

Fannin County Chamber of Commerce

2024 Tourism Economic Impact Report



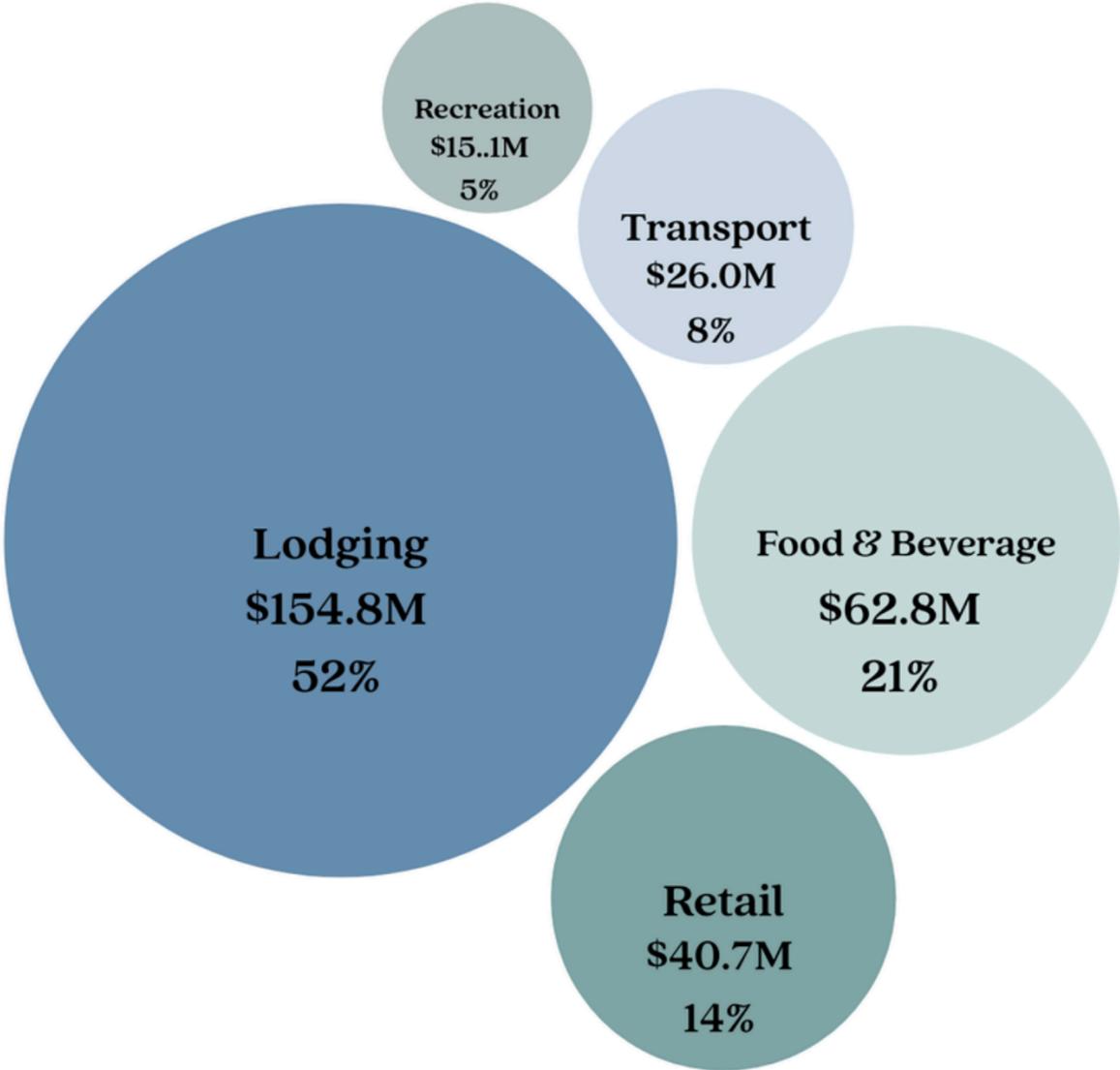
FANNIN COUNTY
CHAMBER & CVB

\$299.5 Total Visitor Spending

YOY Increased 2.2%

Visitor Spending by Category

