

COBB

TRAVEL & TOURISM



COBBUNITY



The mission of Cobb Travel
& Tourism is to increase
visitation to and awareness
of Cobb County, thereby
enhancing economic impact.

**We are Atlanta's Sweet
Spot.**

SALES

BRANDING

PARTNERSHIP

INSIDER'S GUIDE

ECONOMIC IMPACT

TOURISM

The **LARGEST INDUSTRY** in Cobb, driving economic strength. In 2023, visitor spending generated:

\$2.6 Billion IN ECONOMIC IMPACT  8.3%

\$227 Million IN LOCAL & STATE TAX REVENUES  8.6%

19,280 JOBS SUPPORTED  5.8%

Source: Tourism Economics (2023)

Each Cobb household would need to be taxed an additional **\$780 per year** to replace taxes generated by tourism economic activity.

Source: 2023 Georgia Department of Economic Development - Tourism



INDUSTRY IMPACT

For every \$1 spent on a hotel, \$3 is spent in the community
(Source – Department of Labor)

**Food &
Beverage**

Entertainment

Transportation

Tourism is economic development.

Source: Department of Labor



SALES

Group Sales

Sports Sales

JUST A TASTE OF THE BIG EVENTS HOSTED IN COBB



Dessert Wars is the largest dessert festival in America. The National Championship is held each winter at Cobb Galleria Centre and showcases the top dessert vendors from across the country.



The Junior Theater Festival is the world's biggest and best celebration of students performing musical theater. Around 7,000 people attend this annual event held at the Cobb Energy Performing Arts Centre.



BLADE Show, the largest knife event in the world, held another successful show at the Cobb Galleria Centre in 2024, bringing in approximately 3,800 hotel room nights.





Over the last five years, the Cobb Sports Alliance has worked with 55 different sports.

-
- | | | | |
|--------------------------|-----------------|----------------------|-----------------|
| → Adaptive Archery | → Cheerleading | → Jet ski | → Skiing |
| → Adaptive Curling | → Climbing | → Jiu-Jitsu | → Snowboarding |
| → Adaptive Kayaking | → Curling | → Judo | → Soccer |
| → Adaptive Skateboarding | → Dragon Boat | → Karate | → Softball |
| → Adaptive Swimming | → Esports | → Kickball | → Spikeball |
| → Adaptive Track & Field | → Fencing | → Lacrosse | → Swimming |
| → Baseball | → Fishing | → Mixed Martial Arts | → Taekwondo |
| → Basketball | → Flag Football | → Motocross | → Tennis |
| → Beach Volleyball | → Football | → Mountain Biking | → Track & Field |
| → Beep Baseball | → Goalball | → Muay Thai | → Volleyball |
| → BMX | → Golf | → Pentathlon | → Wakeboard |
| → Bodybuilding | → Grappling | → Rugby | → Wheelchair |
| → Bowling | → Horseshoe | → Running | → Basketball |
| → Boxing | → Gymnastics | → Skateboarding | → Wrestling |



MARCH 2025

Savannah Bananas
at Truist Park



JULY 2025

MLB All-Star Game
at Truist Park



FEBRUARY 2028

Super Bowl LXII at
Mercedes Benz Stadium



JUNE - JULY 2025

FIFA Club World Cup at
Mercedes Benz Stadium

JUNE - JULY 2026

FIFA World Cup at
Mercedes Benz Stadium



MARKETING & ADVERTISING



Destination: Cobb
EAST COBB DOWNTOWN OFFICE EAST COBB

Come & Play with Us!

Cobb is a county of culture, diversity, and hospitality. With chef-inspired eateries, world-class entertainment, shopping, hiking trails, neighborhood parks, indoor and outdoor nightlife, festivals, breweries, and museums, it's easy to see why Cobb County is Atlanta's sweet spot.

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TRAVEL & TOURISM
Atlanta's Sweet Spot

[The BEST of Atlanta is here! Start planning your adventure: TravelCobb.org](https://www.TravelCobb.org)



Destination: Cobb
DOWNTOWN'S HOT SPOT: CHATTAHOOCHEE RIVER NATIONAL RECREATION AREA

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DESTINATION - COBB: AUSTELL'S HOT SPOT: FROG ROCK BREWERY
FOLLOW - @FROGROCKBREWERY

Come & Play with Us!

