long	0.01%	0.00%	0.01%	0.01%	0.01%
Lowndes	1.14%	0.78%	1.11%	0.98%	1.13%
Lumpkin	0.16%	0.09%	0.14%	0.13%	0.16%
McDuffie	0.15%	0.07%	0.12%	0.11%	0.15%
McIntosh	0.08%	0.05%	0.07%	0.06%	0.08%
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	0.07%	0.03%	0.06%	0.06%	0.07%

2004 Impact of Domestic Travel on Georgia
Table 4.3: Percent Distribution by County (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Miller	0.03%	0.02%	0.03%	0.03%	0.03%
Mitchell	0.26%	0.12%	0.17%	0.21%	0.26%
Monroe	0.14%	0.09%	0.13%	0.12%	0.14%
Montgomery	0.05%	0.03%	0.06%	0.05%	0.05%
Morgan	0.17%	0.10%	0.15%	0.14%	0.17%
Murray	0.12%	0.06%	0.11%	0.10%	0.12%
Muscogee	1.80%	1.09%	1.73%	1.50%	1.79%
Newton	0.38%	0.23%	0.37%	0.31%	0.37%
Oconee	0.15%	0.11%	0.14%	0.13%	0.14%
Oglethorpe	0.02%	0.01%	0.02%	0.02%	0.02%
Paulding	0.34%	0.18%	0.30%	0.27%	0.34%
Peach	0.15%	0.08%	0.14%	0.12%	0.15%
Pickens	0.12%	0.05%	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	0.20%	0.13%	0.21%	0.17%	0.20%
Pulaski	0.04%	0.03%	0.04%	0.04%	0.04%
Putnam	0.07%	0.04%	0.07%	0.06%	0.07%
Quitman	0.01%	0.00%	0.00%	0.00%	0.01%
Rabun	0.23%	0.16%	0.22%	0.20%	0.23%
Randolph	0.02%	0.01%	0.03%	0.02%	0.02%
Richmond	2.17%	1.43%	1.99%	1.86%	2.16%
Rockdale	0.63%	0.39%	0.63%	0.53%	0.63%
Schley	0.01%	0.00%	0.01%	0.01%	0.01%
Screven	0.05%	0.03%	0.04%	0.04%	0.05%
Seminole	0.04%	0.02%	0.04%	0.03%	0.04%
Spalding	0.41%	0.23%	0.39%	0.33%	0.41%
Stephens	0.14%	0.08%	0.13%	0.12%	0.14%
Stewart	0.01%	0.01%	0.01%	0.01%	0.01%
Sumter	0.19%	0.12%	0.18%	0.16%	0.19%
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%	0.03%	0.07%	0.06%	0.07%

2004 Impact of Domestic Travel on Georgia
Table 4.3: Percent Distribution by County (Continued)

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax ($ Millions)	Local Tax ($ Millions)
Taylor	0.03%	0.01%	0.02%	0.02%	0.03%
Telfair	0.05%	0.02%	0.04%	0.04%	0.05%
Terrell	0.04%	0.02%	0.03%	0.03%	0.04%
Thomas	0.33%	0.19%	0.30%	0.27%	0.33%
Tift	0.40%	0.23%	0.38%	0.33%	0.40%
Toombs	0.19%	0.11%	0.18%	0.16%	0.19%
Towns	0.18%	0.13%	0.19%	0.16%	0.19%
Treutlen	0.02%	0.01%	0.02%	0.01%	0.02%
Troup	0.70%	0.36%	0.53%	0.55%	0.70%
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%
Upson	0.12%	0.06%	0.10%	0.09%	0.12%
Walker	0.29%	0.22%	0.29%	0.26%	0.29%
Walton	0.35%	0.20%	0.34%	0.29%	0.35%
Ware	0.34%	0.15%	0.24%	0.26%	0.34%
Warren	0.01%	0.00%	0.01%	0.00%	0.01%
Washington	0.12%	0.08%	0.12%	0.10%	0.12%
Wayne	0.16%	0.09%	0.15%	0.13%	0.16%
Webster	0.00%	0.00%	0.00%	0.00%	0.00%
Wheeler	0.01%	0.00%	0.01%	0.01%	0.01%
White	0.28%	0.17%	0.25%	0.23%	0.28%
Whitfield	0.76%	0.46%	0.72%	0.63%	0.75%
Wilcox	0.02%	0.01%	0.01%	0.01%	0.02%
Wilkes	0.07%	0.04%	0.06%	0.05%	0.07%
Wilkinson	0.02%	0.01%	0.01%	0.02%	0.02%
Worth	0.07%	0.04%	0.06%	0.06%	0.07%
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

