

GEORGIA TOURISM BY THE NUMBERS: 2023

Breaking Records Once Again

TOTAL ECONOMIC IMPACT¹

**\$79.7
BILLION**

+9.1% YOY

TOTAL VISITATION^{2,3}

International + Domestic

**171.2
MILLION**

+2.1% YOY

INTERNATIONAL VISITATION³

**1.2
MILLION**

+43.7% YOY

DOMESTIC VISITATION²

**170
MILLION**

+1.9% YOY

JOBS SUPPORTED¹

463,483

+4.7% YOY

VISITOR SPENDING¹

**\$43.6
BILLION**

+9.5% YOY

STATE & LOCAL TAX REVENUES GENERATED¹

**\$5
BILLION**

+7.2% YOY

DOMESTIC MARKET SHARE

OVERNIGHT TRIPS²

NO. 5

DAY TRIPS²

NO. 7

For the fourth year in a row, Georgia maintained domestic overnight and day trip market share among the 50 states and Washington, D.C.

Sources:

1) The Georgia Traveler Economy, 2023 (Tourism Economics)

2) 2023 Georgia Travel USA Visitor Profile (Longwoods International)

3) International States Travel Database (Tourism Economics)