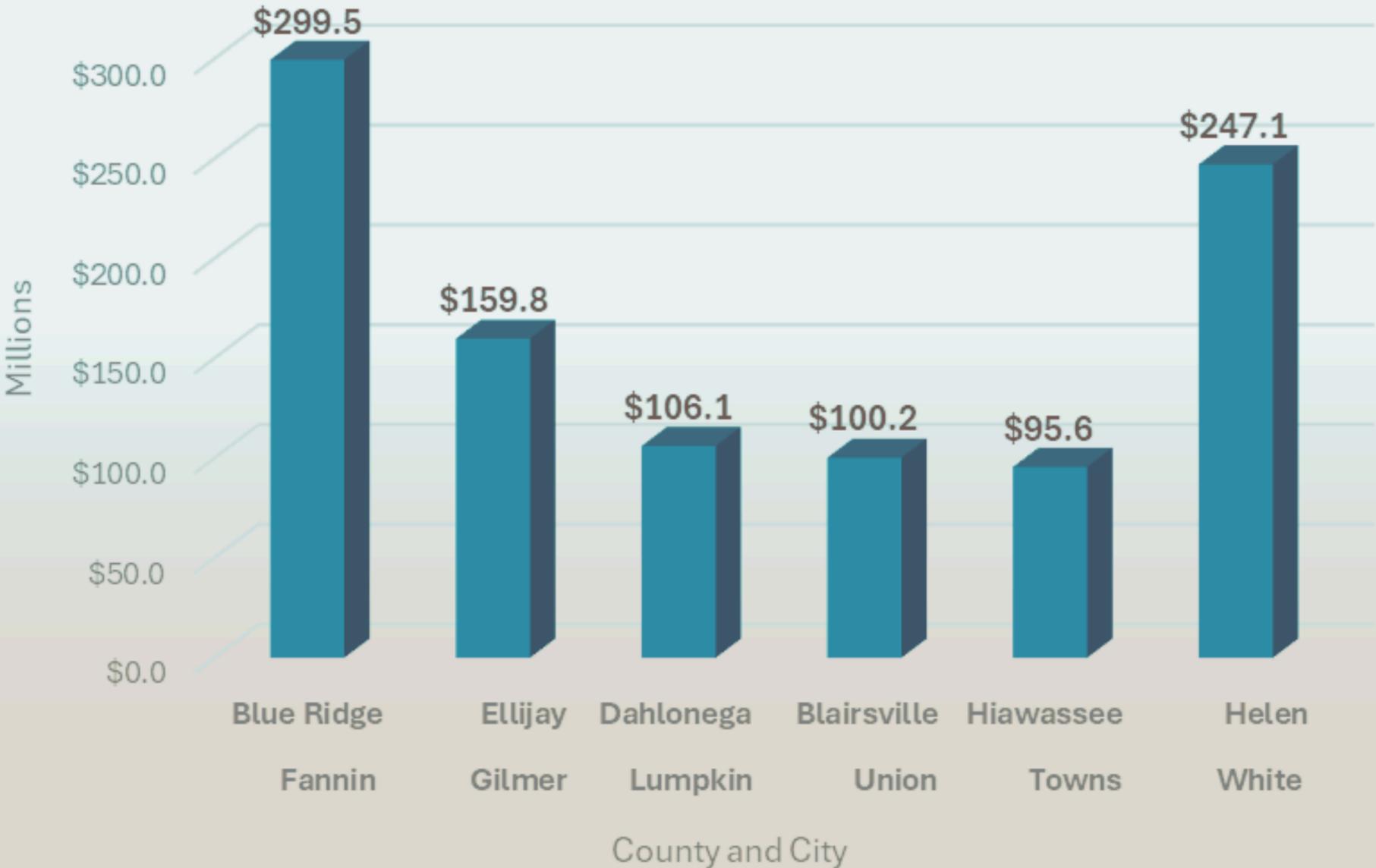
Actual and Share



- Tax Savings per Household - \$2,592
- State and Local Tax (7%) - 29.4 million

Source: Tourism Economics 2023 - Provided by Georgia Department of Economic Development September 2024

