

Tourism Economic Impact Analysis – Gilmer County Chamber of Commerce

Location: Gilmer County, GA

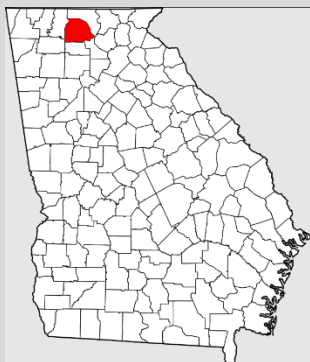
Status of County: Rural

Project Timeframe: April 2019 – July 2019

Type of Assistance: Applied Research



Picture of an apple orchard in Gilmer County
Source: gilmerchamber.com



Source: By David Benbennick - The maps use data from nationalatlas.gov, specifically county020.tar.gz on the Raw Data Download page. The maps also use state outline data from statesp020.tar.gz. The Florida maps use hydrogm020.tar.gz to display Lake Okeechobee., Public Domain, <https://commons.wikimedia.org/w/index.php?curid=570238>

The Georgia Tech Economic Development Administration (EDA) University Center (UC) completed an economic and fiscal impact analysis of the tourism industry in Gilmer County, GA for the Gilmer County Chamber of Commerce (GCCC) in July 2019.

The project scope included:

1. Literature review
2. Collection of available data
3. Economic impact analysis of county tourism
4. Fiscal impact analysis of county tourism
5. A specific look at agritourism
6. Preparation and delivery of the final report

The Georgia Tech project team travelled to Gilmer County on April 24, 2019 to meet with GCCC staff and officially “kick off” the project. In addition to the overall impact, GCCC also wanted to better understand the economic impact of agritourism in Gilmer County. Gilmer County is home to many apple orchards, vineyards, wineries, and local food markets and farms that offer various experiences and events that draw

tourists. This research confirmed the significant contribution of the tourism industry to the Gilmer County economy and reinforced the community’s strategy of using its tourism assets to bolster its economic development competitiveness.

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