

# A DECADE-IN-REVIEW REPORT



**In the last 10 years (2014–2024), visitor spending in Monroe County has increased by 167.94% (or 102.22% adjusting for inflation).** Comparatively, in the previous decade (2004–2014), visitor spending increased by 39.33% (11.20% adjusting for inflation). **This shows the significant impact brought by the Forsyth Convention & Visitors Bureau, which was established by an act of legislature in 2015.**

Interestingly, Bibb County, one of our largest competitors, only grew by 44.99% in the same 2014–2024 period (or 9.4% adjusting for inflation). Two other neighboring counties, Jones and Crawford, actually saw a decrease in visitor spending for the same 2014–2024 period. The table below outlines the 10-Year and 20-Year visitor spending trends for Monroe, Bibb, Jones, Crawford, and Baldwin counties.

## Tourism Impact Comparisons: 10-Year v. 20-Year



	Note: The City of Forsyth CVB was founded in 2015.								
	2024	2014	% Change 2014 to 2024	2014	2004	% Change 2004 to 2014	2024	2004	20-Year % Change 2004 to 2024
<b>Monroe County (Forsyth)</b>									
Direct Tourism Expenditures (DTE)	\$80.30 million	\$29.97 million	167.94%	\$29.97 million	\$21.51 million	39.33%	29.97 million	21.51 million	273.30%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$39.71 million	102.22%	2004 adjusted for 2014	\$26.96 million	11.20%	2004 adjusted for 2024	\$35.72 million	124.80%
Number of Tourism Provided Jobs	869	280		280	280				
State and Local Taxes Generated by Visitors	\$5.80 million								
<b>Bibb County (Macon)</b>									
Direct Tourism Expenditures (DTE)	\$476.10 million	\$328.37 million	44.99%	\$328.37 million	\$229.10 million	43.33%	\$476.10 million	\$229.10 million	107.82%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$435.10 million	9.40%	2004 adjusted for 2014	\$287.11 million	14.37%	2004 adjusted for 2024	\$380.45 million	25.14%
Number of Tourism Provided Jobs	4860	3309		3309			4860		
State and Local Taxes Generated by Visitors	\$36.00 million	\$21.90 million		\$21.90 million			\$36.00 million		
<b>Jones County (Gray)</b>									
Direct Tourism Expenditures (DTE)	\$8.40 million	\$10.82 million	-22.37%	\$10.82 million	\$8.90 million	21.57%	\$8.40 million	8.9 million	-5.62%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$14.34 million	-41.42%	2004 adjusted for 2014	\$11.15 million	-2.96%	2004 adjusted for 2024	\$14.78 million	-43.17%
Number of Tourism Provided Jobs	97						97		
State and Local Taxes Generated by Visitors	\$0.70 million						\$0.70 million		
<b>Crawford County (Roberta)</b>									
Direct Tourism Expenditures (DTE)	\$3.60 million	\$4.77 million	-24.53%	\$4.77 million	\$3.03 million	57.43%	\$3.60 million	\$3.03 million	18.81%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$6.32 million	-43.04%	2004 adjusted for 2014	\$3.80 million	25.50%	2004 adjusted for 2024	\$5.03 million	-28.43%
Number of Tourism Provided Jobs	33						33		
State and Local Taxes Generated by Visitors	\$0.20 million						\$0.20 million		
<b>Baldwin County (Milledgeville)</b>									
Direct Tourism Expenditures (DTE)	\$86.50 million	\$83.03 million	4.18%	\$83.03 million	\$49.33 million	68.32%	\$86.50 million	\$49.33 million	75.35%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$110.02 million	-21.38%	2004 adjusted for 2014	\$61.82 million	34.31%	2004 adjusted for 2024	\$81.92 million	5.59%
Number of Tourism Provided Jobs	904						904		
State and Local Taxes Generated by Visitors	\$6.50 million						\$6.50 million		

\* **Notes:** 1) The Hotel/Motel Tax collection rate in the City of Forsyth increased from 5% to 7% in 2024. 2) These counties were chosen for the availability of data for a ten-year comparison and their proximity to Monroe County. As other county data becomes available (a request has been submitted to the state), this table will be updated to reflect a more complete picture of Monroe County and its immediate neighbors. 3) The COVID-19 pandemic of 2020 saw a significant negative impact on tourism not only in our area and statewide, but in the world at large. Some areas are still seeing lingering effects.

\*\* **SOURCE:** Georgia Department for Economic Development, Tourism Division