



GEORGIA TOURISM: BY THE NUMBERS (2017)



DOMESTIC VISITORS ¹	107.7 MILLION (+2.2% YoY)
INTERNATIONAL VISITORS ²	1.4 MILLION (+3.7% YoY)
VISITOR SPENDING (DOMESTIC AND INTERNATIONAL) ³	\$35.4 BILLION (+3.5% YoY)
TOTAL TOURISM OUTPUT (ECONOMIC IMPACT) ³	\$63.2 BILLION (+4.0% YoY)
TOTAL STATE AND LOCAL TAX REVENUES GENERATED ³	\$3.2 BILLION (+3.1% YoY)
ADDITIONAL TAXES TO REPLACE TOURISM ³	\$885 per household (+1.7% YoY)
TOTAL JOBS SUPPORTED ³	462,000 (+2.7% YoY; 10.6% of all payroll/non-farm employment)
AVERAGE VISITOR OVERALL SATISFACTION SCORE ¹	8.45/10 (up .12 points YoY; 77% rated destination as Excellent)
AVERAGE VISITOR VALUE FOR THE MONEY RATING ¹	8.30/10 (up .10 points YoY; 74% rated destination as Excellent)
TOURISM PRODUCT DEVELOPMENT GRANTS ⁴	More than \$174,000 awarded through 28 grants

Sources: ¹YE 2017 Visitor Profile (D.K. Shifflet & Associates); ²International States Travel Database (Tourism Economics); ³2017 Tourism Satellite Account (Tourism Economics and U.S. Travel Association); ⁴Georgia Department of Economic Development

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