

# The Top 3 Reasons Why Tourism has an Important Role in Economic Development in Rural Georgia

Dr. Steve Morse, Western Carolina University

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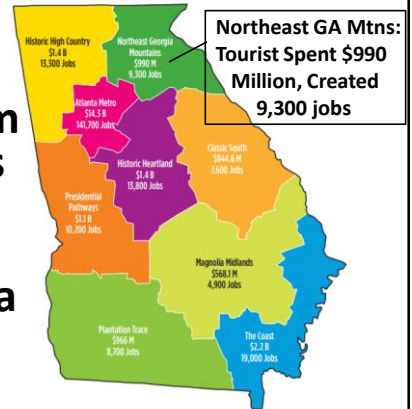
### Presentation Agenda – 3 Topics

1. Tourist spending generates jobs, paychecks & local taxes
2. Tourists are temporary taxpayers
3. Tourism's new role in rural Economic Development

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1. Tourist spending generates jobs, paychecks & local taxes
- 2.
- 3.

## Tourism creates jobs in Rural Georgia

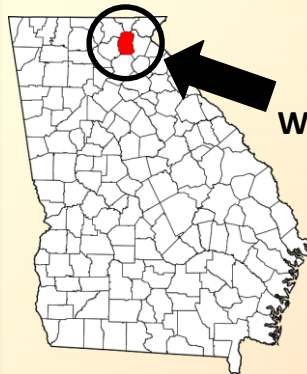


## Where do tourists spend their travel dollars in Georgia (2015)?

Economic Sector of Tourist Spending	Percent of Total Spending	Dollars Spent (\$ Billion)
Transportation	33.9%	\$9.3
Food, Restaurants, Bars	30.3%	\$8.3
Lodging	18.7%	\$5.1
General Retail Trade	10.2%	\$2.8
Entertainment & Recreation	6.9%	\$1.9
<b>TOTAL</b>	<b>100%</b>	<b>\$27.4</b>

Source: Report prepared for the GA Dept. of Economic Development, Tourism Division, by the US Travel Association titled "The 2015 Travel Economic Impact on Georgia State, Counties and Regions"

### Rural Georgia Example:

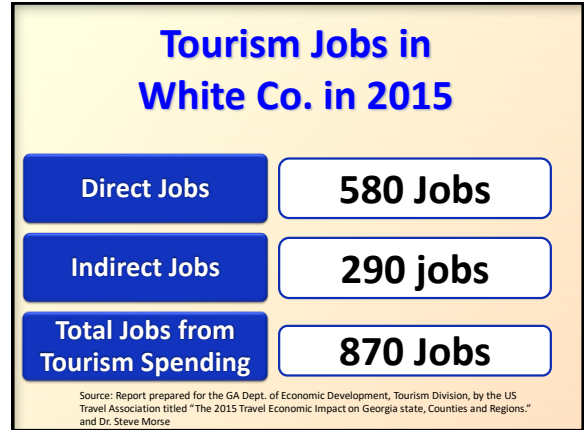
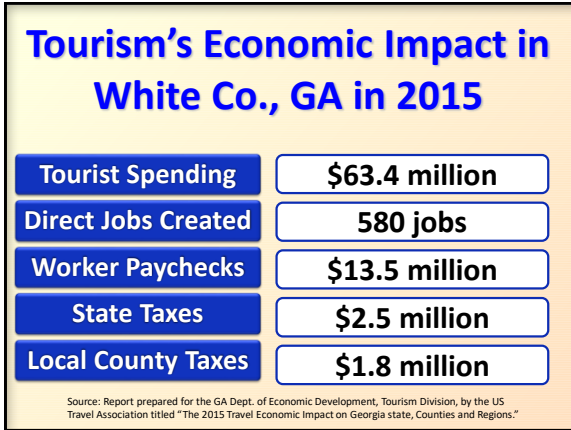


White County, GA  
(Helen, GA)

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- ### Presentation Agenda – 3 Topics
- 1.
  2. **Tourists are temporary taxpayers**
  - 3.