Regional Economic Impact County & City Millions



State Impact

\$79.7 BILLION

Total Economic Impact of Tourism
in Georgia in 2023

Which Generated
463,483 JOBS

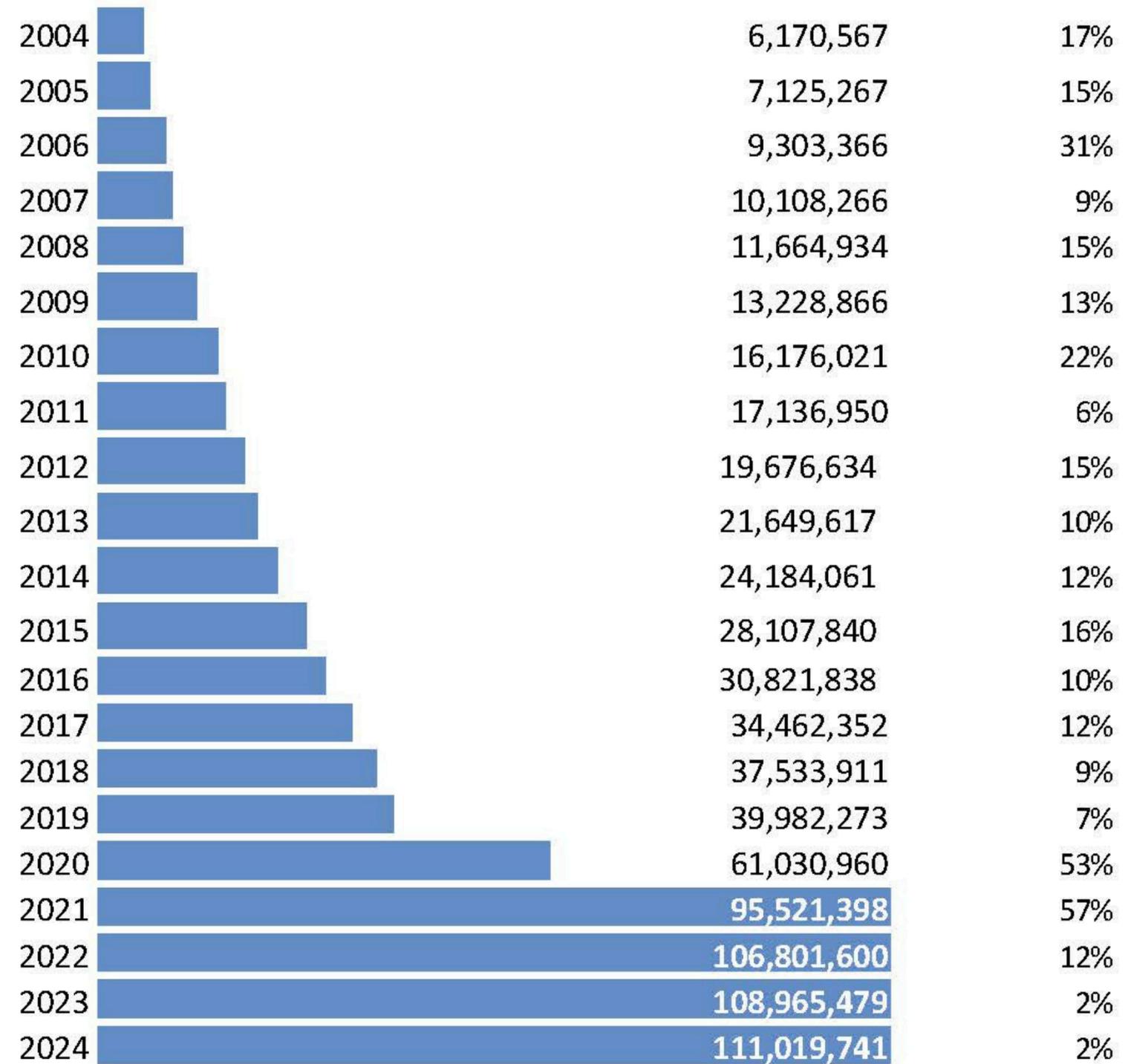
And

\$5.0 BILLION

In State and Local Taxes

Source: Tourism Economics 2023 - Provided by Georgia Department of Economic Development September 2024