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APPENDICES

APPENDIX A: TRAVELSCOPE® METHODOLOGY

TravelScope is a cooperative research effort, funded by states, cities and other participants and managed by the research department of the Travel Industry Association. Since 1994, TravelScope has collected visitor volume, market share, trip characteristics, and demographics for all U.S. domestic travel.

To collect these data, TravelScope uses a mail panel of U.S. households operated by National Family Opinion (NFO) Research, Inc. Each month, a representative sample of 25,000 households is mailed a questionnaire that asks the total number of trips of 50 miles or more away from home and/or overnight trips taken in the previous month by all members of the household.

The panel has more than 475,000 households. The samples are representative of all U.S. households, the panel is selected to match the U.S. census population on five variables: census region of residence, market size of residence, age of household head, household income, and household size.

Respondents are asked to record details of up to three trips taken in the previous month. Specifically, the survey collects information on:

primary and secondary purpose of trip,
primary and secondary mode of transportation,
the number of household members traveling (adults and children),
whether the trip was a group tour,
up to three states or countries visited on each trip,
key cities/places visited in each state/country,
the number of nights in each type of accommodation,
trip expenditures, and
activities.

TravelScope demographic information is collected from each responding household head via the NFO Research mail panel. The demographics reflect the profile of heads of household, although it is possible that someone else in the household is the traveler. Responses are sample-balanced to match the U.S. population.

The margin of sampling error for this survey (at the 95 percent confidence level) is plus or minus approximately 0.5 percentage points for the entire sample. Subgroups will have larger margins of error, depending on the number of households in the group. The sample size and margin of sampling error for Georgia and the Atlanta Metro area is listed below. For example, if you have a confidence interval of 2 and 50% percent of your sample chooses a particular answer for a survey question, you can be 95 percent confident that if you had asked the question of the entire relevant population between 48% and 52% would have chosen that particular answer.

Estimate of Sampling Error

	Sample Size	95 Percent Confidence Level
Total Traveling Households	57,839	+/- 0.4%
Households Visiting Georgia	2,429	+/- 2.0%
Households Visiting the Atlanta Metro Region	853	3.4%
Households Visiting the Georgia's Coast Region	249	6.2%
Households Visiting the Georgia's Mountains Region	210	6.8%
Households Visiting the Historic South Region	220	6.6%
Households Visiting the Southern Rivers Region	157	7.8%

APPENDIX B: TRAVEL ECONOMIC IMPACT MODEL

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at TIA (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 trips to places 50 miles or more, one way, from the traveler's origin. The TEIM definition includes all overnight trips regardless of distance away from home, but excludes day trips to places less than 50 miles away from home.

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 Vermont 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 TIA, 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 Massachusetts 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 Massachusetts.

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, TIA’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.

Model Limitations

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 C: 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. Also included are expenditures on "other transportation" as indicated in the TravelScope.

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 D: GLOSSARY OF TERMS - TRAVELSCOPE®

Activities. TravelScope gathers information on 20 different activity categories: (1) visiting historic places, sites, museums; (2) attending performing arts events (e.g., concerts, plays, stage shows); (3) attending cultural events or festivals; (4) visiting art museums or galleries; (5) outdoor activities (e.g., hunt, fish, hike, bike, camp; (6) shopping; (7) engaging in nightlife activities or dancing; (8) beach activities; (9) visiting national or state parks; (10) attending sports events; (11) gambling; (12) water sports or boating; (13) playing golf; (14) going to theme or amusement parks; (15) visiting zoos, aquariums, or science museums; (16) winter sports (e.g., skiing); (17) rural sightseeing; (18) city/urban sightseeing; (19) taking seminars or courses; (20) attending a social or family event (e.g., wedding, funeral, graduation).

Annual Household Income. The total combined annual income of the household before taxes.

Business Trip**.** Any trip where the primary purpose of the trip is given as "business-general," "convention/conference/seminar," or "combined business/pleasure."