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White Co. tourist  
spending generated  
**\$4.4 million**  
in combined state and  
local taxes in 2015

### Tourism Tax Relief for White Co. Households

- Each of the 16,023 households in White Co. **pay \$344 less in State and local taxes** as a result of taxes generated by tourist spending

In other words,  
if it were not for state & local  
taxes generated by tourism ...

Each of the 16,023 White Co.  
Households would pay

**\$344 more** in taxes to replace the  
taxes paid by tourists



### \$344 in Tourism Tax Relief for Each Household in White County

Tourism Tax Relief	Date: <b>Aug. 9, 2017</b>
White County	
Pay to The order of: Each County Household	\$ <b>344.00</b>
<b>Three hundred forty four and no/100</b> Dollars	
For: State & Local Taxes Paid by Tourists	Visiting Tourists Authorized Signature

### Presentation Agenda – 3 Topics

1.

2.

3.

Tourism's new role in rural  
Economic Development

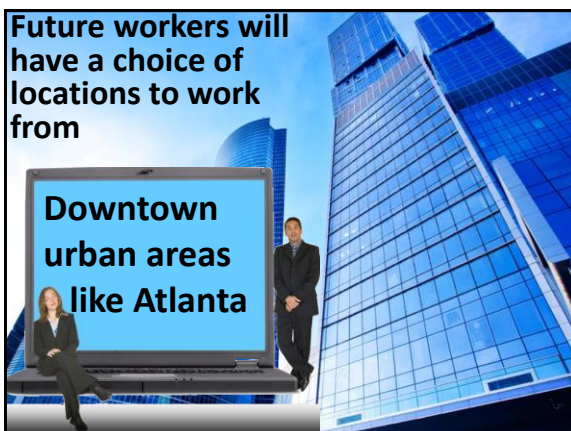
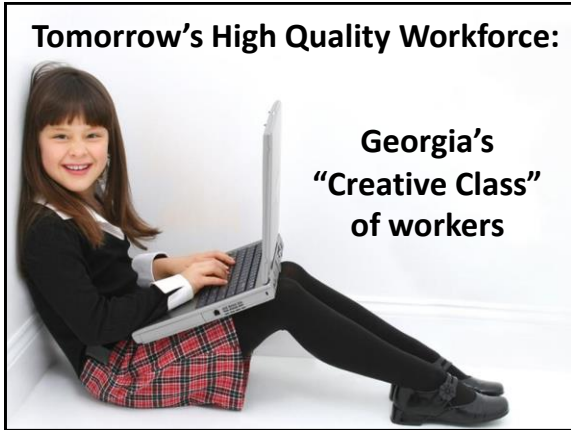
Does tourism have a  
role in helping  
create  
quality  
jobs  
in rural  
Georgia?



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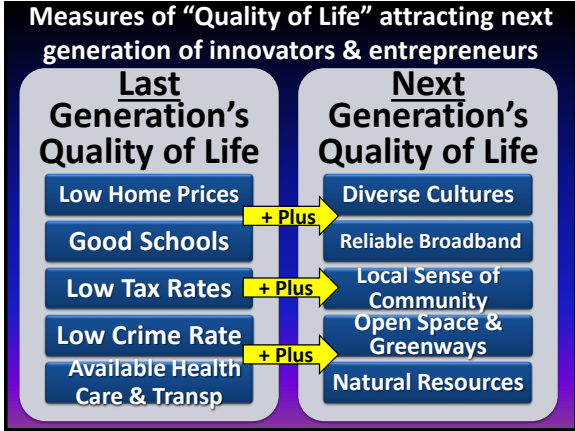
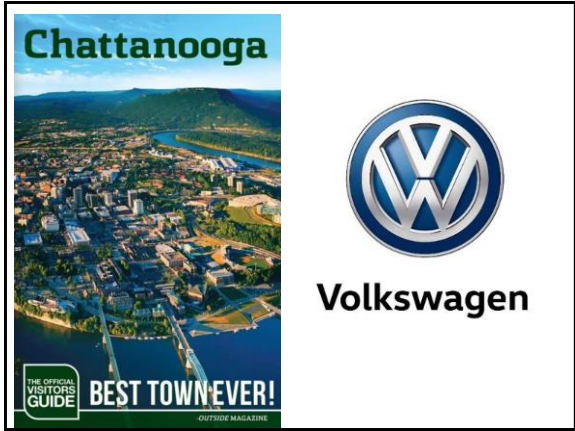
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**Corp Execs: What are the top 5 factors to consider locating a facility?**

