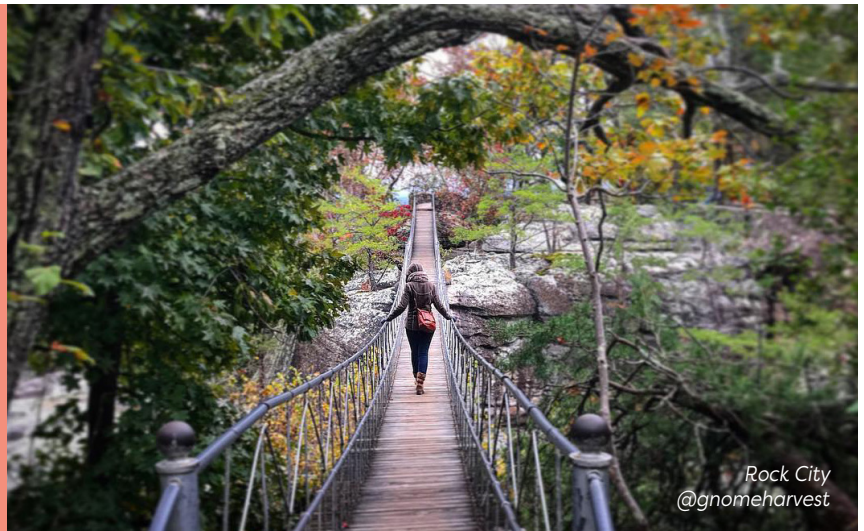


EXPLORE GEORGIA

Georgia Tourism by the Numbers: 2018



Rock City
@gnomeharvest

Domestic Visitors ¹	110.3 million (+2.4% YoY)
International Visitors ²	1.4 million (+1.4% YoY)
Visitor Spending ³ (Domestic and International)	\$36.9 billion (+4.3% YoY)
Total Tourism Economic Impact ³	\$66.3 billion (+4.8% YoY)
Total State and Local Tax Revenues Generated ³	\$3.4 billion (+3.6% YoY)
Additional Taxes to Replace Tourism ³	\$916 per household (+3.5% YoY)
Total Jobs Supported ³	478,000 (+2.7% YoY; 7.7% of all employment)
Tourism Product Development Grants ⁴	27 grants equaling nearly \$160,000
Unemployment Impact ^{3,5}	In 2018, the unemployment rate in Georgia was 3.9% . Without the jobs supported by the tourism industry, it would have been 10.0% .
Tourism Sentiment Score ⁶	47 (+6 points YoY) Georgia's tourism industry raises the global perception of the state by 38% . 51% of online conversations about tourism in Georgia are positive, while only 4% are negative. 43% of the online conversations about the state in general are positive, while 9% are negative.

Sources:

- 1) Georgia YE 2018 Visitor Profile, D.K. Shifflet & Associates
- 2) International States Travel Database, Tourism Economics
- 3) 2018 Tourism Satellite Account, Tourism Economics & U.S. Travel Association

- 4) Georgia Department of Economic Development
- 5) Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics
- 6) 2018 Georgia Tourism Sentiment Index, Destination Think!

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To reference other research for the tourism industry in Georgia, please visit: Industry.ExploreGeorgia.org