

Tourism in Georgia:

- generated a record-breaking \$68.82 billion in business sales, up 4.9% in total economic impact*
- supported 484,056 jobs directly or indirectly, and is the state's 5th largest employer*
- generated \$3.45 billion in state and local tax revenues*
- benefited every Georgia household with savings of over \$930 annually in state and local taxes*

* **Source:** Tourism Satellite Account from Tourism Economics and the U.S. Travel Association. Includes direct, indirect, and induced impact. Total impact figure includes visitor spending, capital investment, government spending, and non-visitor private consumption expenditures. Current December 1, 2020.



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2021 GEORGIA ASSOCIATION OF CONVENTION & VISITORS BUREAUS LEGISLATIVE PRIORITIES

State Legislative Agenda & Policy Goals

1. Protect Georgia's lodging taxes for their intended use for destination marketing
2. Prioritize and increase investment in Georgia's tourism marketing
3. Oppose discriminatory legislation