Census Region of Origin/Destination. Regional breakdowns as defined by the U.S. Bureau of Census:

Northeast	New England: Connecticut, Maine, Massachusetts, New Hampshire, Georgia and Vermont.
	Mid-Atlantic: New Jersey, New York and Pennsylvania
South	South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.
	East South Central: Alabama, Kentucky, Mississippi and Tennessee.
	West South Central: Arkansas, Louisiana, Oklahoma and Texas.
Midwest	East North Central: Illinois, Indiana, Michigan, Ohio and Wisconsin
	West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota.
West	Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming.
	Pacific: California, Oregon and Washington. (Alaska and Hawaii as destinations only)

Designated Market Area (DMA). Designated Marketing Areas (DMAs) are areas of television coverage defined by counties that are based on surveys conducted by Nielsen Media Research. A DMA is often larger than a Metropolitan Statistical Area (MSA).

Household. Comprises all persons who occupy a "housing unit", that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Length of Stay. The number of nights spent on entire trip.

Lifestage. Lifestage groups are based on household size and composition (e.g. number of members, marital status, presence of children), age of household head, and employment of household head.

Lodging. Information is gathered on five lodging categories: (1) hotel/motel/b&b; (2) private home; (3) condominium/time share; (4) recreational vehicle/tent; and (5) other.

Mode of Transportation. Each trip is classified according to the respondent's answer to the question, "Primary and secondary transportation (mode)." See air mode and auto mode.

Nights Away from home. The number of nights spent away from home on one trip, including nights spent at the destination and en route. It is possible for a trip not to involve an overnight stay if the traveler took at trip of 50 miles or more, one-way, and returned home the same day.

Number of Household Members on Trip. Number of household members on a trip, including the respondent.

Person-Trip. A person on a trip. If three persons from a household go together on one trip, their travel counts as one trip and three person-trips. If three persons from this household take two trips, they account for six person-trips. (A trip is counted each time one or more members of a household travel 50 miles or more, one-way, away from home or spends one or more overnights and returns.)

Leisure Trip. Any trip where the primary purpose of the trip is given as "visit friends or relatives, outdoor recreation, entertainment/sightseeing, or other pleasure/personal."

Purpose of Trip. Each trip is classified according to the respondent's answer to the questions "primary and secondary purpose" with these categories: (1) visit friends or relatives, (2) outdoor recreation, (3) entertainment/sightseeing, (4) other pleasure/personal, (5) business-general, (6) convention/conference/seminar, (7) combined business/pleasure.

Trip. A household trip. The term "household trips" counts the number of trips taken by U.S. households in a year. To qualify, a "household trip" must be 50 miles or more, one-way, away from home or include one or more overnights. Respondents are instructed to not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator.

APPENDIX E: 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
Georgia Department of Natural Resources
Peterson, Howell & Heather, Inc.
Runzheimer International Ltd.
Smith Travel Research
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce
Travel Industry Association of America

APPENDIX F:

RIMS II

REGIONAL INPUT-OUTPUT MODELING SYSTEM

A BRIEF DESCRIPTION

Regional Economic Analysis Division
Bureau of Economic Analysis
U.S. Department of Commerce
Washington, D.C. 20230
(202) 523-0594

RIMS II

Many types of public sector and private sector decisions require an evaluation of probable regional effects. For example, Federal requirements for environmental impact statements and the urban impact of Federal policies necessitate regional impact analyses. A growing concern, therefore, about the effects of public and private decisions has created a demand for regional economic models.

As a result of this demand, economic impact models have been developed for many States and regions. These models vary considerably in terms of structure, reliability, sectoral and geographical detail, flexibility in application, and cost of development and use. In general, the models that provide the most reliable and industrially-detailed secondary impact estimates are the most expensive to construct, while the less costly models that can be used in numerous small-area studies often provide less accurate estimates.

In response to the growing need for improved techniques for regional impact analysis, the Regional Economic Analysis Division of the Bureau of Economic Analysis (BEA) developed the Regional Industrial Multiplier System (RIMS) in the mid-1970's. RIMS was designed to estimate input-output type multipliers for use in estimating the secondary regional impacts of public and private economic development policies. RIMS was capable of estimating multipliers for any region composed of one or more contiguous counties and for any of the 478 industrial sectors in the 1967 BEA national input-output (I-O) table. A significant improvement over the more summary measures often used in regional impact analysis, RIMS was capable of providing reliable multiplier estimates without the high cost of gathering survey data.

