

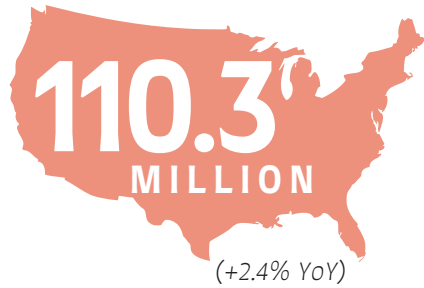


A large, semi-transparent orange circle is centered over the collage. Inside the circle, the outline of the state of Georgia is shown in white. The words "EXPLORE" and "GEORGIA" are written in a large, white, serif font, stacked vertically. Below the state outline, the text "GEORGIA TOURISM BY THE NUMBERS: 2018" is written in a smaller, white, sans-serif font.



# GEORGIA TOURISM BY THE NUMBERS: 2018

## DOMESTIC VISITORS



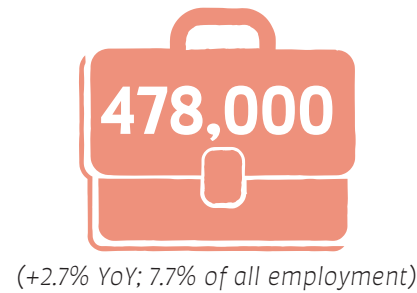
[Source: Georgia YE 2018 Visitor Profile (D.K. Shifflet & Associates)]

## INTERNATIONAL VISITORS



[Source: International States Travel Database (Tourism Economics)]

## TOTAL JOBS SUPPORTED



[Source: 2018 Tourism Satellite Account (Tourism Economics & U.S. Travel Association)]

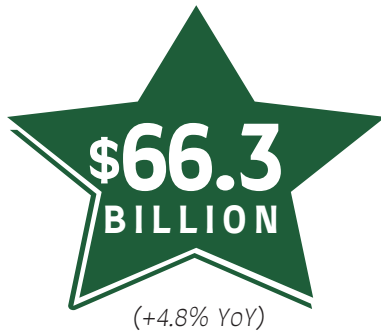
## VISITOR SPENDING

Domestic & International



[Source: 2018 Tourism Satellite Account (Tourism Economics & U.S. Travel Association)]

## TOTAL TOURISM IMPACT



[Source: 2018 Tourism Satellite Account (Tourism Economics & U.S. Travel Association)]

## TOTAL STATE & LOCAL TAX REVENUES GENERATED



[Source: 2018 Tourism Satellite Account (Tourism Economics & U.S. Travel Association)]

## ADDITIONAL TAXES TO REPLACE TOURISM



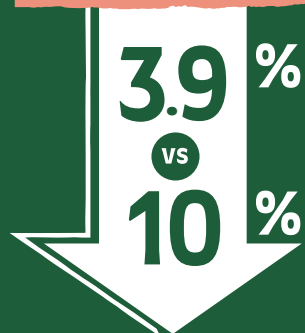
[Source: 2018 Tourism Satellite Account (Tourism Economics & U.S. Travel Association)]

## TOURISM PRODUCT DEVELOPMENT GRANTS



[Source: Georgia Department of Economic Development]

## UNEMPLOYMENT IMPACT



In 2018, the unemployment rate in Georgia was **3.9** percent. Without the jobs supported by the tourism industry, it would have been **10** percent.

[Source: Local Area Unemployment Statistics (U.S. Bureau of Labor Statistics); 2018 Tourism Satellite Account (Tourism Economics & U.S. Travel Association)]

## TOURISM SENTIMENT SCORE



Georgia's tourism industry raises the global perception of the state by **38** percent. **51** percent of online conversations about tourism in Georgia are positive, while **43** percent of the online conversations about the state in general are positive.

[Source: 2018 Georgia Tourism Sentiment Index (Destination Think!)]



# EXPLORE GEORGIA

A division of the Georgia Department  
of Economic Development

## CONNECT WITH US:

[Industry.ExploreGeorgia.org](http://Industry.ExploreGeorgia.org)

[ExploreGeorgia.org](http://ExploreGeorgia.org)

@ExploreGeorgia   

---

## Annual Conferences

Georgia Tourism Conference

August 30 - September 2, 2020

Lanier Islands Legacy Lodge - Buford, GA

RVIC Conference

April 22-24, 2020

Douglasville, Georgia

---

## Photo Credits

Front (L to R): @pableks, @teja.mein.hu,  
@missjustine.olivia, @runnersongs,  
@whitewaterexpress, @henrysharpphoto

Back (L to R): @kaaaaaaty,  
@wesdunn | @vanessadunn | @lindalemill,  
@erinbthray, @soapzz,  
@capturecallope, @oooooguri