- 1) Access to transp & resources
- 2) Trainable workforce
- 3) Quality of life for employees**
- 4) Available workforce
- 5) Healthcare costs

Source: Survey of Corp Execs, Area Development Magazine, 2013



**In Rural Georgia ...**

**Today's Visitor  
could be ...**

**Tomorrow's  
Business  
Investor**

A large blue arrow points from the 'Today's Visitor' box to the 'Tomorrow's Business Investor' box.

**Tourism is often a potential business owner's First Date with a community**

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**Purpose of a First Date??**

To determine if it's worthwhile for an investment in a second date

**Why is tourism so important in attracting entrepreneurs & economic development?**

Because you never have a second chance to make a first impression!

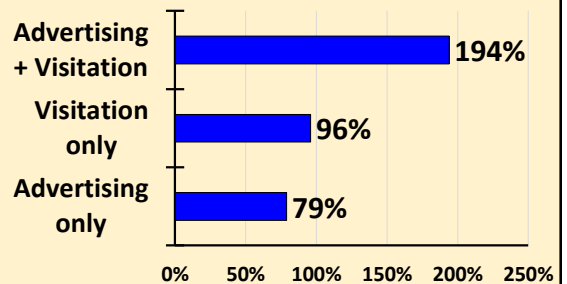


**Tourism's Halo Effect**



**First Impressions Last**

**"A Good Place to Start a Business"**  
Percent Image Lift

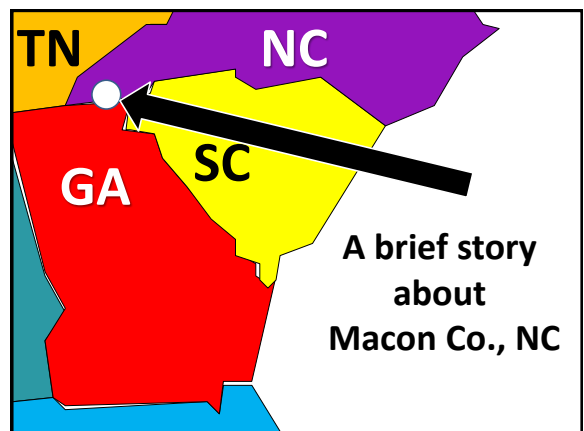


Source: Longwoods International

**The next generation of creative class workers and entrepreneurs are attracted to locations that offer:**

(the same characteristics that make a great tourism destination)

- Music
- Arts
- History & Heritage
- Nature & Outdoors
- Shopping
- Agri-tourism
- Food
- Attractions
- Sports & Recreation




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**Macon County, NC**  
130 miles North of Atlanta  
Drake Tax Software Corp. HQ  
App Trail passes through Franklin & Highlands, NC

## Macon County's old economic development focus ....



Available buildings for manufacturing



**Professional Jobs:**


- Software Engineers
- Computer Science Engineers
- Accountants & CPA's
- Web software developers
- Digital programmers & analysts

## Available workforce & quality of life!

Franklin Technology Park

MACON COUNTY North Carolina  
GUIDE FOR NEW BUSINESS

opportunity  
adventure  
success



Opportunity  
Adventure  
Success

Franklin North Carolina


## Main Message - Perfect Fit: Tourism and Economic Development For Rural Georgia



## In closing...

If your tourism organization does not have a place at your local economic development table ...

Then you're probably on the menu!



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**Summary – 3 Takeaways**

- 1. Tourist spending generates jobs, paychecks & local taxes**
- 2. Tourists are temporary taxpayers**
- 3. Tourism's new role in Economic Development**

**Thank You for Inviting me!**

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**Our 15 yr. old son  
Chance**



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