

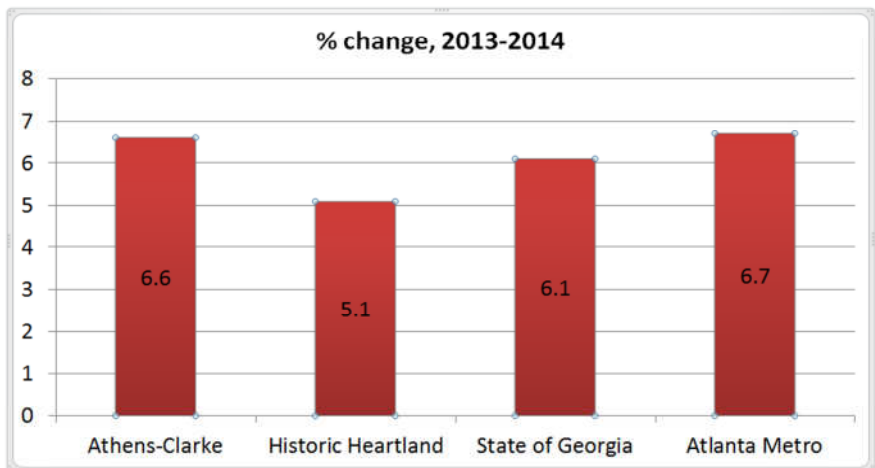


Economic Impact of Tourism in Athens – Clarke County

In 2014, Athens-Clarke County's tourism industry:

- Generated \$273.40 million in direct tourist spending
- Supported 2,600 jobs
- Created \$10.22 million in state tax revenues
- Created \$7.64 million in local tax revenues

Growth in Visitor Expenditures



In 2014, Athens-Clarke County visitor expenditures outpaced both our Historic Heartland region and the state, and kept pace with Metro Atlanta.

Each ACC household received \$433 in tax relief as a result of taxes generated by tourism economic activity.

Source: *Impact of Travel on Georgia Counties, U.S. Travel Assn. and Georgia Department of Economic Development, 2014*

*2014 figures are preliminary; final numbers to be available by November 2015