

Newsroom

June 20, 2012

Georgia Southern University

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Georgia Southern University drew 163,339 tourists to Bulloch County in 2011, according to a study by the University's Bureau of Business Research and Economic Development (BBRED). The study also shows that the visitors had an economic impact of more than \$47.4 million last year.

"Georgia Southern University's athletic events, graduation ceremonies, conferences and faculty and student recruiting visits drew tourists that then often shopped in Bulloch County's stores, ate in its restaurants, and spent the night in its hotels," said Georgia Southern BBRED researcher Ben McKay. "Some of these visitors came just for the day, others spent a night or two, but they all had a positive impact on the local economy."

The study found that more than 131,000 of the visitors brought by Georgia Southern stayed overnight. The visitors who traveled to Bulloch County because of University sponsored events helped to support 748 jobs and generated over \$3 million in state and local tax revenue.

"Tourism is an important part of economic development representing significant opportunities for our community," said Heidi Jeffers, executive director of the Statesboro Convention and Visitors Bureau. "As this study represents, Georgia Southern has a major impact on the tourism industry in Bulloch County."

Georgia Southern University, a Carnegie Doctoral/Research University founded in 1906, offers more than 120 degree programs serving more than 20,000 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. The University is one of the Top 10 most popular universities in the nation according to U.S. News & World Report, and is a top choice of Georgia's HOPE scholars. Georgia Southern is recognized for its student-centered approach to education.

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