

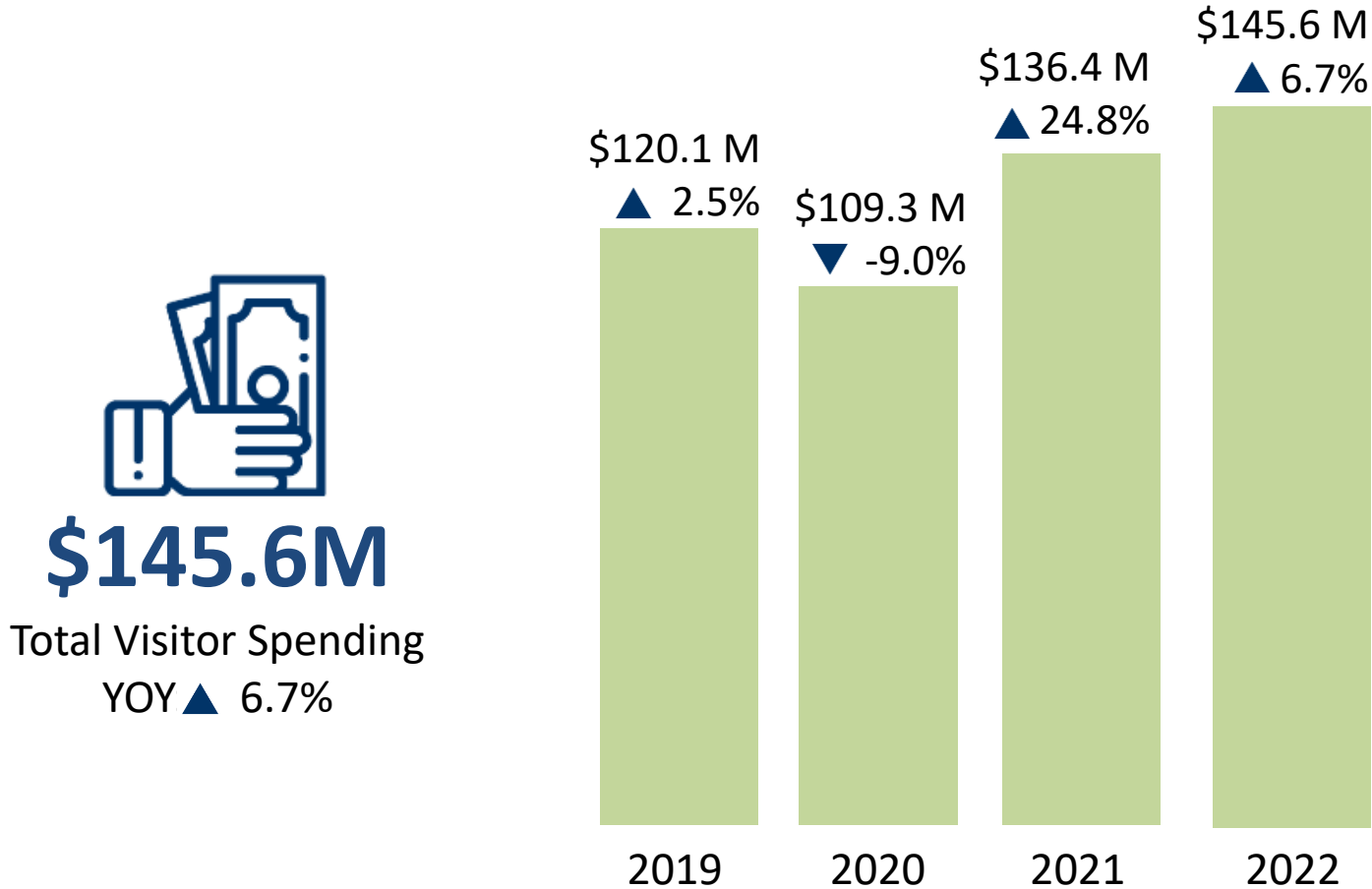
Georgia's Lome

OFFICE OF TOURISM
2023 Annual Report



Visitor Spending

Actual & % change YOY



Source: Tourism Economics, An Oxford Economics Company
Analysis is based on multiple data sources, including the US census, STR, Longwoods International, Georgia Department of Revenue sales tax data, employment and wage data from the Bureau of Economic analysis and Bureau of Labor Statistics. 2023 data will be available in Fall 2024.

