

Senate Resolution 697

By: Senator Mullis of the 53rd

A RESOLUTION

1 Commending the tourism industry in Georgia and establishing February 4 and 5, 2004, as a
2 time to recognize that "Together, Tourism Works for Georgia"; and for other purposes.

3 WHEREAS, tourism annually generates \$23.9 billion in tourism expenditures, which
4 supports 207,100 jobs and contributes \$1.1 billion in state and local tax revenue; and

5 WHEREAS, these tax revenues created by tourist expenditures save each household in
6 Georgia over \$227.15 in state taxes; and

7 WHEREAS, tourism provides an excellent and immediate return on investment; and

8 WHEREAS, a recent independent study demonstrated that one dollar invested in state-wide
9 tourism advertising and promotion returns \$187.50 to the private sector and \$7.63 to the state
10 in tax revenues in the first 90 days; and

11 WHEREAS, tourism diversifies Georgia's economy, helping offset declines in
12 manufacturing and agricultural employment; and

13 WHEREAS, tourism assets are nonexportable and from Rabun Gap to the Tybee Island
14 lighthouse, from Stone Mountain to the Okefenokee Swamp, from Savannah to Plains, and
15 from See Rock City to the Little White House, these treasures will always belong to Georgia
16 and its citizens; and

17 WHEREAS, tourism is a clean industry that enhances the quality of life within the state,
18 supports the critical services that Georgian's require, and creates the environment that
19 attracts nontourism businesses to Georgia.

20 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE that this body commends the
21 Georgia tourism industry for the positive impact tourism has on the State of Georgia and all

1 of its citizens and establish February 4 and 5, 2004, as time to recognize "Together, Tourism
2 Works for Georgia."

3 BE IT FURTHER RESOLVED that the Secretary of the Senate is authorized and directed
4 to transmit a copy of this resolution to Joy Walstrum of the Tourism Development Alliance
5 of Georgia, Chuck Jones of the Georgia Association of Convention and Visitors Bureaus,
6 Rick Layton of the Georgia Hospitality and Travel Association, and Glen Cornell,
7 Commissioner of the Georgia Department of Industry, Trade, and Tourism.