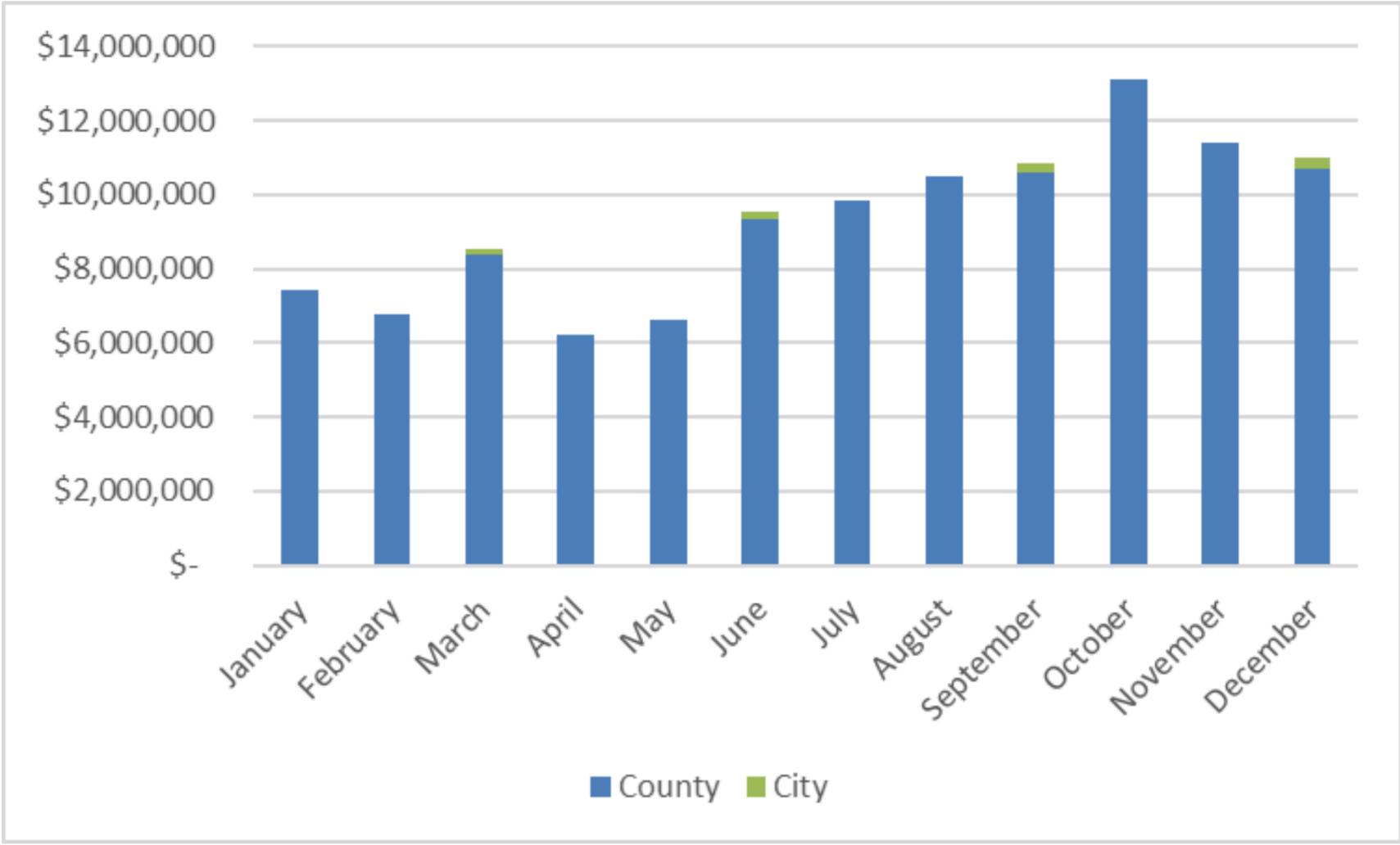
Fannin County Taxable Lodging Expenditures over the last 20 years



**Note: Excludes City of Blue Ridge*

2024 Monthly Lodging Expenditures in Blue Ridge & Fannin County

	County	City (Q)
January	\$7,427,215	
February	\$6,788,707	
March	\$8,408,078	\$132,993.00
April	\$6,215,868	
May	\$6,637,340	
June	\$9,348,801	\$213,333.00
July	\$9,857,231	
August	\$10,508,580	
September	\$10,594,083	\$234,618.00
October	\$13,135,736	
November	\$11,400,054	
December	\$10,698,048	\$288,844.00
Total Co. and City	\$111,019,741	\$869,788.00



