

Impact of Atlanta's Hospitality Industry – 2001

ATLANTA (May 8, 2002) –According to a recently released tourism impact study by Davidson-Peterson Associates, the tourism industry in Atlanta contributed more than \$4.4 billion to the local economy with more than 7.78 million overnight visitors, making Atlanta's hospitality community one of the largest economic engines driving the city.

The Atlanta Convention & Visitors Bureau (ACVB) commissions Davidson-Peterson Associates to conduct an annual study to detail the impact of tourism on the city of Atlanta, or more specifically, Fulton County.

Tourism's Impact on Fulton County FY 2001* (July 1, 2000 – June 30, 2001)

*(These numbers do not reflect the effects of the September 11, 2001 terrorist attacks)

7.78 million	Overnight visitors to Fulton County (0.5 percent increase over FY2000)
6.11 million	Stayed overnight in a local hotel, motel or resort
\$4.418 billion	Economic impact (0.4 percent increase over FY2000)
3.06	Average nights stay for hotel/motel/resort guests
130,522	Jobs supported by tourism (33 percent of all employment in Fulton County, but one percent decrease over FY2000)
\$2.84 billion	Resident income supported by tourism
\$309.24 million	Local tax revenue supported by tourism
\$295.99 million	State tax revenue supported by tourism

Without tourism expenditures in FY 2001, Fulton County's unemployment would have increased to 35 percent, and state resident taxes would have increased \$904 per household to maintain government services at current levels.

Breakdown of visitor spending:

Shopping	\$1.32 billion	Recreation	\$670 million
Food and Drink	\$1.28 billion	Transportation	\$420 million
Lodging	\$730 million		

(source: Davidson-Peterson Associates, 2002)

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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