The Regional Input-Output Modeling System (RIMS II) is a major revision of RIMS. The basic differences between RIMS II and RIMS are the use of more recent national I-O tables (1987), the use of more detailed and more current data for regionalizing the national I-O tables, and greater flexibility in the derivation of regional impact estimates through the use of a matrix inversion technique that provides industrially-disaggregated impacts. RIMS II developmental research is focused currently on estimating regional transaction tables, and comparing RIMS II estimates of state-specific imports and exports with survey-based estimates from the Census Bureau's Commodity Transportation Survey. RIMS II is also being adapted to analyze the regional and industrial impacts of defense procurement.

RIMS II METHODOLOGY

In order to estimate impacts such as those presented above, RIMS II uses the BEA national I-O tables that show the input and output structure of 500 industries. Since firms in all national industries are not found in each region, some direct requirements that are not produced in a study region are identified, using Bureau of Economic Analysis (BEA) 4-digit Standard Industrial Classification (SIC) county earnings data. The earnings data are used as proxies for the industry-specific input and output data which are seldom available at the small-area level. Using the same earning data, the resulting regional I-O table then can be aggregated to the level of

industrial detail appropriate for the impact study. More specifically, the RIMS II approach can be viewed as three-step process. In the first step, the national I-O matrix is made region-specific by using corresponding 4- digit SIC location quotients (LQ's). The LQ's are used to estimate the extent to which requirements are supplied by firms within the region. For this purpose, RIMS II employs LQ's based on two types of data. According to this mixed- LQ Approch, BEA county personal income data, by place of residence, are used for the calculation of LQ's in the service sectors, while BEA earnings data, by place of work, are used for he LQ's in the nonservice sectors.

The second step involves estimations of the household row and the household column of the matrix. The household-row coefficients are estimated based on value- added gross-output ratios from the national I-O table and introduced into each industry's coefficient column. A household column is constructed, based on national consumption and savings rate data and national and regional tax rate data.

The last step in the RIMS II estimating procedure is to calculate the multipliers. Since it is most often necessary to trace the impact of changes in final demand on numerous individual directly-and indirectly-affected industries, RIMS II applications employ the Leontief inversion approach for obtaining multipliers. This inversion process produces output and earnings multipliers for all additionally affected industries.

ACCURACY OF RIMS II

Empirical test of the accuracy of RIMS II multipliers indicates that RIMS II yields estimates that are not substantially different from those generated by regional I-O models based on the costly gathering of survey data. For example, a comparison of 224 industry-specific multipliers from survey based tables for Illinois, Washington, and West Virginia indicate that the RIMS II average multipliers overestimate the average multipliers from the survey based tables by approximately 5 percent, and, for the majority of individual industry-specific multipliers is less than 10 percent. In addition, RIMS II and survey multipliers show a statistically-similar distribution of affected industries.