Total Lodging Spending in 2024
\$111,889,529

Source: Fannin County Hotel/Motel and City of Blue Ridge Excise Tax 2024



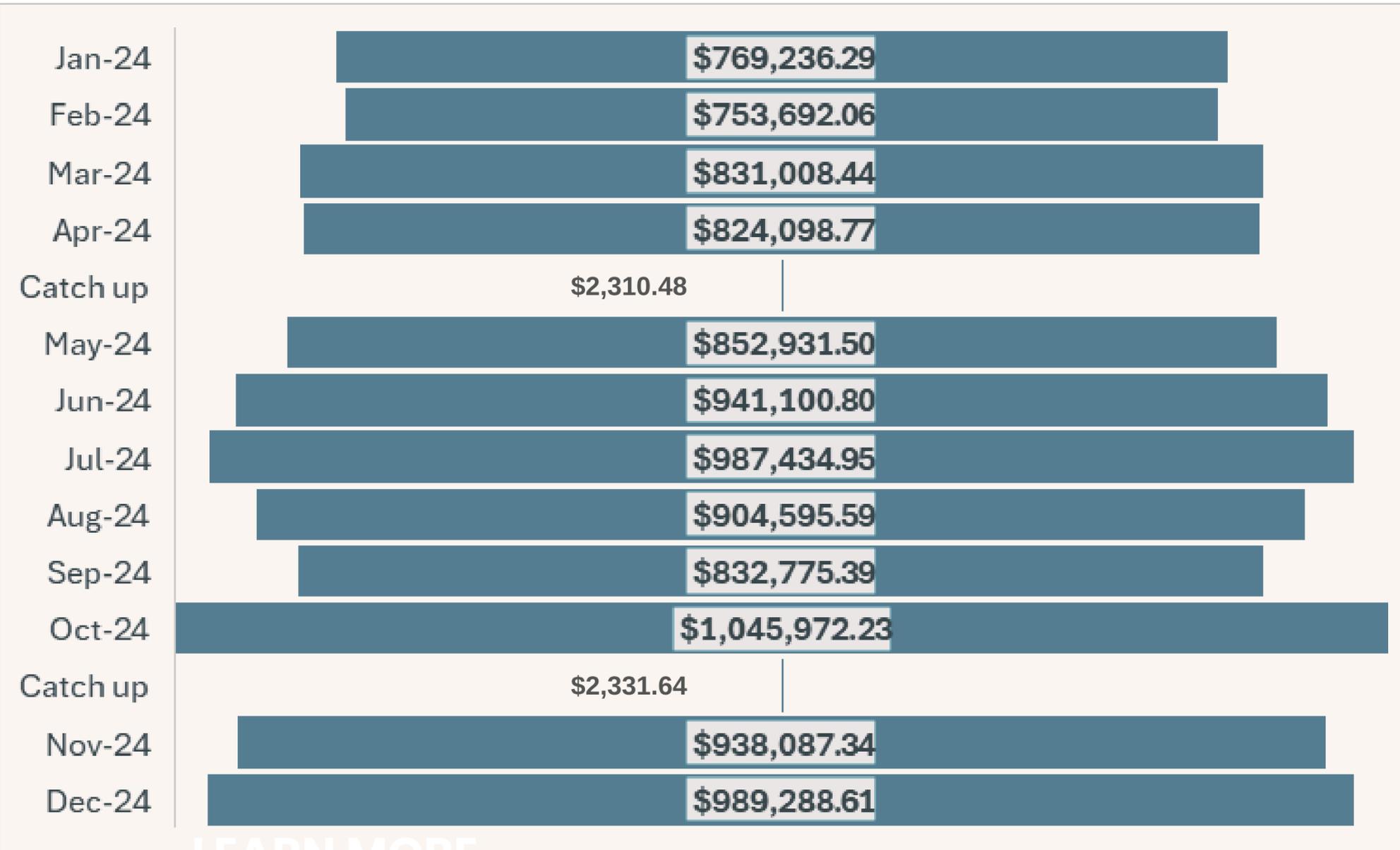
Fannin County Hotel-Motel and City of Blue Ridge Taxes increased by 2%.