Tourism Supported Direct Employment

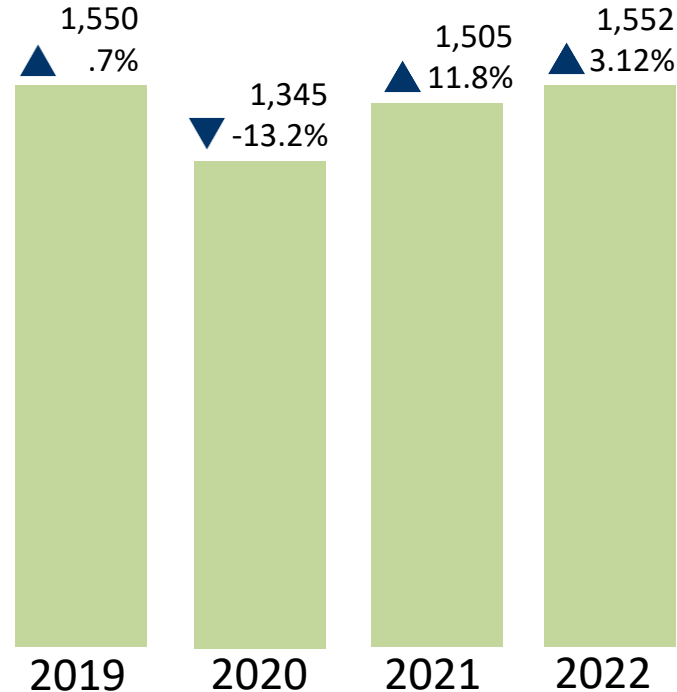
Actual & % change YOY



\$39.7M

Labor Income

YOY: ▲ 8.76%



3% is the share of jobs directly sustained by visitor spending in Floyd County.

State & Local Tax Revenues



Visitors generated **\$12M**
in state and local taxes

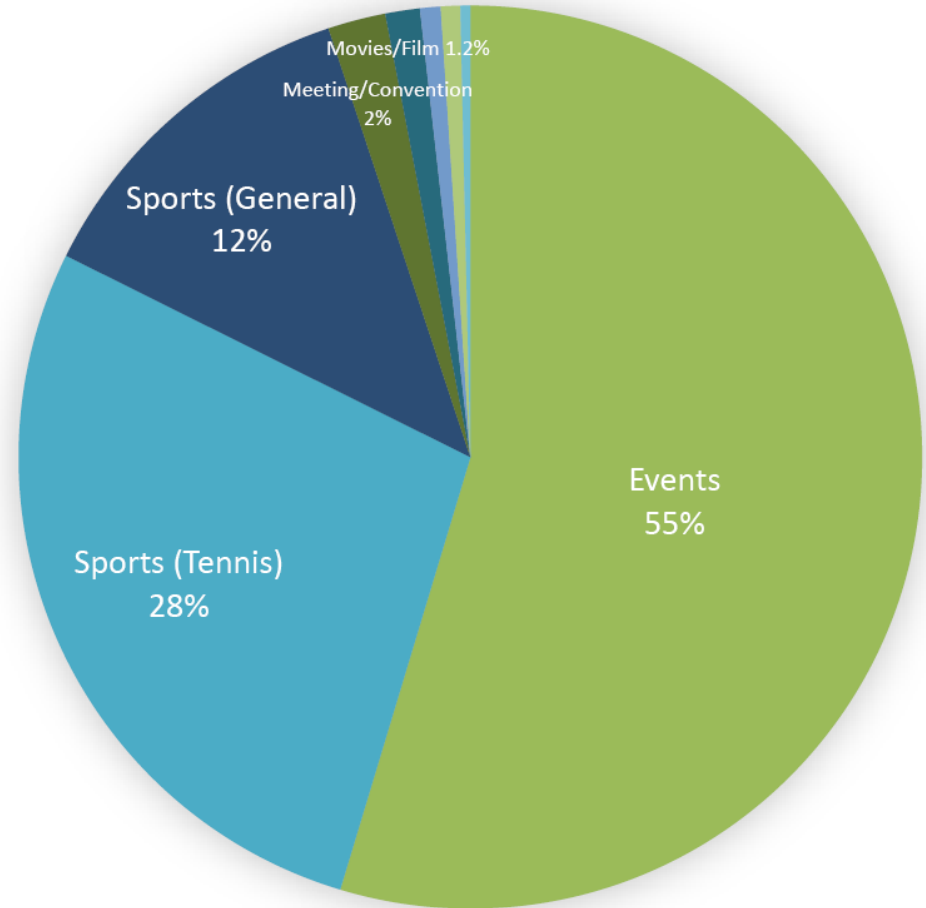


Each Floyd County household would
need to be taxed an additional **\$335**
per year to replace taxes generated by
tourism economic activity.

2023 Economic Impact Sports, Groups & Events

\$17,703,731

Events: \$9,676,004
Sports (Tennis): \$4,904,869
Sports (General): \$2,222,526
Meeting/Convention: \$365,562
Movies/Film: \$219,016
Reunions: \$130,200
Weddings: \$122,884
Site Visits/Tours: \$62,670



Note: Impact numbers represent only events, conventions, meetings and other activities the Georgia's Rome Office of Tourism was directly involved in planning, coordination, or assistance. These numbers reflect activities from 2023, whereas the state impact numbers pulls from the most recent tax, statistic and research data of 2022.