



Contact: Katie Reeder
Public Relations Manager
Alpharetta Convention and Visitors Bureau
Office: 678-297-2811
Cell: 404-384-2954

FOR IMMEDIATE RELEASE
January 28, 2009

Local CVBs Attend Tourism Day at the Capitol

An annual event, which this year took place on Tuesday, January 27, Tourism Day at the Capitol focuses on increasing awareness about tourism and strengthening Georgia's economy through the development and promotion of tourism. The event is produced by the Tourism Development Alliance of Georgia, a non-profit organization designed to represent tourism in public policy and education, and comprised of members from Georgia Association of Convention and Visitors Bureaus, tourism business owners across the state and their suppliers. Janet Rodgers, President of the Alpharetta Convention & Visitors Bureau and Dotty Etris, Executive Director of the Roswell Convention & Visitors Bureau, were co-chairs of this year's Tourism Celebration.



All nine of the state's travel regions set up displays to showcase their areas. Highlight of the day was the proclamation by the Governor recognizing Georgia's Tourism Industry and its importance to the State and the presentation of a check in the amount of \$844.9 million,

representing the impact of tourism in State tax. Tourism continues to generate jobs and revenue for Georgia's private and public sectors.

Ranked 8th in the nation among all the states, some key numbers for Georgia's tourism industry include a total economic impact of \$34.1 billion, \$1.5 billion in state and local tax revenues, 241,800 jobs and \$6.3 billion in resident wages. Without tourism-related tax revenues, every household in the state would pay about \$505 in additional taxes, on average.

Moreover, profits, jobs, and taxes rose between 2006 and 2007. Georgia leaders recognize the contribution of travel and tourism to the state, and tourism leaders from across the state gathered at the Capitol to showcase tourism assets and to thank elected officials for their support of the tourism industry.

Says Rodgers, "I am delighted to have an opportunity to represent Alpharetta and to further serve the tourism industry through an event that promotes awareness of and education about the second largest industry in Georgia."

Adds Etris, "It is important that the tourism industry take the opportunity to make our legislators aware of items that will help Georgia's tourism industry stay strong and increase even more economic impact across Georgia. It is important that we continue to bring visitors to our areas, put heads in beds, faces in places and help energize our local economies."

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta's upscale and modern hotels. Visit www.awesomealpharetta.com for more information.

Roswell Convention and Visitors Bureau

The Roswell Convention & Visitors Bureau is the official destination marketing organization for the City of Roswell and as such works to bring business to Roswell lodging facilities and attractions.

###