This does not include Day-Trip Visitors. Based on Arrivalist, Day-Trip Visitors comprise 30.4% of Visitors, up 1.2% from 2023

****It is important to note that July and October are our busiest months. This is not reflected in the 2024 collections due to the County implementing a new software for tax collections.*

SPLOST 2024



LEARN MORE

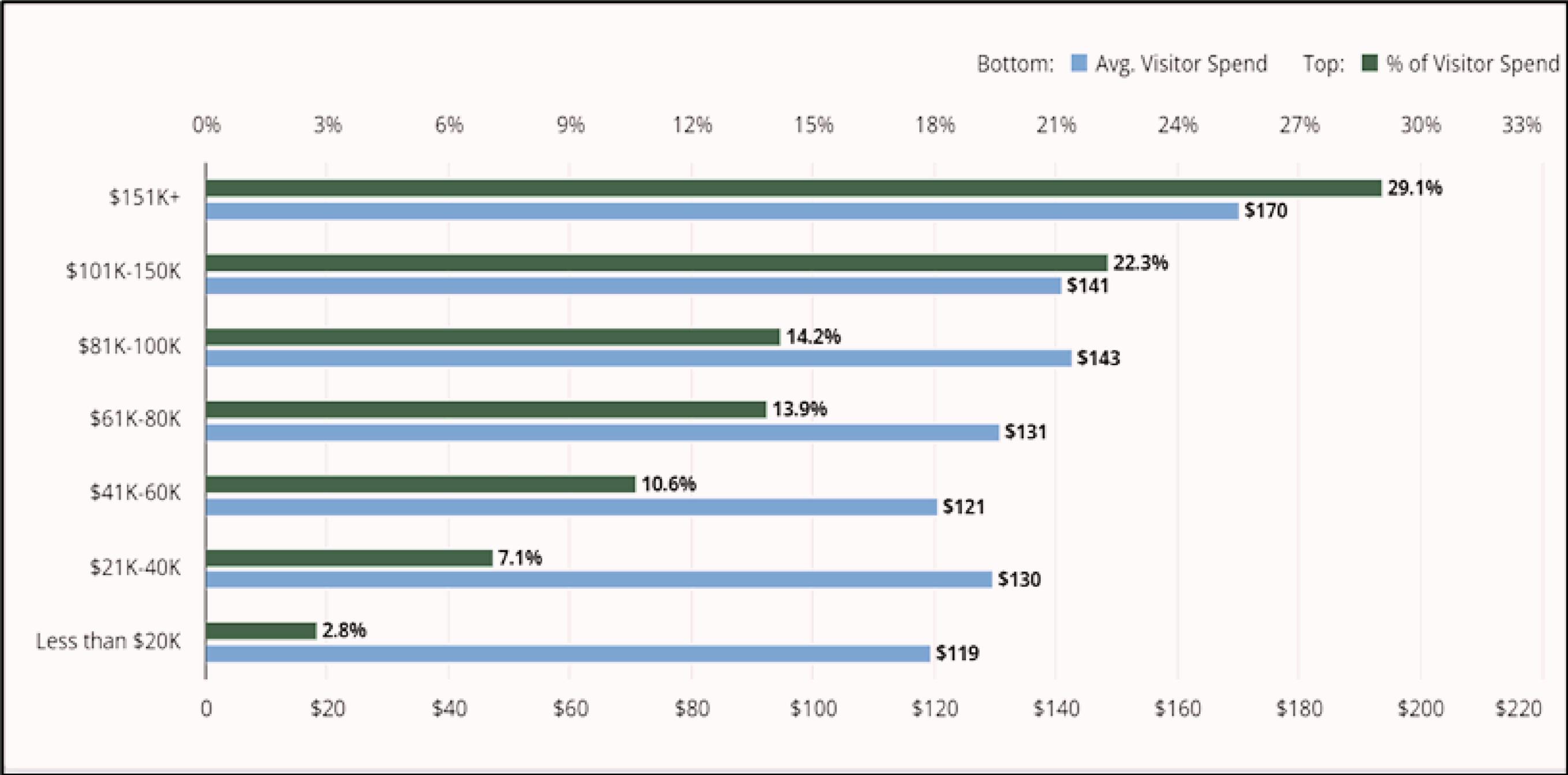
**Total 1% SPLOST
Tax Collected in
2024**