ADVANTAGES OF RIMS II

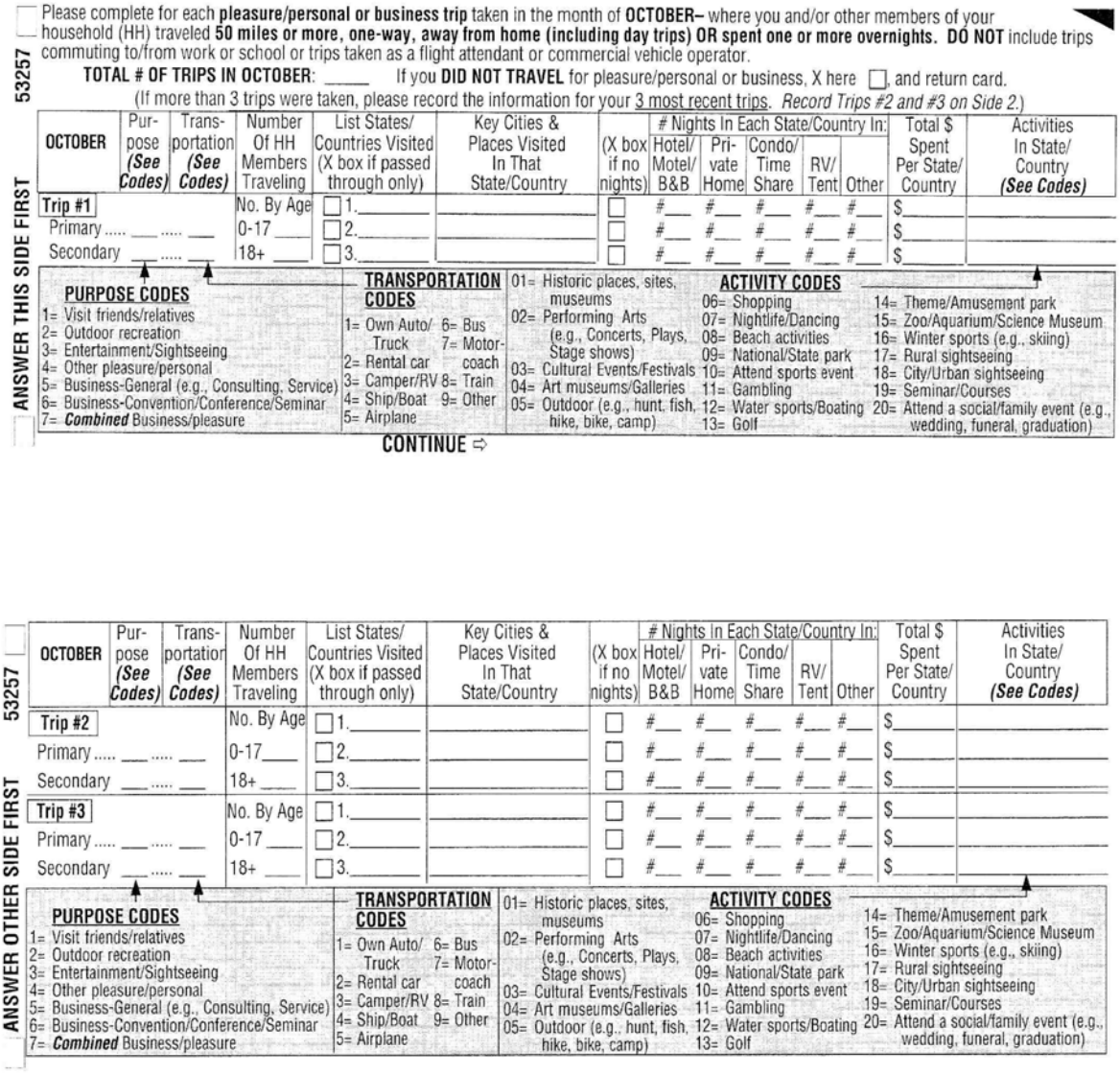
There are numerous advantages to RIMS II. First, it is possible to provide estimates of economic impact without building a complete survey I-O model for each region under study, since RIMS II produces multipliers that are derived from secondary data sources. Second, the RIMS II multipliers are derived from a limited number of secondary data sources, thus eliminating the costs associated with the compilation of data from a wide variety of these sources. Third, because of the disaggregated sectoring plan employed by RIMS II, analysis may be performed at a detailed industrial level, thereby avoiding aggregation errors that often occur when different industries are combined. Fourth, the RIMS II multipliers are based on a consistent set of procedures across areas, thus making comparisons among areas more meaningful than would be the case if the results were obtained from incompatible impact models designed only for an

individual area. Fifth, the multipliers can be updated to reflect the most recent local area earning and personal income data.

The industrial output and personal earnings impacts estimated by RIMS II can be crucial for estimating effects not directly specified by RIMS II itself. For example, the estimation of regional, fiscal, labor migration, and environmental effects often depends on the estimation of the regional output and earnings impact of the initial stimulus. Since many of these important effects are often best analyzed on a case-by-case basis, one of the major advantages of using RIMS II is that valuable research resources can be spent on the analysis of these effects, rather than on the construction of an impact model. Therefore, when using RIMS II, a cost-effective impact study might devote most of its research budget to specifying initial impacts in industry specific detail, and analyzing the implications for other important aspects of regional economic activity of the RIMS II estimates impacts.

This overview briefly describes RIMS II multiplier, the multiplier-estimation procedures, and some of the advantages and uses for RIMS II. For additional information, see Regional Multipliers, A User Handbook for the Regional Input-Output Modeling System (RIMS II), third edition. This handbook is produced by the U.S. Department of Commerce and available from the U.S. Government Printing Office.

