

16 WHEREAS, Georgia has beautiful vistas and natural resources meant to be seen and savored,
17 including mountains, canyons, waterfalls, lakes, rivers, and beaches; and

18 WHEREAS, Georgia is a popular tourist destination with many attractions, including historic
19 sites, engaging museums, cultural destinations, sporting events, entertainment venues, and
20 outdoor activities; and

21 WHEREAS, in 2023, Georgia travel and tourism generated a \$79.7 billion state wide
22 economic impact with more than \$5 billion collected in state and local tax revenues; and

23 WHEREAS, Atlanta is scheduled to host eight FIFA World Cup 2026 matches, and each
24 match in Atlanta is expected to generate \$4.6 million in global media exposure; and

25 WHEREAS, a study committee is needed to discover opportunities to promote and develop
26 tourism in all regions of the state, from small towns to big cities, to ensure Georgia becomes
27 the number one state for tourism.

28 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE:

29 (1) **Creation of Senate study committee.** There is created the Senate Study Committee
30 on Making Georgia the No. 1 State for Tourism.

31 (2) **Members and officers.** The committee shall be composed of five members of the
32 Senate to be appointed by the President of the Senate, with one member selected from the
33 Senate Committee on Agriculture and Consumer Affairs, one member from the Senate
34 Committee on Economic Development and Tourism, and one member from the Senate
35 Committee on Natural Resources and the Environment. The remaining two members
36 shall be selected from the Senate body based on their interest and experience in tourism.