

Hospitality & Travel Economic Snapshots

2021 ECONOMIC CONTRIBUTION

**\$64.5
BILLION**

Total Tourism Output
(Economic Impact)



State of Georgia

**\$4.2
BILLION**

State & Local Tax Revenues
Generated from Tourism

Figures courtesy of Explore Georgia



Supported **6.7%** of
all county output

**\$7,062.5
MILLION**

Hospitality, travel & amusement
businesses total economic contribution for
Cobb County

**Cobb
County**



\$2,452.9

Million in Earnings

**12.1% of
Cobb County
Jobs**



64,666

Jobs



State Data
Map

extension.uga.edu/Cobb

Created by Sharon P. Kane, PhD and John Salazar, PhD, Hospitality & Travel Economic Snapshots highlights key economic measures for food, accommodation and amusement industries. Metrics include output (sales/revenue), jobs, plus earnings and incorporates effects resulting from related industries supported along the supply chain to demonstrate the economic footprint within each county. Data source: IMPLAN, software and data (2021 data year), IMPLAN, LLC, Huntersville, NC; calculations by authors.