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The Georgia Association of Convention & Visitors Bureaus (GACVB) is a resource for Georgia's destination organizations.

## GACVB Mission

To be the unified voice of Georgia's destination marketing organizations (DMOs) and provide industry education, advocacy, and professional development opportunities to members. GACVB supports these state associations and agencies in travel/tourism, hospitality, and economic development.



# OUR MEMBER PARTNERS

Chambers of  
Commerce

Convention &  
Visitors  
Bureaus

Development  
Authorities  
Convention  
Centers

Visitor Centers

Creative Agencies

Media / Publications

Attractions

Educational  
Institutions

Lodging and  
Hospitality Industry



# PILLARS OF GACVB

Advocacy



Education



Leadership

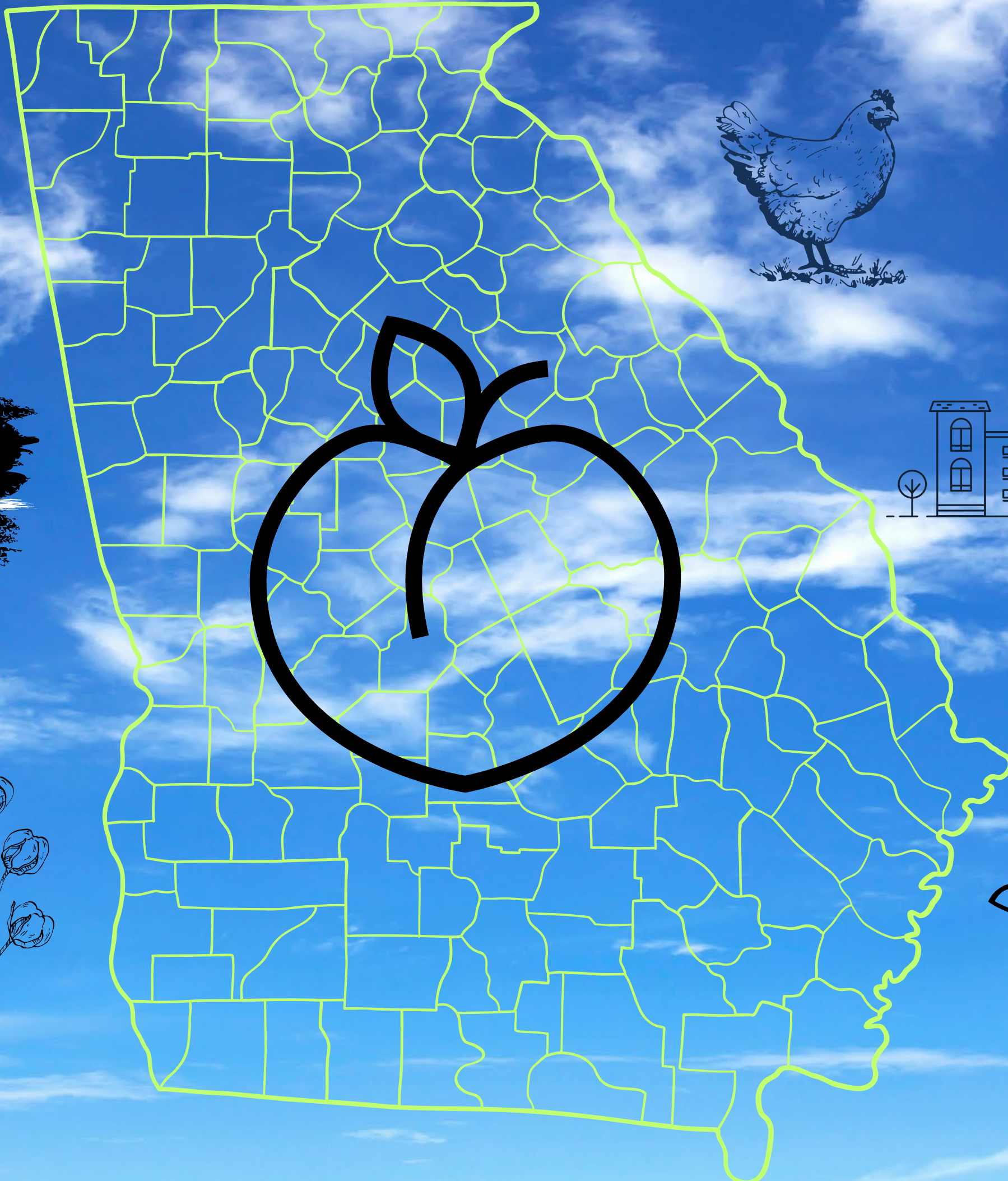
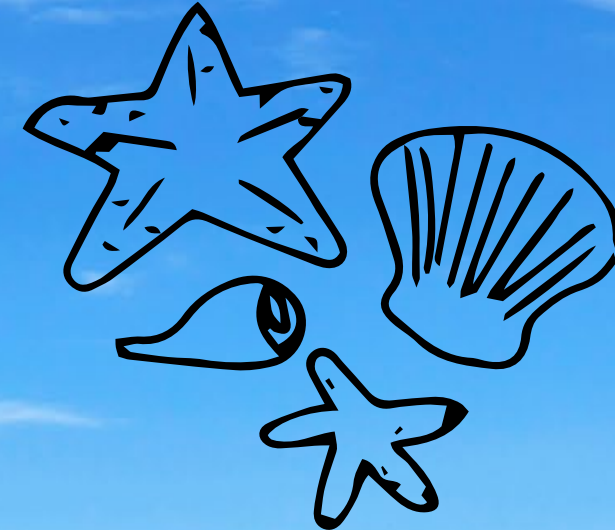
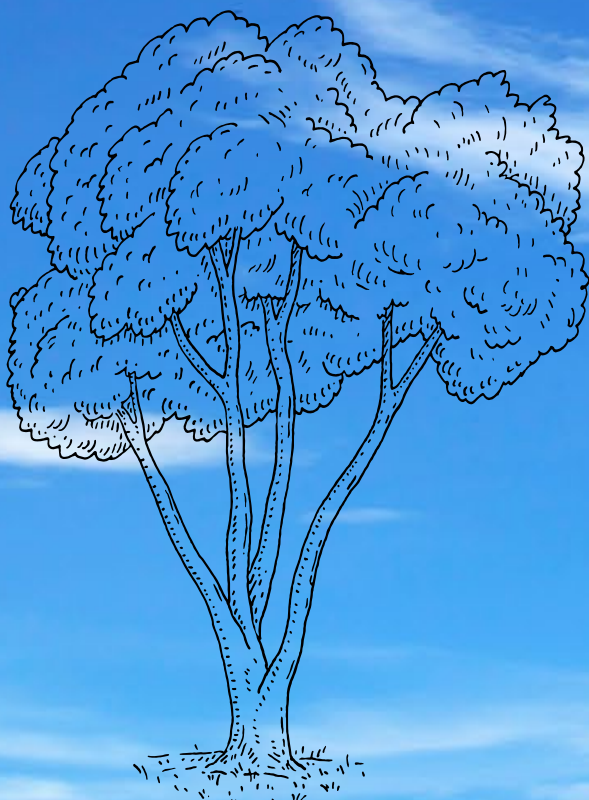




