

# HISTORIC HIGH COUNTRY DOMESTIC TRAVEL (2018)



TOTAL VISITORS **6.99 MILLION** (+3.2% YoY)

SHARE OF GEORGIA TRAVEL **4.36%** (-2.17 points YoY)

**Table 2.3: Economic Impact of Domestic Travel in Georgia by Region and County, 2018**  
(Continued)

Region/County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax (\$ Millions)	Local Tax (\$ Millions)
<b>HISTORIC HIGH COUNTRY TOTAL</b>	<b>1,682.17</b>	<b>362.80</b>	<b>15.04</b>	<b>70.03</b>	<b>47.49</b>
Bartow	217.09	50.10	1.95	9.79	6.56
Carroll	177.41	34.72	1.47	7.20	5.11
Catoosa	92.33	20.48	0.79	3.83	2.39
Chattooga	19.14	3.49	0.17	0.76	0.51
Cherokee	353.02	85.69	3.55	14.56	10.16
Dade	18.46	3.34	0.15	0.76	0.49
Fannin	44.53	9.35	0.38	1.82	1.22
Floyd	169.60	33.42	1.46	6.81	4.94
Grimes	36.41	5.90	0.27	1.47	1.00
Gordon	54.57	11.02	0.50	2.23	1.47
Haralson	22.58	2.96	0.14	0.88	0.66
Murray	29.72	5.77	0.26	1.23	0.79
Paulding	84.57	16.11	0.71	3.40	2.36
Pickens	32.79	5.22	0.24	1.30	0.87
Polk	52.92	11.49	0.51	2.16	1.48
Walker	68.71	19.10	0.67	3.01	1.61
Whitfield	208.32	44.63	1.81	8.82	5.88

## Economic Impact on the Northwest Georgia Region 2018

Overall Expenditures: **\$1.68 billion**

Employment: **15,000 jobs**

Generated **\$70 million State Tax Revenue & \$47.5 million in Local Tax Revenue**

Source: 2018 TRAVEL ECONOMIC IMPACT ON GEORGIA STATE,  
COUNTIES AND REGIONS

Prepared for the Georgia Department of Economic Development (DED) By  
the U.S. Travel Association Washington, D.C. October 2019

## DEMOGRAPHICS

**AVERAGE AGE = 52 YEARS**

**AVERAGE PARTY SIZE = 1.81 PEOPLE**

Party Composition: Adult Travelling Alone (43%);  
M/F Couples (36%); Adults with Children (9%)

**AVERAGE HOUSEHOLD INCOME = \$83,600**

**MEDIAN HOUSEHOLD INCOME = \$75,900**

**MARRIED: 81%**

**CHILDREN IN HOUSEHOLD: 21%**

Source: 2018 Georgia Region Visitor Profile (D.K. Shifflet & Associates)

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## **Historic High Country Travel Association 2020 Issues of Statewide & Regional Importance**

**Here are a few of the issues influencing the tour travel industry in northwest Georgia and the state as a whole. We'd like to share our feelings and hear from you on them.**

### **1 - State Tourism Marketing Budget**

In 2018, tourism expenditures in Georgia brought in \$1.4 Billion in state tax and \$757 million in local taxes, yet the marketing budget for the state declined. The Georgia Department of Economic Development Tourism Division marketing budget must be increased for us to stay competitive.

### **2 - Tourism Product Development**

Preserve Georgia's Tourism Product Development program and advocate for increased funding of this program.

### **3 - Protect Hotel/ Motel Tax**

The purpose of Georgia's Hotel/Motel tax dollars is to market the cities and counties in which they are collected. Oppose policies that would erode that intended purpose.

### **4 - Short Term Rentals**

Support initiatives to allow local jurisdiction, taxation and regulation of private residences rented as temporary accommodations through Airbnb, VRBO and similar online marketing engines;

### **5 - Distribution of Transportation Funds**

Monitor distribution of transportation funds derived from the \$5 Transportation Fee on hotel room rentals to assure that an equitable amount is spent throughout the state for the proper maintenance of DOT maintained highways statewide.

### **6 - Breweries, Wineries and Distilleries – Support measures like SB 152 which would:**

- Eliminate the daily sales cap for breweries, allowing the sale of more multiple cases or kegs to individuals;
- Double the amount of beer breweries can distribute each year from 5,000 to 10,000 barrels per year;
- Allow breweries to sell beer from other brewers, allowing for collaboration and increased sales.

### **7 - Creation of Georgia's Outdoor Adventure Highway**

Officially designate the Interstate 575/ Hwy 515 corridor as Georgia's "Outdoor Adventure Highway."