



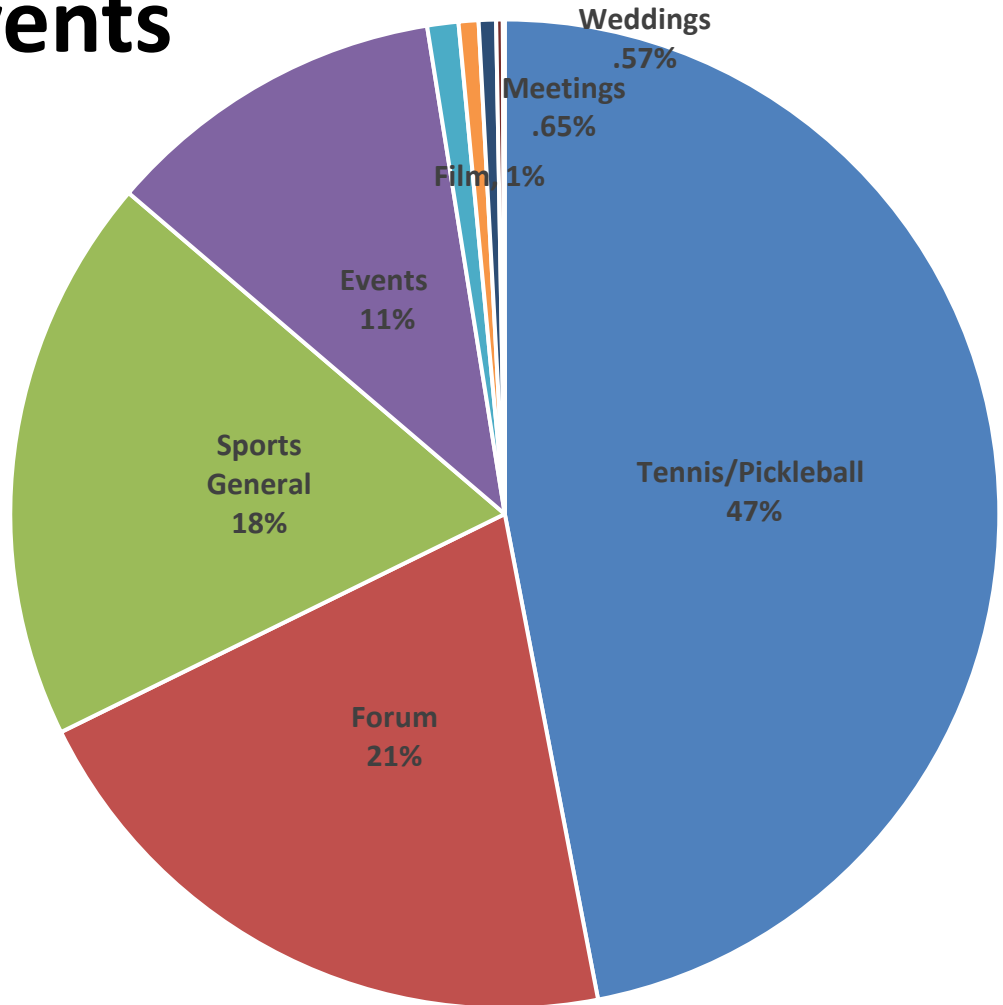
Photo Credit: Ryan Smith

# 2025 Annual Report

# 2025 Economic Impact Sports, Groups & Events

# \$25,960,564

**Tennis/Pickleball:** \$12,195,715  
**Forum:** \$5,387,157  
**Sports (General):** \$4,806,916  
**Events:** \$2,917,890  
**Film:** \$264,520  
**Meeting/Conference:** \$168,730  
**Weddings:** \$146,969  
**Site Visits/Tours :** \$56,167  
**Reunions:** \$16,500