# Legislative Priorities

1. **PROTECT** Georgia's lodging taxes for their intended use for destination marketing.
2. **PRIORTIZE** and increase investments in Georgia's tourism marketing.
3. **SUPPORT** workforce development initiatives.









## GEORGIA TOURISM BY THE NUMBERS: 2022

TOTAL ECONOMIC IMPACT<sup>3</sup>

**\$73  
BILLION**

+13.0% YoY; -9.4% vs. 2019

TOTAL VISITATION<sup>1,2</sup>  
*International + Domestic*

**167.7  
MILLION**

+5.1% YoY; +10.1% vs. 2019

TOTAL  
INTERNATIONAL  
VISITATION<sup>2</sup>

**838,700**

+134.6% YoY; -41.9% vs. 2019

TOTAL DOMESTIC  
VISITATION<sup>1</sup>

**166.9  
MILLION**

+4.8% YoY; +10.6% vs. 2019

TOTAL JOBS  
SUPPORTED<sup>3</sup>

**442,600**

+4.7% YoY; -12.6% vs. 2019

VISITOR SPENDING<sup>3</sup>

**\$39.8  
BILLION**

+15.6% YoY; +5.2% vs. 2019

TOTAL STATE & LOCAL  
TAX REVENUES GENERATED<sup>3</sup>

**\$4.7  
BILLION**

+10.1% YoY; +10.4% vs. 2019

MARKET SHARE<sup>4</sup>  
*Domestic Overnight Trips*

**5<sup>TH</sup>**

MARKET SHARE<sup>4</sup>  
*Domestic Day Trips*

**7<sup>TH</sup>**

In 2022, Georgia maintained domestic overnight market share among the 50 states and Washington D.C. for the third year in a row, and rebounded to retake domestic day trip market share.





The FIFA World Cup 2026 will begin on Thursday, June 11, 2026  
The Final Match will be held on Sunday, July 19, 2026.



