



Photo Credit: Ryan Smith

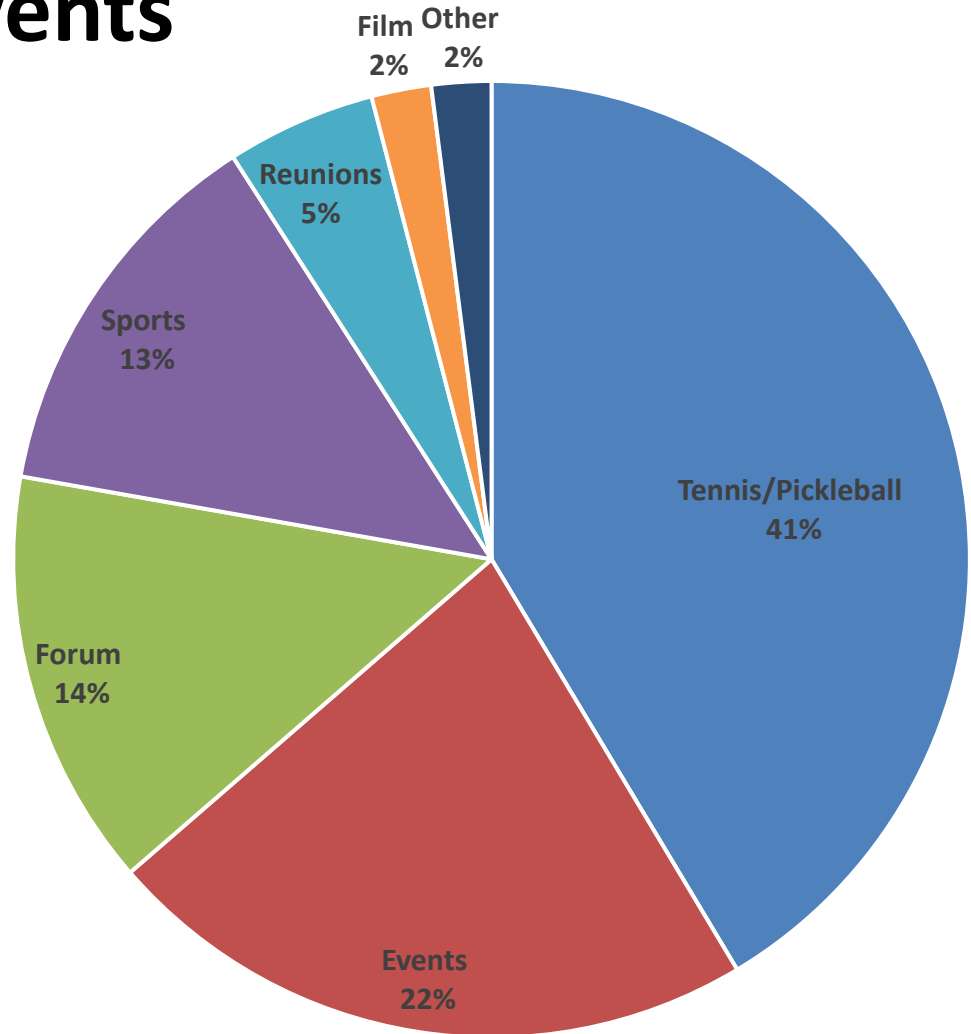


2024 Annual Report

2024 Economic Impact Sports, Groups & Events

\$18,782,745

Tennis/Pickleball: \$7,715,009
Events: \$4,100,686
Forum: \$2,694,750
Sports: \$2,396,709
Reunions: \$987,685
Film: \$464,956
Weddings: \$214,140
Meetings: \$164,592
Site Visits/Tours: \$44,218



OFFICE OF TOURISM

2024 Annual Report

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 2024.

2024 Major Events, Sports & Groups

	Description	Month	Economic Impact
	Going Caching!	(Oct)	\$1,003,764
	GHSA Track & Field State Championships	(May)	\$868,050
	Peach State Marching Festival	(Oct)	\$837,800
	USTA Southern Adult League Championships	(Jul)	\$790,740
	Mountain Day – Berry College	(Oct)	\$656,300
	Fiddlin’ Fest	(Oct)	\$613,600
	Chiaha Harvest Fair	(Oct)	\$531,000
	USTA GA Adults League Mixed Doubles State	(Sep)	\$484,618
	Schnauzerfest	(Oct)	\$448,800
	Berry Half Marathon	(Mar)	\$436,600
	USTA Tennis on Campus Fall National Championships	(Apr)	\$433,665
	ITA Cup	(Oct)	\$393,015
	USTA Girls 14 National Championship	(Aug)	\$392,485
	USTA GA Adult League Tennis Championships	(May)	\$392,229
	ITF J60 Junior Tennis	(Oct)	\$315,664