APPENDIX G: TRAVELSCOPE® SURVEY CARD



53257

Please complete for each **pleasure/personal or business trip** taken in the month of **OCTOBER–** where you and/or other members of your household (HH) traveled **50 miles or more, one-way, away from home (including day trips) OR spent one or more overnights. DO NOT** include trips commuting to/from work or school or trips taken as a flight attendant or commercial vehicle operator.

TOTAL # OF TRIPS IN OCTOBER: _____ If you **DID NOT TRAVEL** for pleasure/personal or business, X here ☐, and return card.

(If more than 3 trips were taken, please record the information for your 3 most recent trips. *Record Trips #2 and #3 on Side 2.*)

ANSWER THIS SIDE FIRST

OCTOBER	Purpose *(See Codes)*	Transportation *(See Codes)*	Number Of HH Members Traveling	List States/ Countries Visited (X box if passed through only)	Key Cities & Places Visited In That State/Country	(X box if no nights)	# Nights In Each State/Country In: Hotel/ Motel/ B&B	Private Home	Condo/ Time Share	RV/ Tent	Other	Total $ Spent Per State/ Country	Activities In State/ Country *(See Codes)*
Trip #1			No. By Age	☐1.		☐	#__	#__	#__	#__	#__	$	
Primary ..... __ ..... __			0-17 __	☐2.		☐	#__	#__	#__	#__	#__	$	
Secondary __ ..... __			18+ __	☐3.		☐	#__	#__	#__	#__	#__	$	

PURPOSE CODES
1= Visit friends/relatives
2= Outdoor recreation
3= Entertainment/Sightseeing
4= Other pleasure/personal
5= Business-General (e.g., Consulting, Service)
6= Business-Convention/Conference/Seminar
7= ***Combined*** Business/pleasure

TRANSPORTATION CODES
1= Own Auto/ Truck
2= Rental car
3= Camper/RV
4= Ship/Boat
5= Airplane
6= Bus
7= Motor-coach
8= Train
9= Other

ACTIVITY CODES
01= Historic places, sites, museums
02= Performing Arts (e.g., Concerts, Plays, Stage shows)
03= Cultural Events/Festivals
04= Art museums/Galleries
05= Outdoor (e.g., hunt, fish, hike, bike, camp)
06= Shopping
07= Nightlife/Dancing
08= Beach activities
09= National/State park
10= Attend sports event
11= Gambling
12= Water sports/Boating
13= Golf
14= Theme/Amusement park
15= Zoo/Aquarium/Science Museum
16= Winter sports (e.g., skiing)
17= Rural sightseeing
18= City/Urban sightseeing
19= Seminar/Courses
20= Attend a social/family event (e.g., wedding, funeral, graduation)

CONTINUE ⇨

53257

ANSWER OTHER SIDE FIRST

OCTOBER	Purpose *(See Codes)*	Transportation *(See Codes)*	Number Of HH Members Traveling	List States/ Countries Visited (X box if passed through only)	Key Cities & Places Visited In That State/Country	(X box if no nights)	# Nights In Each State/Country In: Hotel/ Motel/ B&B	Private Home	Condo/ Time Share	RV/ Tent	Other	Total $ Spent Per State/ Country	Activities In State/ Country *(See Codes)*
Trip #2			No. By Age	☐1.		☐	#__	#__	#__	#__	#__	$	
Primary ..... __ ..... __			0-17 __	☐2.		☐	#__	#__	#__	#__	#__	$	
Secondary __ ..... __			18+ __	☐3.		☐	#__	#__	#__	#__	#__	$	
Trip #3			No. By Age	☐1.		☐	#__	#__	#__	#__	#__	$	
Primary ..... __ ..... __			0-17 __	☐2.		☐	#__	#__	#__	#__	#__	$	
Secondary __ ..... __			18+ __	☐3.		☐	#__	#__	#__	#__	#__	$	

PURPOSE CODES
1= Visit friends/relatives
2= Outdoor recreation
3= Entertainment/Sightseeing
4= Other pleasure/personal
5= Business-General (e.g., Consulting, Service)
6= Business-Convention/Conference/Seminar
7= ***Combined*** Business/pleasure

