

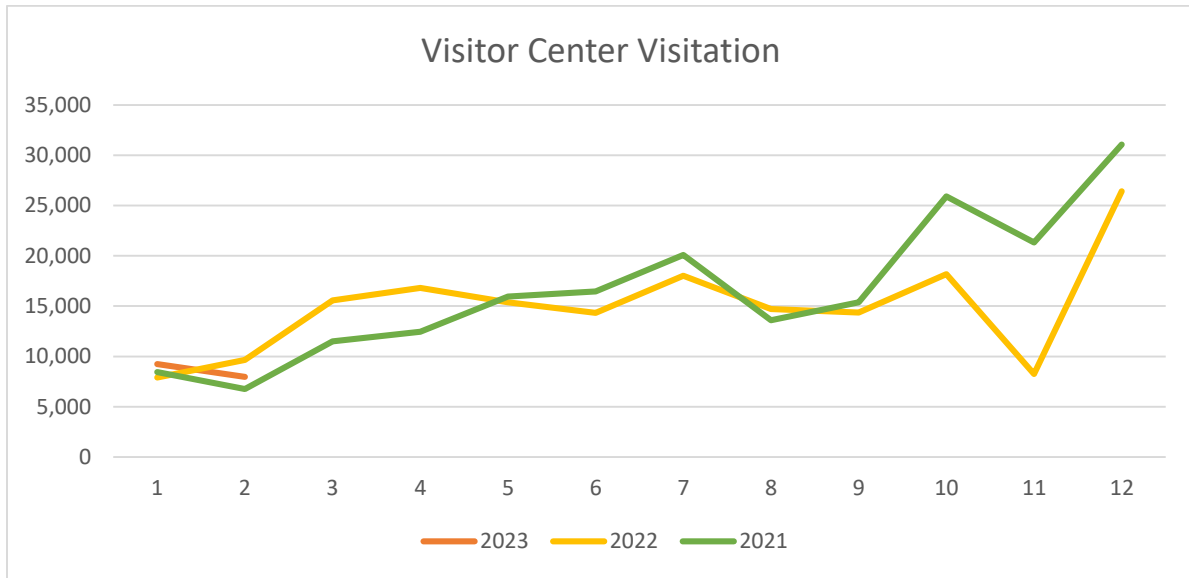


Dahlonega-Lumpkin County
Convention and Visitors Bureau
2023 City of Dahlonega Q1 Tourism Report
March 20,2023

- Visitor Center Updates
 - 2023 Monthly Visitation (Appendix 1)
 - January - 9,250
 - February - 7,958
 - March -
 - Bathroom Updates
 - Punch list items have been completed.
 - The floors were recently deep-cleaned, and an additional coat of epoxy was added.
- Marketing Initiatives
 - Digital Marketing Concentration
 - Paid Search, Native Retargeting, and Content Activation
 - Google – Using Top Paid Search Keywords. (Appendix 2a)
 - Landing Pages for website – Average Session Duration (ASD) is 2:29 (Appendix 2b)
 - Currently targeting Asheville and Helen with our keywords.
 - Website Traffic and Analytics
 - Website Traffic (Appendix 2c)
 - January 2023 - 36,191 sessions
 - February 2023 – 36,840 sessions
 - How are people finding us? (Appendix 2d)
 - Google Search is the number one way.
 - Organically
 - Things to watch.
 - Bing Searches and Yahoo Searches
 - Where are people coming from? (Appendix 2e)
 - Print Advertising (Appendix 3a and 3b)
 - The Tourism Team has begun to purchase ads for FY23. Currently we've bought ads in Southern Living, Blue Ridge Digest, Georgia Visitor Fun Map, Discover Georgia Outdoors.
 - Billboard Campaign (Appendix 4)
 - Static Billboards: Ringgold, GA (I-75 S), Byron, GA (I-75 N), Birmingham, AL (I-20 E), and Greenville, SC (I-85 S)
 - Digital Billboards: We will have another billboard on I-20 Exit 199 during Augusta National's.
 - We are currently designing these billboards.
 - Public Relations
 - 2023 Southern Livings Best Small Town of Georgia
 - 2023 Southern Livings Best Small Town of the South (Dahlonega #4)
 - Top 150 Small Towns to Visit in America (Dahlonega #12)
 - Fox 5 news Good Day Atlanta– Chocolate Crawl Coverage
 - Georgia Trend – Chocolate Crawl article
 - The Travel – Most Beautiful Towns in Georgia to Visit (Dahlonega #10)

- Marketing Initiatives (cont.)
 - Television and Radio
 - PBS and GPB
 - “A Fork in the Road” episode aired on February 11
 - “Wine First” Episode – Will air in May.
- Professional Development
 - Georgia Association of Convention and Visitors Bureau (GACVB) Annual Conference – Albany, GA
 - Was asked to sit on a panel that highlighted building a positive relationship with your Municipalities and funding partners.
 - Northeast Georgia Mountain Travel Association (NEGMTA) Winter Chautauqua – Young Harris, GA
- Partnerships
 - The Tourism Board of Directors has picked two representatives to work with the Dahlonega Lumpkin County Chamber of Commerce Review Committee.
 - The Dahlonega Lumpkin County Chamber of Commerce has created a collaborative meeting with Dahlonega Development Authority, Main Street, and Lumpkin County Development to keep us all working together.