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Visitor Spending

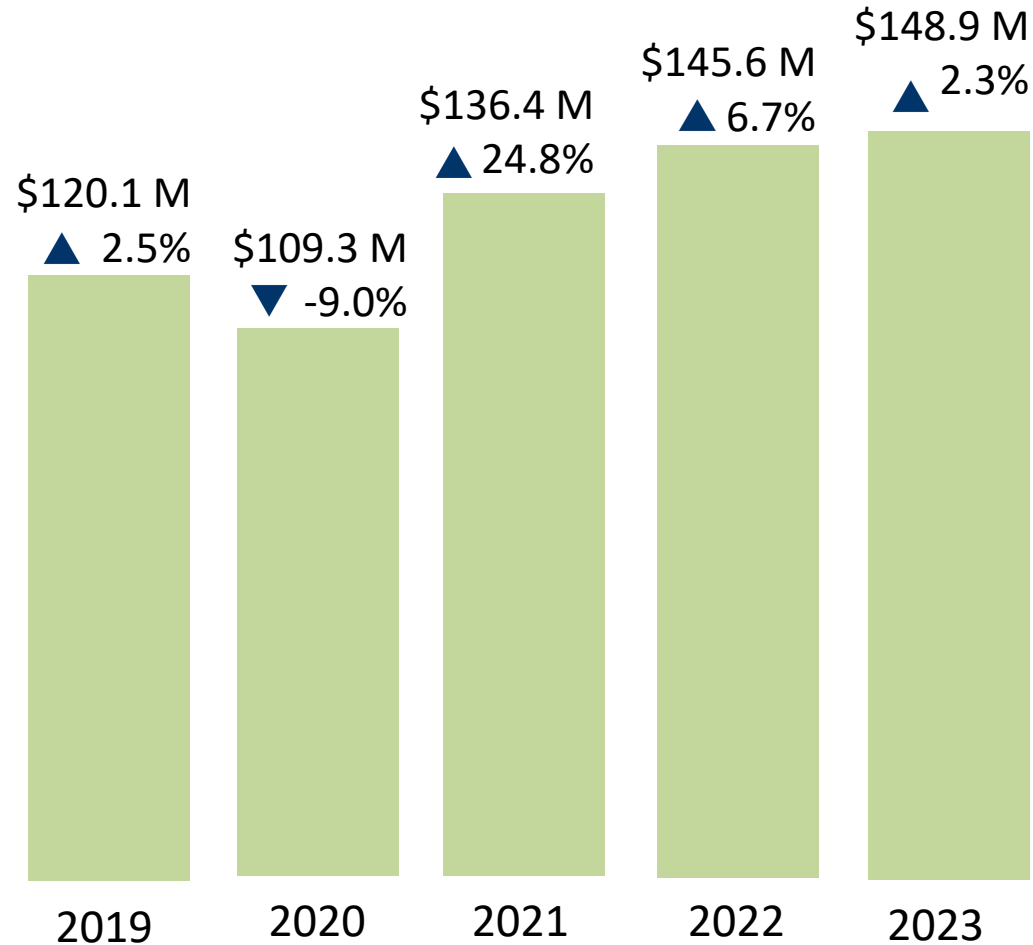
Actual & % change YOY



\$148.9M

Total Visitor Spending

YOY: ▲ 2.3%



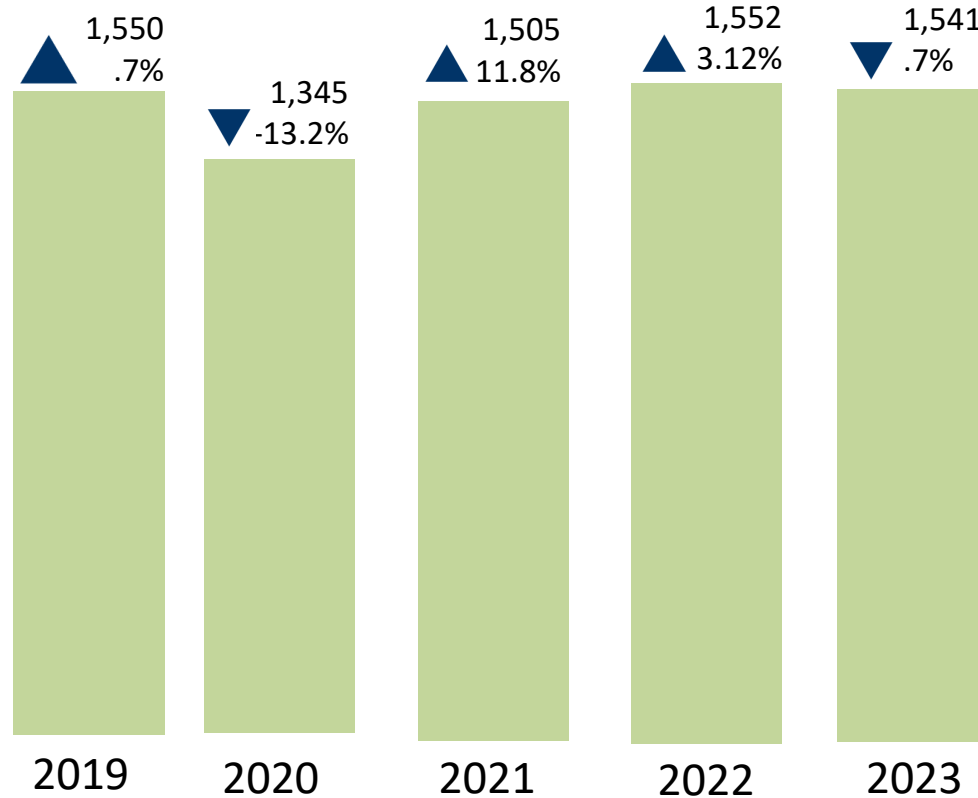
Source: Tourism Economics, An Oxford Economics Company

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.

2024 data will be available in Fall 2025.

Tourism Supported Direct Employment

Actual & % change YOY



\$39.6M

Labor Income

YOY: ▼.25%

2.5% is the share of jobs directly sustained by visitor spending in Floyd County.

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.

2024 data will be available in Fall 2025.

State & Local Tax Revenues



Visitors generated **\$12.1M**
in state and local taxes



Each Floyd County household would
need to be taxed an additional **\$337**
per year to replace taxes generated by
tourism economic activity.

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.
2024 data will be available in Fall 2025.