OFFICE OF TOURISM

2025 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 2025.*

# 2025 Major Events, Sports & Groups

	Description	Month	Economic Impact
	Wings Over North Georgia	(Oct)	\$1,072,000
USTA Southern Tri-Level Tennis Championships		(Oct )	\$677,695
	Georgia Elite Classic	(Dec)	\$659,889
USTA GA/CVTA 50 Over Championships		(Jun)	\$592,488
	Atrium Computer Lab	(Jun-Aug)	\$577,246
	YMCA Arsenal Cup	(Nov)	\$576,000
	Berry Half Marathon	(Mar)	\$528,000
	USTA Southern Ozaki Cup	(Sep)	\$514,133
	One Love ITF G2 Junior Tennis	(Oct)	\$500,760
USTA Tennis on Campus National Championships		(Apr)	\$495,418
	USTA Georgia Adult League Championships	(May)	\$487,036
	GHSA Track & Field State Championships	(May)	\$486,771
	One Love L5 Tennis	(Feb-Mar)	\$471,690
	USTA Southern Winter Jr Championships	(Feb)	\$452,515



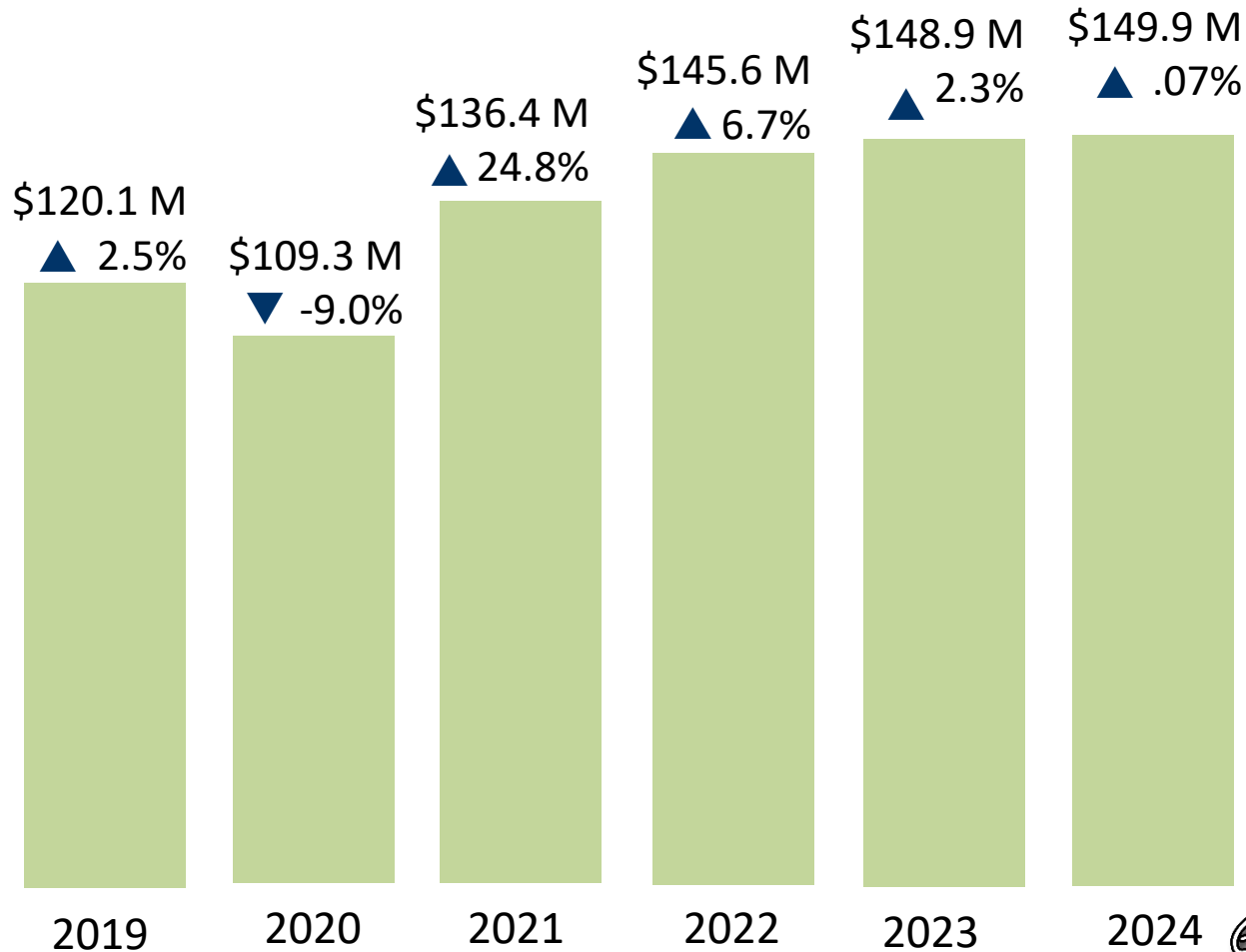
OFFICE OF TOURISM

2025 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 2025.*

# Visitor Spending

## Actual & % change YOY



**\$149.9M**

Total Visitor  
Spending ▲  
YOY: .7%

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. 2025 data will be available in Fall 2026.

