

Tourism Industry Facts & Statistics

Courtesy of the Cartersville-Bartow County Convention & Visitors Bureau 2009



*Sage Cottage Bed & Breakfast
Inn opened in February 2009 in
Adairsville*

Tourism is a \$124.90 million industry in Bartow County*, generating \$29.78 million in local wages which support 1,480 jobs. Tourism expenditures contribute \$3.77 million in local tax revenues and \$4.82 million in state taxes.

There are 30 lodging properties in Bartow County offering more than 2,000 guest rooms, including two Bed & Breakfast Inns and Barnsley Gardens Resort, named as one of *Travel & Leisure's* World's Best Hotels**. Room sales in Bartow County during FY08 exceeded \$19 million***. Local taxes from room sales alone amounted to \$1.5 million. FY08 sales were up 2.4% over FY07.



*Ruins and heirloom roses at
Barnsley Gardens Resort*



*Tellus: Northwest Georgia Science Museum
opened January 12, 2009 and is now open daily
from 10 a.m.-5 p.m.*

Bartow County offers 11 museums, including Eto-wah Indian Mounds State Historic Site, and the 80,000-square-foot Booth Western Art Museum, the only museum of Western American Art in the southeast. New in 2009 is Tellus: Northwest Georgia Science Museum, a 125,000 square foot museum devoted to science enlightenment. More than 76,000 visitors flocked to Tellus during its first four months.

Community theatre, led by the 30-year old Pumphouse Players, engages two performing arts theatres in Cartersville. Many artist studios are also springing up across the county, following in the footsteps of potter W.H. "Bill" Gordy and others. Bartow County hosts 23 annual events, four of which are more than 30 years old and one, the Stilesboro Chrysanthemum Show, is the oldest of its kind nationwide. Two of the most popular events each year are the Atlanta Steeplechase at Kingston Downs, and the Dixie Highway 90-Mile Yard Sale. Cartersville also has the great honor of being the Host City for the Miss Georgia USA® and Miss Georgia Teen USA® pageants.



*2009 Miss Georgia USA®
Kimberly Gittings*

Cartersville is home to Red Top Mountain State Park situated on Lake Allatoona, one of the most visited lakes in the U.S. Corps of Engineers system. Allatoona draws 6 million visitors annually and supports three full-service marinas in Bartow County.

Tourism generates approximately \$37.6 million in Bartow County's restaurant sales annually and \$12 million in retail sales. There are more than 100 table service restaurants in Bartow County, and rapid growth in retail development. The downtown Cartersville shopping district, dominated by specialty shops sought by tourists, has a 92% occupancy rate. Vitality of Bartow's tourism industry is further evidenced by the arrival of the new Hilton Garden Inn at I-75 Exit 288, and a new Microtel Inn on US 41, both opening in Summer 2009. Further tourism expansion will soon occur as the yet unnamed "Bartow County Civic Center" will be constructed on Georgia Highway 20 across from Georgia Highlands College, accessible from I-75 Exit 290.



About the Cartersville-Bartow County Convention & Visitors Bureau



Visitor Information Center in
downtown Cartersville

The Cartersville-Bartow County Convention & Visitors Bureau is the Destination Marketing Organization (DMO) serving Cartersville, Adairsville and all of Bartow County, Georgia. Founded in 1991, the CVB now operates two Visitor Information Centers (VIC) in historic train depots in downtown Cartersville and Adairsville. The VICs are accessible from I-75 Exit 306 and Exit 288. Visitor assistance is available Monday-Friday 8:30 a.m.-5 p.m. and Saturday 11 a.m.-4 p.m. Free brochures are available 24 hours daily. The CVB's brand, *Georgia's Land of Cowboys, Indians & Southern Legends*, represents a leisure travel destination located 45 miles north of Atlanta and 85 miles south of Chattanooga on Interstate 75, Exits 278-306. For information on Cartersville, Adairsville and all of Bartow County, Georgia contact the **Cartersville-Bartow County Convention & Visitors Bureau** at 770-387-1357 inside Metro Atlanta or 800-733-2280. Or visit online at www.notatlanta.org or become a friend of the Cartersville-Bartow CVB on Facebook.

For information on Bartow County's tourism industry call Ellen Archer, executive director of the Cartersville-Bartow County Convention & Visitors Bureau, 770-387-1357.