TRANSPORTATION CODES
1= Own Auto/ Truck
2= Rental car
3= Camper/RV
4= Ship/Boat
5= Airplane
6= Bus
7= Motor-coach
8= Train
9= Other

ACTIVITY CODES
01= Historic places, sites, museums
02= Performing Arts (e.g., Concerts, Plays, Stage shows)
03= Cultural Events/Festivals
04= Art museums/Galleries
05= Outdoor (e.g., hunt, fish, hike, bike, camp)
06= Shopping
07= Nightlife/Dancing
08= Beach activities
09= National/State park
10= Attend sports event
11= Gambling
12= Water sports/Boating
13= Golf
14= Theme/Amusement park
15= Zoo/Aquarium/Science Museum
16= Winter sports (e.g., skiing)
17= Rural sightseeing
18= City/Urban sightseeing
19= Seminar/Courses
20= Attend a social/family event (e.g., wedding, funeral, graduation)

APPENDIX H: REGION VOLUME ESTIMATES

Travel volumes for Georgia regions must account for the portion of travelers who went to Georgia but did not mention the specific cities/attractions they visited while in the state. TIA's regional volume estimates are based on the assumption that visitors who do not provide information on specific destinations within the state visit Georgia cities and attractions in the same proportion as those who do provide complete information. These visitors are allocated to specific regions by a) determining the number of person-trips without complete destination information that are not pass thru trips, then b) allocating those unidentified trips to cities/attractions proportionally based on known visitor volumes.

In 2004, of all person-trips to Georgia, 4,011,000 were non pass-thru travelers who did not provide information about their specific destination within the state. There were 4,122,000 destination/overnight visitors who did not provide details about their destination. These travelers have been allocated to the regions proportionally.

2004 TOTAL Visitor Volume Estimates for Georgia Regions

Region	Share of travelers who said they visited the region	Count of travelers who said they visited the region	Estimated Additional Volume*	TOTAL ESTIMATED Volume
GEORGIA	100%	46,216,000		N/A
Atlanta Metro	48.0%	16,366,000	1,923,000	18,289,000
Georgia's Coast	16.3%	5,546,000	652,000	6,198,000
Georgia's Mountains	12.1%	4,120,000	484,000	4,604,000
Historic South	14.0%	4,773,000	561,000	5,334,000
Southern Rivers	10.0%	3,401,000	400,000	3,801,000

2004 DESTINATION/OVERNIGHT Visitor Volume Estimates for Georgia Regions

Region	Share of travelers who said they visited the region	Count of travelers who said they visited the region	Estimated Additional Volume*	TOTAL ESTIMATED Volume
GEORGIA	100%	35,443,000		N/A
Atlanta Metro	46.5%	14,557,000	1,916,000	16,473,000
Georgia's Coast	17.0%	5,331,000	702,000	6,033,000
Georgia's Mountains	12.4%	3,874,000	510,000	4,384,000
Historic South	14.1%	4,423,000	582,000	5,005,000
Southern Rivers	10.6%	3,330,000	438,000	3,768,000

*The count of non pass-thru travelers with no destination information multiplied by the share of travelers who said they visited that region.

APPENDIX I: REGION DEFINITIONS

ATLANTA METRO
- CLAYTON COUNTY
- COBB COUNTY
- COWETA COUNTY
- DEKALB COUNTY
- DOUGLAS COUNTY
- FAYETTE COUNTY
- FULTON COUNTY
- GWINNETT COUNTY
- HENRY COUNTY

GEORGIA'S COAST
- BRANTLEY COUNTY
- BRYAN COUNTY
- CAMDEN COUNTY
- CHARLTON COUNTY
- CHATHAM COUNTY
- CLINCH COUNTY
- EFFINGHAM COUNTY
- GLYNN COUNTY
- LIBERTY COUNTY
- MCINTOSH COUNTY
- PIERCE COUNTY
- WARE COUNTY

GA MOUNTAINS

GEORGIA'S MOUNTAINS-HISTORIC HIGH COUNTRY
- BARTOW COUNTY
- CARROLL COUNTY
- CATOOSA COUNTY
- CHATTOOGA COUNTY
- CHEROKEE COUNTY
- DADE COUNTY
- FANNIN COUNTY
- FLOYD COUNTY
- GILMER COUNTY
- GORDON COUNTY
- HARALSON COUNTY
- MURRAY COUNTY
- PAULDING COUNTY
- PICKENS COUNTY
- POLK COUNTY
- WALKER COUNTY
- WHITFIELD COUNTY

