



Photo Credit: Ryan Smith

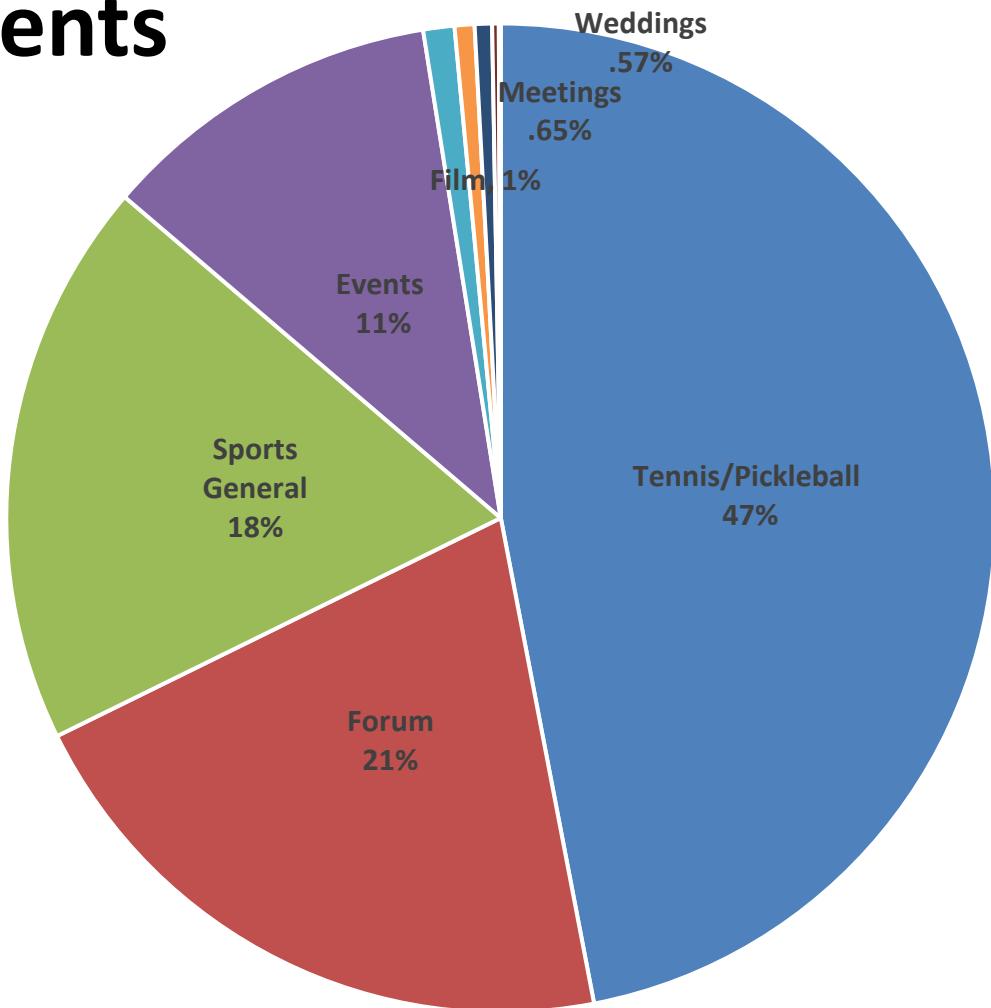
*Georgia's
Rome*
OFFICE OF TOURISM

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

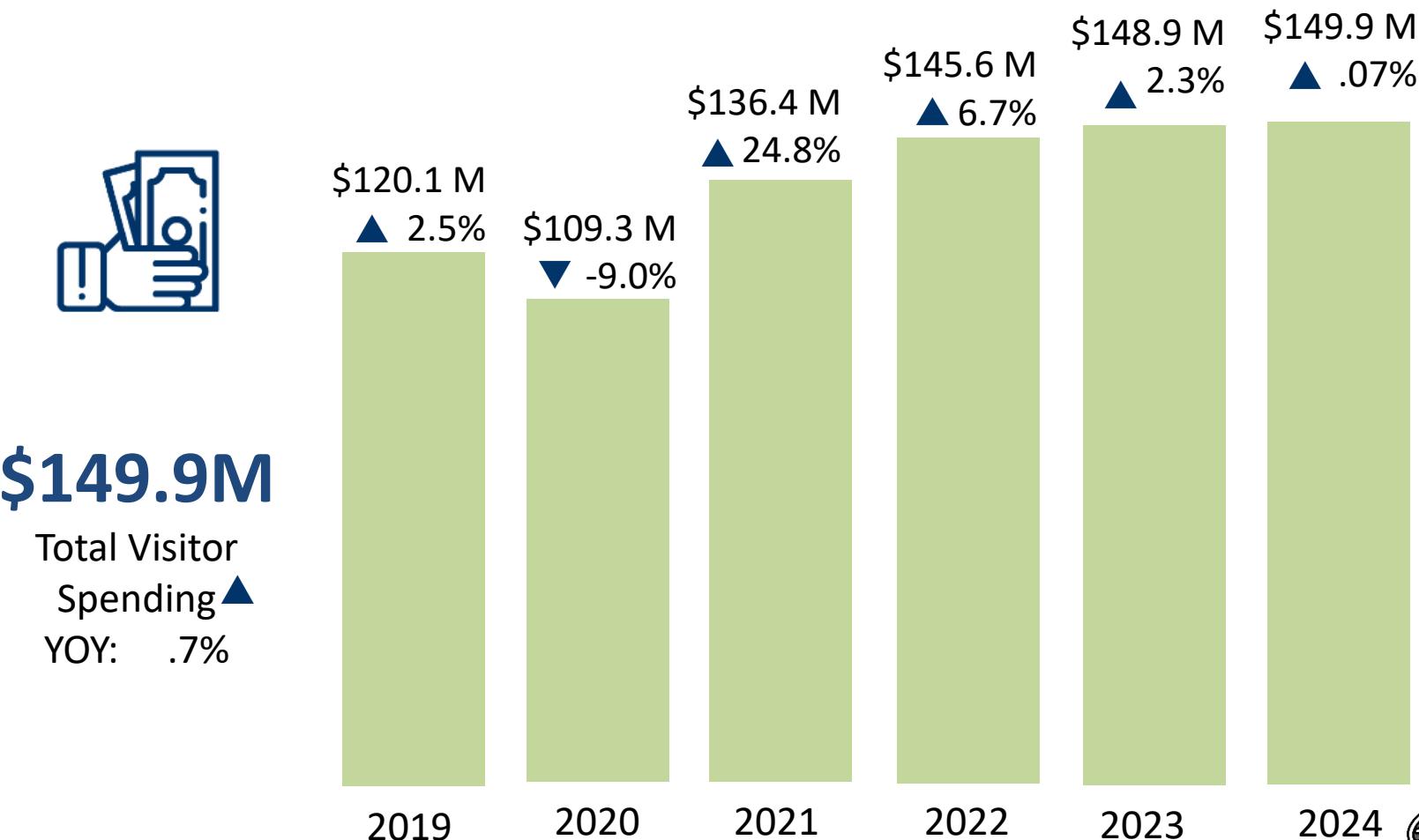


2025 Major Events, Sports & Groups

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

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. 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.