

# Tourism Works

FOR FORSYTH & MONROE COUNTY!



The Forsyth Convention & Visitors Bureau (CVB) is the official destination marketing organization for Forsyth, Georgia. We are responsible for promoting the city of Forsyth as an attractive travel destination and helping to develop it and the surrounding community as a dynamic place to visit.

In 2022, visitors spent *\$77.1 million* in Monroe County:

*\$18.8m*

Lodging

*\$22.7m*

Food &  
Beverage

*\$11.2m*

Recreation

*\$12.4m*

Retail

*\$11.9m*

Transportation

In 2022, visitors generated *\$5.6 million* in state and local taxes, which is equivalent to *\$554* in tax savings for every household in Monroe County!

In 2022, tourism provided *881* jobs in Monroe County:

*7%*

of county  
employment

*\$20.3m*

labor income

*24%*

increase  
year-over-year

For more information, please visit [www.visitforsythga.com](http://www.visitforsythga.com) or contact Gilda Stanbery, Executive Director/CEO at 478.974.1460

Source: TourismEconomics.com report to State of Georgia, September 2023





Tourism partnership is ingrained throughout our community, touching every facet of the visitor experience, from grocery stores and local businesses to restaurants, hotels, medical facilities, community members, elected officials, and our workforce. The significance of becoming a local tourism partner cannot be overstated, as it plays a pivotal role in driving economic growth, job creation, and fostering a thriving community. By participating in this partnership, we collectively ensure our community's ongoing sustainability and vibrancy, elevating its appeal to visitors while safeguarding its distinctive character for the benefit of future generations. We also leverage partnerships with other organizations and entities to create tourism product, strengthen value, foster economic growth, and influence sentiment. Embracing this role as a tourism partner involves championing the positive influence of the travel and hospitality industry for our community's economic well-being and quality of life.

*As a tourism partner, you can help us help you by...*



**PARTICIPATING** in partner meetings and opportunities



**SHARING** ideas with CVB



**ENGAGING** with CVB social (like, share, tag)



**SUPPORTING** CVB requests for information, photos, etc.



**RECIPROCATING** website referral links (cross-promotion)



**SMILING!** Smiles foster happy and memorable visitor experiences

In 2022, tourism had a local impact of \$77.1 million! Tourism is economic development and the city of Forsyth Convention & Visitors Bureau is thankful to serve alongside its many hospitality professionals to make a difference in the city of Forsyth and Monroe County every day.