# Tourism Supported Direct Employment

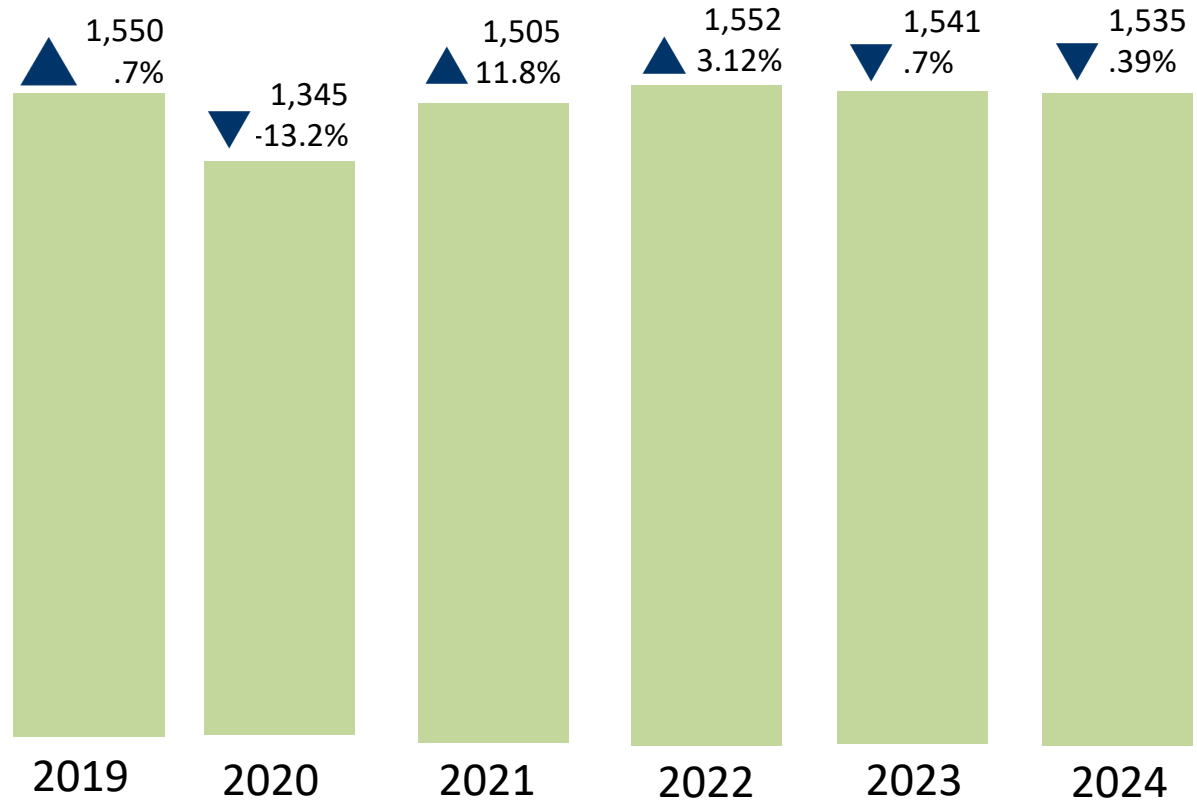
Actual & % change YOY



**\$39.4M**

Labor Income

YOY: ▼ .5%



**2.4%** 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. 2025 data will be available in Fall 2026.

# State & Local Tax Revenues



Visitors generated **\$12.2M**  
in state and local taxes.



Each Floyd County household would  
need to be taxed an additional **\$332**  
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. *2025 data will be available in Fall 2026.*