\$10,674,864.09

**Increase of
2.3% from 2023**

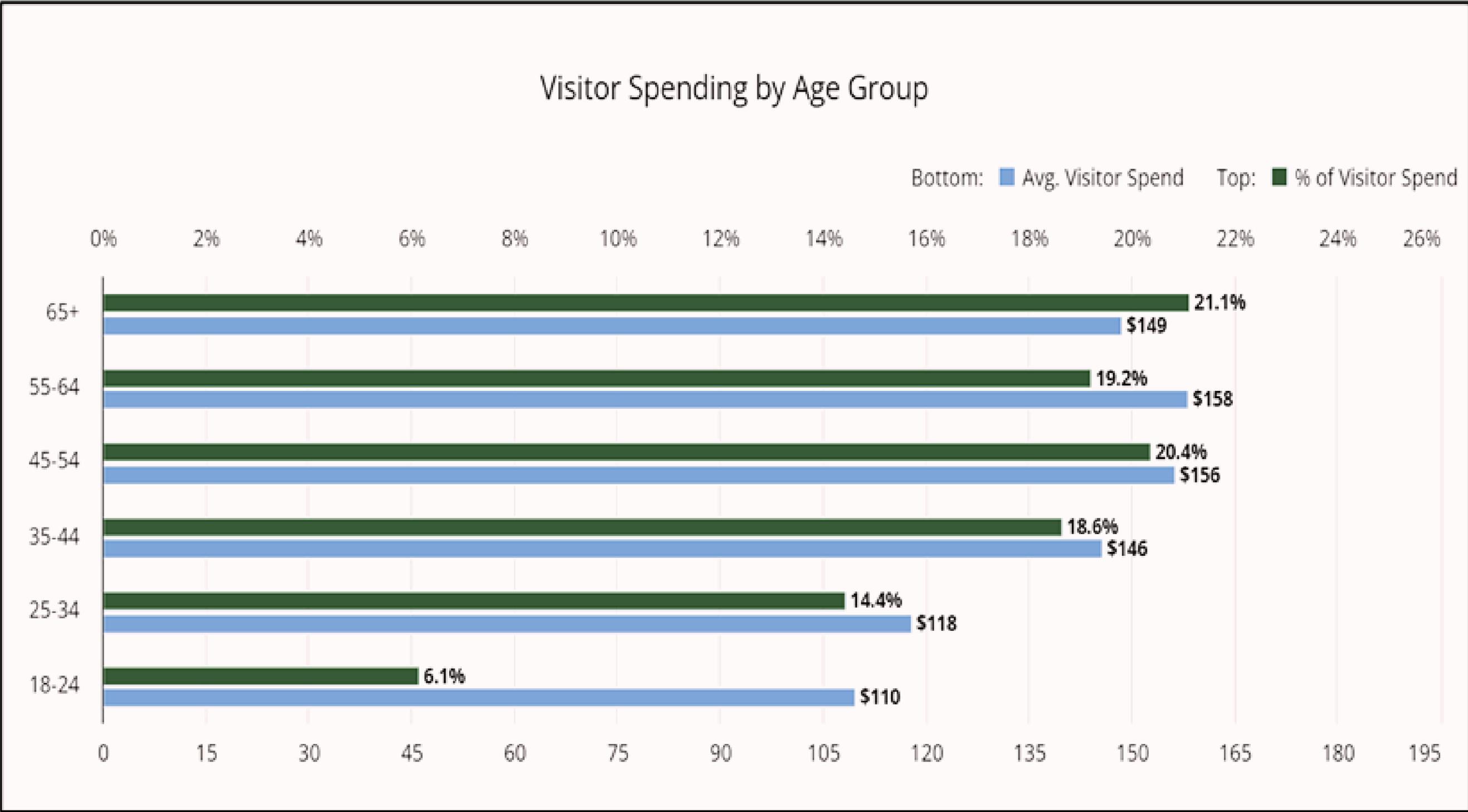
Source: Fannin County School System 2024 SPLOST Collections

