



Columbus Convention & Visitors Bureau

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Tourism Industry Continues to Grow in Columbus, GA

Study by the CSU's Butler Center for Business and Economic Research releases FY 2015 Impact

Columbus, GA (August 25, 2015): Tourism in Columbus, Georgia is big business. Visitor spending contributes significantly to the local and regional economies. In an annual evaluation of travel within the destination, the Columbus GA Convention and Visitors Bureau (CVB) partners with the Butler Center for Business and Economic Research at Columbus State University to provide analysis of the total number of visitors, the amount they spend locally, the number of jobs generated by their spending, the payroll associated with these jobs and the amount of local and state tax revenues generated.

In FY 2015, over 1.8 million visitors travelled to Columbus attending business and trade conferences, conventions and meetings, to tour local attractions, or to visit family and friends. These visitors spent an estimated \$340 million locally.

Visitor expenditures supported an estimated 4,477 jobs in the city with an estimated payroll of over \$119 million, an average of \$27,000 per job. The economic activity arising from visitor spending is estimated to generate over \$18.6 million in lodging and sales tax for the city and more than \$15 million in sales tax revenue for the state.

Visitors to Columbus generate over \$34 million in tax revenue for the county and state. These tax dollars are used to provide public services for the citizens. If it were not for these tax revenues generated by visitors and tourism, each of the households in Columbus would have to pay an additional \$533 in taxes in order to maintain the same level of services.

"Thanks to Dr. Blair and the staff at CSU's Butler Center for Business and Economic Research, their annual impact analysis allows the CVB to not only track specific travel and tourism numbers, but to report on the impact tourism has on Columbus," stated Peter Bowden, President/CEO of the Columbus CVB. "These are new dollars to the community, which brings tax relief to every household in Columbus."

For more information, contact the Columbus CVB at (706) 322.1613 or go to visitcolumbusga.com.