Come visit the city of Austell, located in Cobb County. Spend an afternoon sipping, strolling, and shopping around Pat Maxwell's Place, an urban farm kitchen and gathering spot. If you're looking for the best donuts in Cobb, then head to Dough in the Box (voted Best Cobb Donuts) or try the mouthwatering pit-cooked barbeque at Wallace BBQ. Peruse the downtown area with its many antique shops and boutiques. Then settle in with a local brew at Frog Rock Brewery where you can kick back on the expansive patio or enjoy live music at the outdoor music stage. There's something for everyone in Austell making it easy to see why Cobb is Atlanta's Sweet Spot. [Start planning your adventure: TRAVELCOBB.ORG](https://www.TravelCobb.org)

Austell
Georgia Power

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 TROOP MEET AT THE BOWLING ALLEY
 THE LOCAL CAFE BEER TASTING
 NEW THE COUNTRY BLEND
 THE PLACE WITH WATER PARK
 THE PLACE WITH CLIMBING WALL
 LOTS OF ACTIVITIES
 COMFORTABLE AND COZY SEAT IN ALL
 NEW ARTS CENTER
 THE TRAIL BEGS IN THE COUNTRY TRAIL
 CRAFTSBOARDS BEER
 THE BEST OF ATLANTA CULTURE



MABLETON'S HOT SPOT - RIVERSIDE EPICENTER

Meet & Greet's made SWEET

Destination: Cobb

From major trade shows and sports tournaments to intimate family reunions and weddings, events hosted in Cobb County are always **SWEET!** Located in the City of Mableton, just minutes northwest of Atlanta, Riverside Epicenter is a one of a kind facility. Its 113,000 square feet of meeting space includes a SoundStage Theatre, Grand Ballroom, Atriums, Conference Room, Recording Studio, and more.

[Plan your meeting in Atlanta's Sweet Spot. >>>>>>>>](https://www.TravelCobb.org)

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Destination: Cobb
ACWORTH'S HOT SPOT: LAKE ACWORTH

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BLOGS

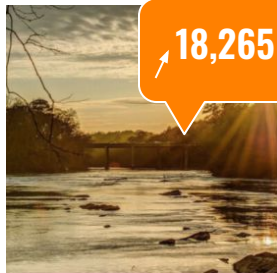


29,258

ATLANTA'S SWEET SPOT FOR HOLIDAY LIGHTS

From high-tech light shows to traditional holiday decor, a visit to these 12 Cobb County light displays will make 2021 the sweetest holiday season yet! >

[read more](#)

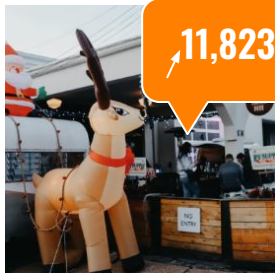


18,265

HOW TO SHOOT THE HOOCH

Want to "Shoot the Hooch," but not sure how? Whether you decide to B.Y.O.T. (bring your own tube) or use a rental service, this guide will equip you with everything you need to know

[> read more](#)



11,823

HOLIDAY POP-UP BARS IN COBB

Indulge in the spirit of the season at Cobb's holiday-themed pop-up bars! From festive cocktails to whimsical winter décor, friends and families are sure to be merry at these magical establishments.

[> read more](#)

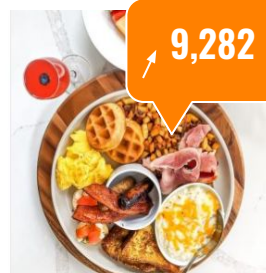


9,327

TOP 10 THINGS TO DO IN COBB

Cobb is Atlanta's Sweet Spot for thrill-seekers, beach bums, sports fanatics, & connoisseurs of culture

[> read more](#)



9,282

BEST BRUNCH SPOTS IN COBB

Looking for the best brunch in Atlanta's sweet spot? These unique eateries are serving up a delicious array of sweet and savory flavors in creative ways. So wake up, grab some friends, and get your

[> read more](#)

50 TOTAL WITH 2 NEW BLOGS IN FY24

• TOP SWEET SPOTS FOR SUMMERS IN COBB

• HOLIDAY POP-UP BARS IN COBB

Cobb Arts VIBE



The City of Acworth is developing a Public Arts Master Plan to create a roadmap for how to implement and enjoy public art that celebrates Acworth's unique spirit and creativity



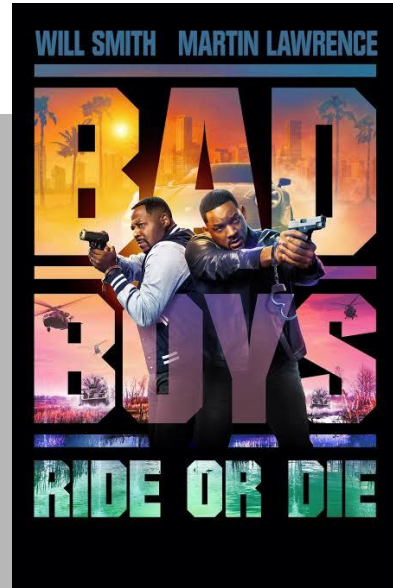
Marietta Theatre Company's production of Real Housewives of Marietta received the award for Best New Play Or Musical (Non-Professional) in the 2023 BroadwayWorld Atlanta Awards.



South Cobb Arts Alliance and the City of Powder Springs collaborated on a bicycle-themed public art venture. Five steel bicycle sculptures were hand painted by local artists and mounted throughout downtown Powder Springs.

COBB TAKES A STARRING ROLE

> 60 FILM REQUESTS IN 2023



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