

Travel will power our economic recovery. Why travel matters to

GEORGIA

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$34.9 Billion	\$13.3 Billion	290,398	5
2020	▼ -31%	▼ -19%	▼ -21%	▼ 7
2021	▼ 14% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **GEORGIA**. In 2019:

- Domestic and international travelers spent **\$34.9 billion** while visiting.
- For every **\$1 million** spent in **GEORGIA** by domestic and international travelers, **8.3 jobs were created**.
- Travel spending directly supported **290,398 jobs**, making the travel industry the state's **5th largest workforce**, representing **7.5%** of our state's total private sector employment.
- Travel spending generated **\$6.2 billion in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **GEORGIA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 31% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending remains 14% below 2019 levels in 2021.**
- **Travel employment fell by 21% in 2020** and travel's share of total private industry employment fell from **7.5% to 6.2%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

