

THE IMPACT OF

Hotels in Georgia

Hotels are the heartbeat of Georgia tourism, providing jobs, generating millions of tax dollars, driving billions of dollars in economic activity, and impacting many lives through community support and philanthropic activities. This fact sheet provides a snapshot of Georgia hotels' annual impacts.



Economic Impact

The hotel and lodging industry is essential to the region's economic success as it provides a major revenue source for cities across the state.

2,298 lodging establishments in Georgia
\$25.4 BILLION in hotel guest spending



People

The hotel and lodging industry is full of dynamic career opportunities for upward mobility while serving and supporting our most important assets – our people.

47,935 people employed in the hotel industry in Georgia
\$2.5 BILLION in salaries and wages in 2024
4.5% share of total jobs supported by the hotel industry



Industry Growth

New properties create additional hotels, construction and other ancillary jobs across the state.

37 new hotels opened in 2024
3,589 new guest rooms opened in 2024



Community

Hotels are important pillars of community vitality and service.

\$15.8 MILLION total contribution in the form of cash, in-kind donations, fundraising, scholarships, and food drive donations.
86,219 volunteer hours for activities ranging from beach clean-ups to blood drives.