2024 Visitor Spending by Household Income



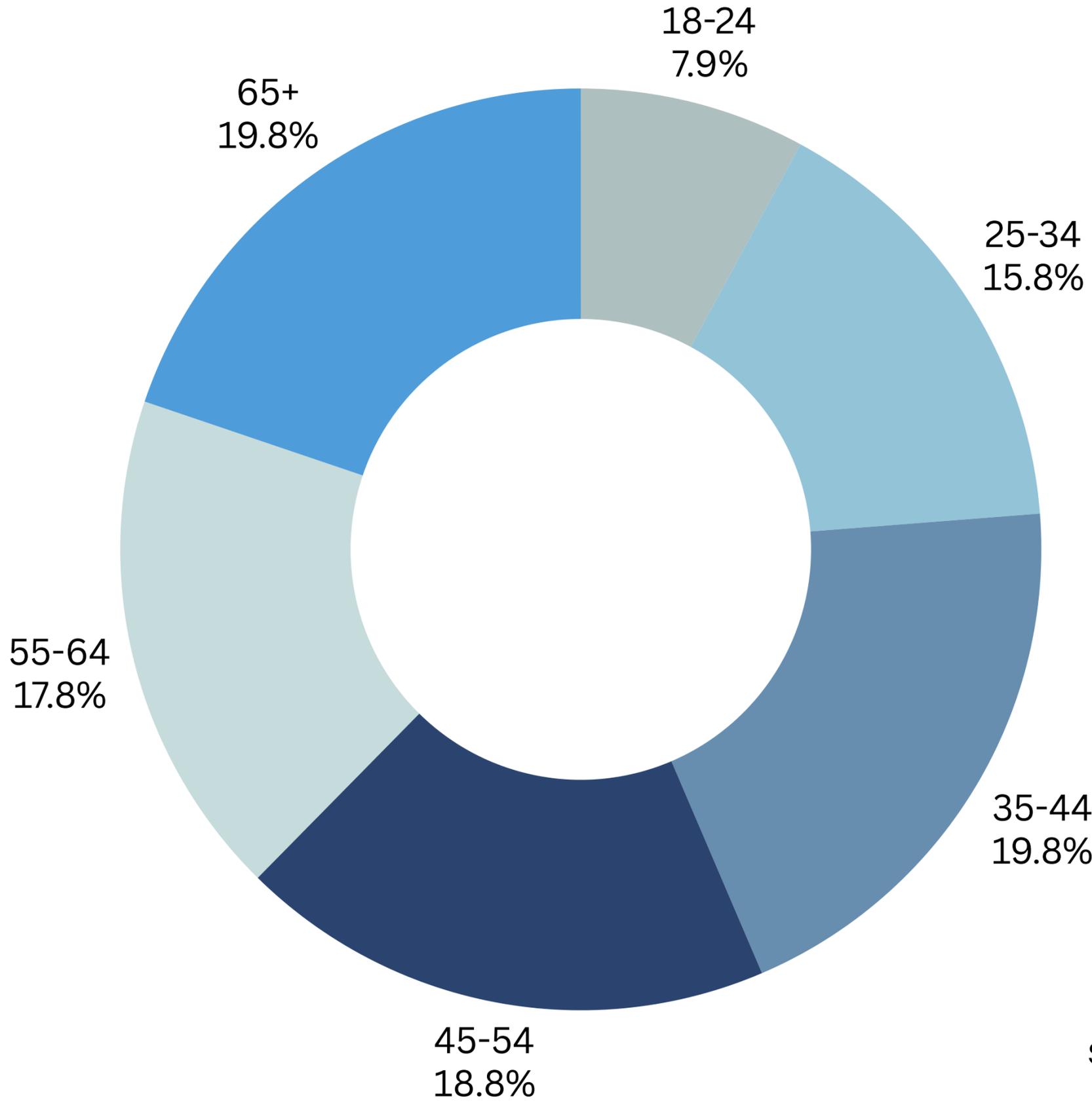
Source: Zartico 2024

2024 Visitor Spending by Age Group



Source: Zartico 2024

2024 Visitor Demographics by Age



Source: Zartico 2024

Visitor Insights



408,000 Trips from Georgia and Florida in 2024.



Since 2020 Available Listings have almost doubled. Fannin County has nearly as many vacation rentals as Pigeon Forge and double the number of Gilmer County.



Fannin County has the highest Average Daily Rate (ADR) except for Gatlinburg (compared against White, Union, Pigeon Forge, Highlands, and Gilmer).



Average Booking Lead Time is 48.2 days.



Average Length of Stay is 3.2 days (up from 2.6).

Website Insights

1.5 Million Users
2.1 Million Sessions

Engaged Sessions 1.2 million
Pages 3.7 million
Events 28 million
Engagement Rate 58%

Almost 1 million sessions from Google Organic Search

Top Website User Age Group is from 35-64

TOP PAGES