APPENDIX 1: VISITOR CENTER MONTLY VISITATION



APPENDIX 2a: KEYWORDS

Top Paid Search Keywords

	Search keyword	Impressions	Clicks	CTR
1.	things to do in dahlonega ga	1,324	566	42.7%
2.	dahlonega georgia	1,560	371	23.8%
3.	dahlonega	1,899	306	16.1%
4.	best hikes in georgia	3,371	190	5.6%
5.	ga	1,815	88	4.8%
6.	things to do	179	19	10.6%
7.	fun things to do in helen ga	301	16	5.3%
8.	helen georgia things to do	425	9	2.1%
9.	nc travel	131	7	5.3%
10.	things to do in north georgia	240	6	2.5%

APPENDIX 2b: LANDING PAGES

All Landing Pages

	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1.	/things-to-do/	1,662	11%	00:02:55
2.	/	278	22%	00:03:30
3.	/things-to-do/attr...	258	41%	00:02:42
4.	/restaurants/	169	82%	00:00:13
5.	/events/	69	87%	00:00:03
	Grand total	2,939	30%	00:02:29

APPENDIX 2c: WEBSITE TRAFFIC

January 2023 Traffic up slightly from 2022 levels.

Sessions
36,191
 ↑ 23.7%



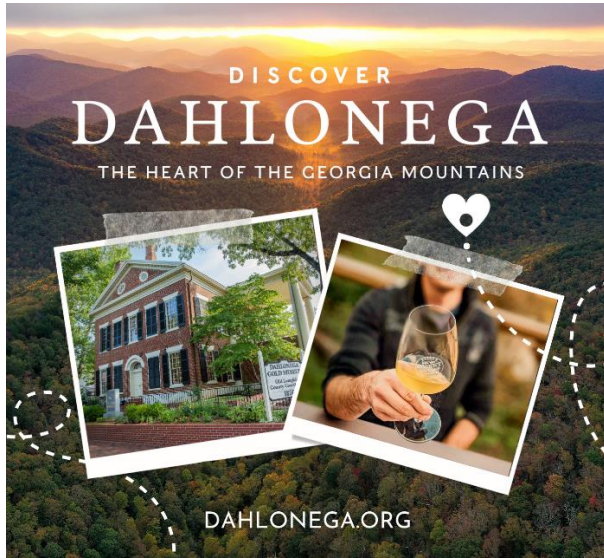
APPENDIX 2d: HOW PEOPLE ARE FINDING US?

	Source/Medium	Sessions	% Δ	Avg. Session Duration	% Δ
1.	google / organic	18,759	20.0% ↑	00:02:50	-0.1% ↓
2.	(direct) / (none)	7,307	3.8% ↑	00:01:57	-9.4% ↓
3.	google / cpc	2,939	32,555.6% ↑	00:02:29	-
4.	mediaone / native	1,909	21,111.1% ↑	00:00:32	241.4% ↑
5.	teгна / extendedreach	1,454	-	00:00:05	-
6.	bing / organic	803	13.1% ↑	00:04:19	10.7% ↑
7.	yahoo / organic	489	16.2% ↑	00:03:27	4.0% ↑
8.	duckduckgo / organic	450	30.1% ↑	00:03:39	6.1% ↑
9.	m.facebook.com / referral	309	-85.1% ↓	00:00:46	104.5% ↑

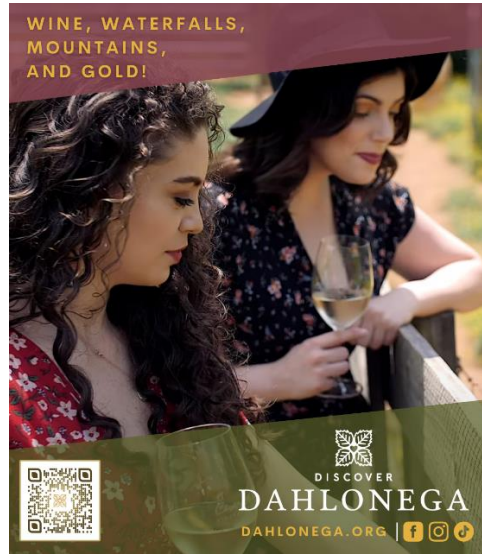
APPENDIX 2e: WHERE ARE PEOPLE COMING FROM?

Order	Destination Marketing Area	Target or Non-Target Area
1	Atlanta, Ga	Target
2	Birmingham (Anniston & Tuscaloosa), AL	Target
3	Chicago, IL	Non-Target
4	Greenville-Spartanburg-Asheville-Anderson	Target
5	Washington, DC (Hagerstown MD)	Non-Target
6	Tampa – St. Petersburg (Sarasota), FL	Target
7	Orlando – Daytona Beach – Melbourne, FL	Non-Target
8	Nashville, TN	Target
9	New York, NY	Non-Target
10	Charlotte, NC	Non-Target

Appendix 3: Print Advertising.



3a: Southern Living April Issue



3b: Blue Ridge Digest

Appendix 4: Billboard Campaign



