

GEORGIA'S  
TOURISM  
INDUSTRY  
IMPACT IN  
2015 WAS

\$59  
BILLION

AN INCREASE OF  
3.2%

GENERATED

\$3  
BILLION

IN STATE AND  
LOCAL TAXES

EQUIVALENT TO

\$843



PER GEORGIA  
HOUSEHOLD

TOURISM  
SUPPORTED

MORE THAN

439,000

JOBS

ACROSS THE  
STATE

ACROSS MULTIPLE  
INDUSTRY SECTORS

TOTALING

10.3%

OF ALL PAYROLL

EMPLOYMENT

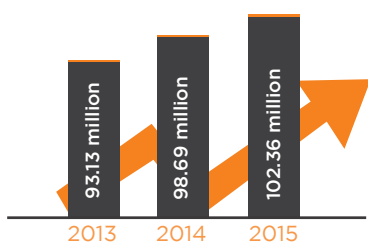
IN GEORGIA

# A Profile of Georgia's Visitors in 2015

## Domestic Visitors<sup>1</sup>:

**102.4**  
MILLION  
DOMESTIC VISITORS

AN INCREASE OF  
**3.7%**



The average visitor spends **\$114 per-day**



## Top 10 Origin States

- |                  |                  |
|------------------|------------------|
| 1 Georgia        | 6 North Carolina |
| 2 Florida        | 7 Indiana        |
| 3 Alabama        | 8 Ohio           |
| 4 Tennessee      | 9 New York       |
| 5 South Carolina | 10 Texas         |

## Overseas Visitors<sup>2</sup>:

**998,000**  
VISITORS

AN INCREASE OF  
**13.8%**



The average overseas visitor spends **\$770 per-trip**



## Key Overseas Markets



<sup>1</sup>D.K. Shifflet and Associates, Ltd.

<sup>2</sup>Excluding Canada and Mexico

2015 Overseas Visitors to Georgia; Travel Market Insights, U.S. Department of Commerce, NTTO

Georgia Tourism markets Georgia as a leisure travel destination to consumers and the travel trade and assists the state's communities in developing sustainable tourism product. For information about programs, services and additional details, please visit [MarketGeorgia.org](http://MarketGeorgia.org)