GEORGIA'S MOUNTAINS-NE GEORGIA'S MOUNTAINS
- BANKS COUNTY
- BARROW COUNTY
- DAWSON COUNTY
- ELBERT COUNTY
- FORSYTH COUNTY
- FRANKLIN COUNTY
- HABERSHAM COUNTY
- HALL COUNTY
- HART COUNTY
- JACKSON COUNTY
- LUMPKIN COUNTY
- MADISON COUNTY
- RABUN COUNTY
- STEPHENS COUNTY
- TOWNS COUNTY
- UNION COUNTY
- WHITE COUNTY

HISTORIC SOUTH:

HISTORIC SOUTH - CLASSIC SOUTH

- BURKE COUNTY
- COLUMBIA COUNTY
- EMANUEL COUNTY
- GLASCOCK COUNTY
- GREENE COUNTY
- HANCOCK COUNTY
- JEFFERSON COUNTY
- JENKINS COUNTY
- JOHNSON COUNTY
- LINCOLN COUNTY
- MCDUFFIE COUNTY
- OGLETHORPE COUNTY
- RICHMOND COUNTY
- TALIAFERRO COUNTY
- WARREN COUNTY
- WASHINGTON COUNTY
- WILKES COUNTY

HISTORIC SOUTH - HISTORIC HEARTLAND

- CLARKE COUNTY
- BALDWIN COUNTY
- BIBB COUNTY
- BUTTS COUNTY
- CRAWFORD COUNTY
- HOUSTON COUNTY
- JASPER COUNTY
- JONES COUNTY
- LAMAR COUNTY
- MONROE COUNTY
- MORGAN COUNTY
- NEWTON COUNTY
- OCONEE COUNTY
- PEACH COUNTY
- PUTNAM COUNTY
- ROCKDALE COUNTY
- TWIGGS COUNTY
- WALTON COUNTY
- WILKINSON COUNTY

HISTORIC SOUTH- MAGNOLIA MIDLANDS

- APPLING COUNTY
- ATKINSON COUNTY
- BACON COUNTY
- BEN HILL COUNTY
- BLECKLEY COUNTY
- BULLOCH COUNTY
- CANDLER COUNTY
- COFFEE COUNTY
- DODGE COUNTY
- EVANS COUNTY
- IRWIN COUNTY
- JEFF DAVIS COUNTY
- LAURENS COUNTY
- LONG COUNTY
- MONTGOMERY COUNTY
- PULASKI COUNTY
- SCREVEN COUNTY
- TATTNALL COUNTY
- TELFAIR COUNTY
- TOOMBS COUNTY
- TREUTLEN COUNTY
- WAYNE COUNTY
- WHEELER COUNTY
- WILCOX COUNTY

SOUTHERN RIVERS:

SOUTHERN RIVERS - PLANTATION TRACE

BAKER COUNTY
BEN HILL COUNTY
BERRIEN COUNTY
BROOKS COUNTY
CALHOUN COUNTY
CLAY COUNTY
COLQUITT COUNTY
COOK COUNTY
DECATUR COUNTY
DOUGHERTY COUNTY
EARLY COUNTY
ECHOLS COUNTY
GRADY COUNTY
LANIER COUNTY
LEE COUNTY
LOWNDES COUNTY
MILLER COUNTY
MITCHELL COUNTY
QUITMAN COUNTY
RANDOLPH COUNTY
SEMINOLE COUNTY
TERRELL COUNTY
THOMAS COUNTY
TIFT COUNTY
TURNER COUNTY
WORTH COUNTY

SOUTHERN RIVERS - PRESIDENTIAL PATHWAYS

CHATTAHOOCHEE COUNTY
CRISP COUNTY
DOOLY COUNTY
HARRIS COUNTY
HEARD COUNTY
MACON COUNTY
MARION COUNTY
MERIWETHER COUNTY
MUSCOGEE COUNTY
PIKE COUNTY
SCHLEY COUNTY
SPALDING COUNTY
STEWART COUNTY
SUMTER COUNTY
TALBOT COUNTY
TAYLOR COUNTY
TROUP COUNTY
UPSON COUNTY
WEBSTER COUNTY