FIFA chose Atlanta as one of the sites for eight matches, including:

- June 15, 2026
- June 18, 2026
- June 21, 2026
- June 24, 2026
- June 27, 2026
- July 1, 2026, Round 32
- July 7, 2026, Round 16
- July 15, 2026, Semifinal





Signia by Hilton Atlanta – Atlanta  
972- rooms

Westin Atlanta Gwinnett – Duluth  
346 - rooms

Cloudland at McLeMores Resort - Lookout Mountain  
245-rooms

Trilith Guesthouse – Fayetteville  
193- rooms

Hotel Bardo – Savannah  
149-room resort

Hotel Forty Five – Macon  
Macon's first full-service boutique hotel. 94-rooms

Oaks on the River – Darien  
A luxury boutique resort on Darien's picturesque riverfront bluff. 53-rooms





# Ocmulgee Mounds National Historical Park

## Macon



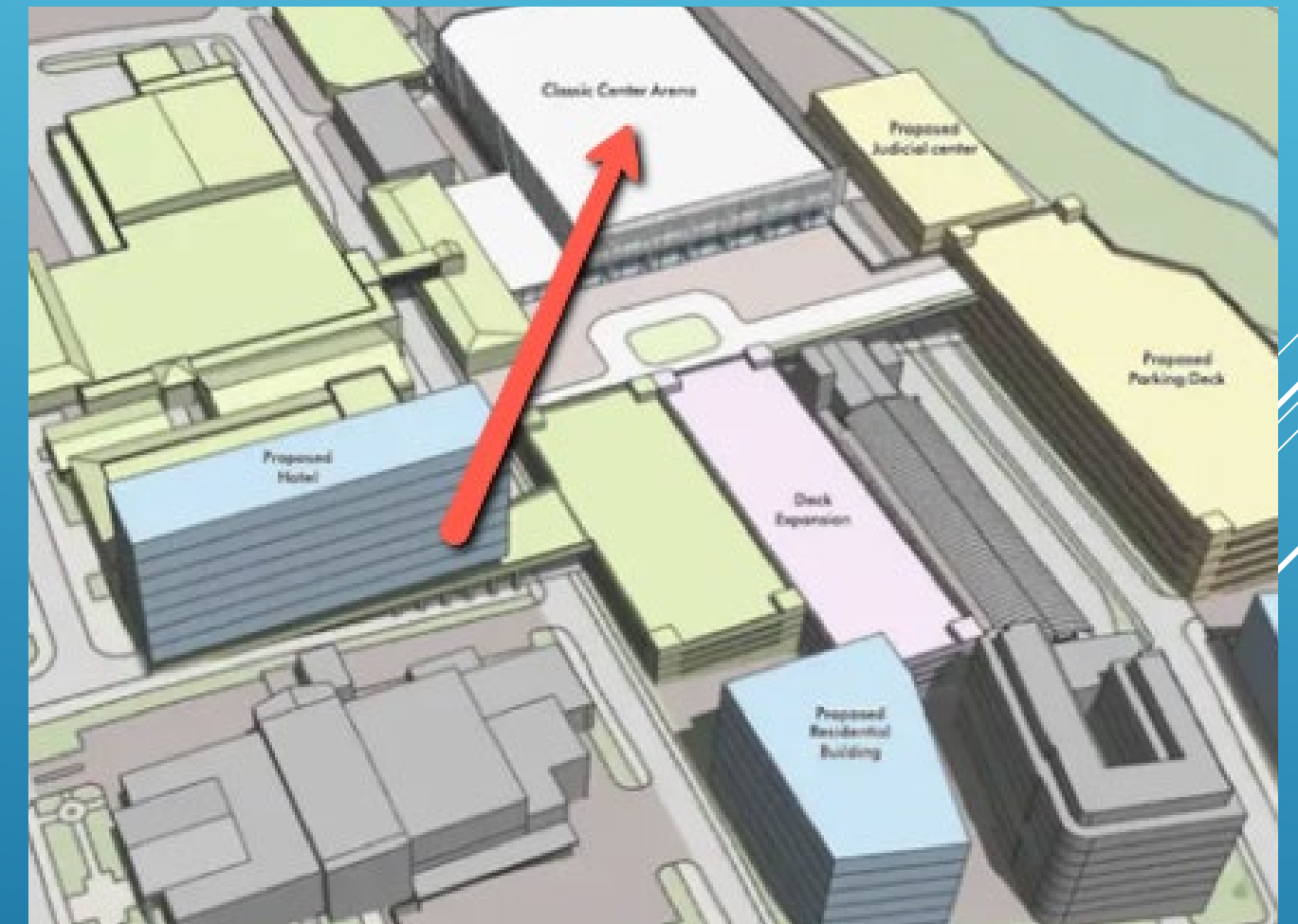


# Georgia Safari Conservation Park Madison





# The Classic Center Arena Athens





# Margaritaville at Lanier Islands Buford





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ASSOCIATION OF  
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