

GEORGIA TOURISM BY THE NUMBERS: 2022

TOTAL ECONOMIC IMPACT³

**\$73
BILLION**

+13.0% YoY; -9.4% vs. 2019

TOTAL VISITATION^{1,2} *International + Domestic*

**167.7
MILLION**

+5.1% YoY; +10.1% vs. 2019

TOTAL INTERNATIONAL VISITATION²

838,700

+134.6% YoY; -41.9% vs. 2019

TOTAL DOMESTIC VISITATION¹

**166.9
MILLION**

+4.8% YoY; + 10.6% vs. 2019

TOTAL JOBS SUPPORTED³

442,600

+4.7% YoY; -12.6% vs. 2019

VISITOR SPENDING³

**\$39.8
BILLION**

+15.6% YoY; +5.2% vs. 2019

TOTAL STATE & LOCAL TAX REVENUES GENERATED³

**\$4.7
BILLION**

+10.1% YoY; + 10.4% vs. 2019

MARKET SHARE⁴ *Domestic Overnight Trips*

5TH

MARKET SHARE⁴ *Domestic Day Trips*

7TH

In 2022, Georgia maintained domestic overnight market share among the 50 states and Washington D.C. for the third year in a row, and rebounded to retake domestic day trip market share.

Sources:

1) 2022 Georgia Travel USA Visitor Profile (Longwoods International)
2) International States Travel Database (Tourism Economics)

3) 2022 Georgia Tourism Satellite Account (Tourism Economics)
4) Longwoods International

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To reference other research for the tourism industry in Georgia, please visit: Industry.ExploreGeorgia.org