



For Immediate Release

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Tourism Industry Delivers \$56.12 Million Economic Impact To Morgan County In 2019

MADISON, GA – March 15, 2021 – Madison-Morgan County Convention & Visitors Bureau, Inc. (MMCVB) today announced that the Georgia tourism industry generated \$56.12 million in direct, domestic traveler expenditures in Morgan County in 2019, according to the U.S. Travel Association.

The study made available through Explore Georgia, the tourism division within the Georgia Department of Economic Development (GDEd), reported travel and tourism created \$2.55 million in state tax revenues and generated \$1.61 million in local tax revenues for Morgan County and its cities in 2019. Each household in Morgan County would need to be taxed an additional \$598 per year to replace taxes generated by tourism activity. The industry also supported more than 466 jobs and created \$11.93 million in payroll for the county. In 2019, the unemployment rate in Morgan County was 3.1 percent. Without the jobs supported by the tourism industry, it would have been 8.2 percent.

“Morgan County experienced a record-breaking year for tourism in 2019, climbing more than 4 percent from the previous year alone,” said Jennifer Rosa, Executive Director, MMCVB. “While recovery to our local tourism economy following the harsh effects of the COVID-19 pandemic will take time, we have been working hard to inspire visitors to come, stay and travel safely within our community through our commitment to the Georgia Safety Promise. With continued, strategic investment in tourism marketing, we look forward to continue to break records for our local tourism industry.

“These record-breaking figures from 2019, when Georgia’s tourism generated \$68.96 billion in economic impact and supported more than 484,000 jobs, demonstrate the enormous impact the tourism industry has on our economy,” said Mark Jaronski, deputy commissioner for Tourism at the Georgia Department of Economic Development. “Travel has been important to economic recovery after past recessions. As the state’s tourism office, our goal is to not only rebuild Georgia’s tourism industry back to where it was in 2019, but also beyond by working with our partners statewide to ensure that Georgia is positioned better than ever before across a very competitive, global tourism marketplace.”

About Madison-Morgan County Convention & Visitors Bureau

The Madison-Morgan County Convention & Visitors Bureau, Inc. (MMCVB) is a non-profit 501 (c) (6) that serves as the official destination marketing organization for the City of Madison and Morgan County, Georgia. MMCVB works to advance Morgan County’s \$53.84 million tourism industry that supports more than 450 local jobs. MMCVB strengthens the community by promoting economic development and vitality through travel, overnight stays and encouraging significant participation by visitors in the local tourism economy. Discover more at VisitMadisonGA.com.

About Explore Georgia

Explore Georgia, the tourism division of the Georgia Department of Economic Development, is the state's official destination marketing organization. Through its home office in Atlanta, nine visitor information centers, and a network of representatives across the globe, Explore Georgia inspires travel to and within the state. The division works to advance Georgia’s \$68.96 billion tourism industry that supports more than 484,000 jobs. Learn more at ExploreGeorgia.org.

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Morgan County 2019 Economic Impact



Direct Tourist Spending ¹	\$56.12 million	
Jobs Supported ¹	466	
Payroll ¹	\$11.93 million	
State Tax Revenues ¹	\$2.55 million	Each Morgan County household would need to be taxed an additional \$598 per year to replace taxes generated by tourism economic activity.
Local Tax Revenues ¹	\$1.61 million	
Unemployment Rate ^{1, 2}	3.1%	Without the jobs supported by the tourism industry, it would have been 8.2% .

Visitor Expenditures



Sources: 1U.S. Travel Association: 2019 Travel Economic Impact on Georgia State, Counties, and Regions. 2U. S. Bureau of Labor Statistics: Local Area Unemployment Statistics

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Explore Georgia, the tourism division of the Georgia Department of Economic Development
 75 Fifth Street, NW, Suite 1200 | Atlanta, Georgia 30308 - USA
 To obtain data for other counties, please visit: Industry.ExploreGeorgia.org