



Dahlonega-Lumpkin County
Convention and Visitors Bureau
2023 Q2 Tourism Report
June 30, 2023

I. Visitor Center Updates

○ 2023 Monthly Visitation (Appendix 1)

- January - 9,250
- February - 7,958
- March - 16,982
- April - 15,040
- May - 16,677
- June - 15,674

○ Year to Date Visitation

- **FY23- 81,527**
- FY22- 76,675
- FY21- 71,599

II. Marketing Initiatives

○ Passive Marketing & Advertising (**Appendix 2a, 2b, 2c**)

- Connect-TV Commercials
 - Through our partnership with Premion/Tegna and 11 Alive we have started to focus on retargeting people to our website.
- Print Advertising
 - We have continued to purchase ads in a few publications in Q2. Some of these publications are: Southbound, Oxford American, Maps of the Blue Ridge Mountains.
- Billboards
 - The Marketing Team again placed 3 Digital Billboards during the Augusta National at Exit 199 on I-20E.

○ Digital Marketing Concentration

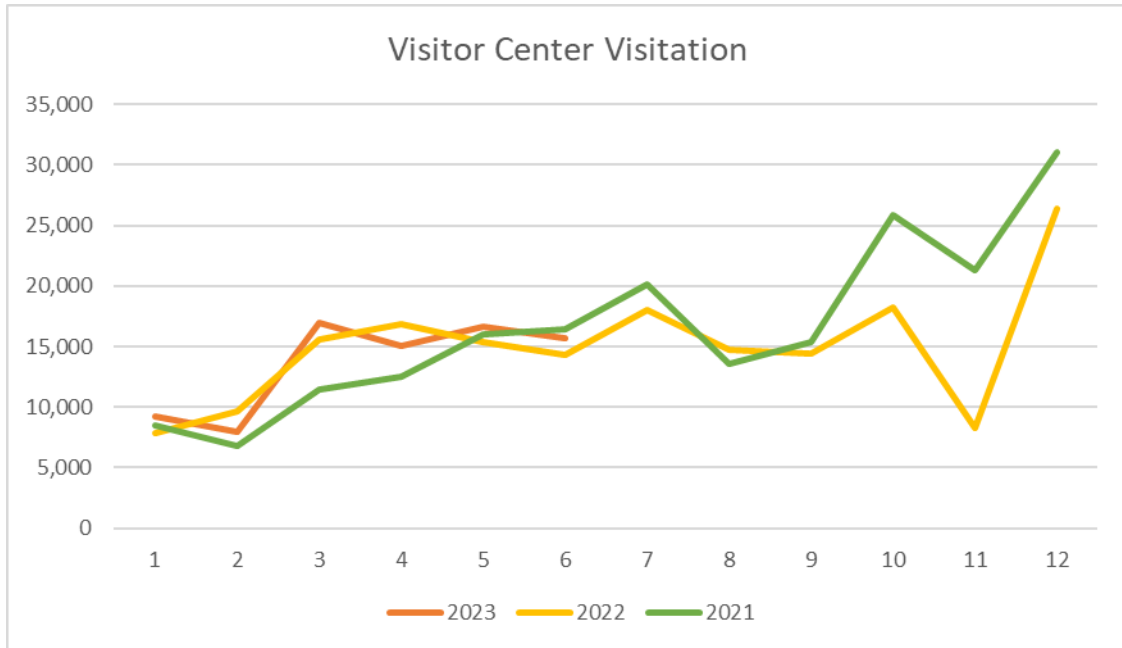
- Paid Search, Native Retargeting, and Content Activation
 - Google – Using Top Paid Search Keywords. (**Appendix 3a**)
 - Landing Pages for website (**Appendix 3b**)
 - “Things to do” is our most visited page on website.
 - Our Average Session Duration continues to do well.
- Website Traffic and Analytics
 - Website Traffic
 - **April 2023- 48,505**
 - **May 2023- 46,622**
 - **June 2023- 60,125**
 - Source and Medium of how people are finding us? (**Appendix 3c**)
 - Google is still our best Organic Traffic
 - Where do our visitors come from? (**Appendix 3d**)

○ Public Relations

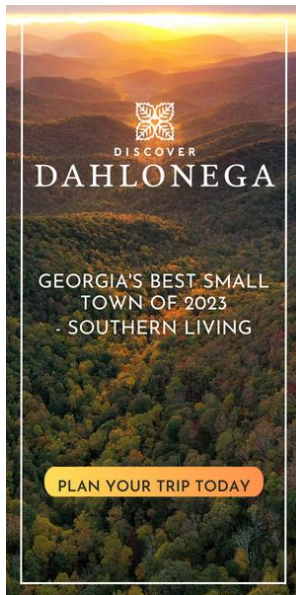
- *Fox 5 news* - How to celebrate Mother’s Day in Atlanta? (Mother’s Day Crawl)
- *iHeart Radio* – Named one of America’s Most Beautiful Mountain Towns.
- *iHeart Radio* – Best Historic Town in the State
- *World Atlas* – 6 Most Underrated Town in the Appalachians
- *World Atlas* – 12 Coolest Small Towns to Vacation in Georgia
- *Medium* - Tour around Historic Towns of Dahlonega, GA
- *Yahoo Life* – 15 Best Places to Visit in Georgia
- *MSN*- 10 Georgia Towns That are Underrated and Unexpectedly Awesome

- Building a Visitor Profile of Dahlonega and Lumpkin County
 - Arrivalist Geofencing (**Appendix 4a**)
 - Through our partnership with Premion/Tegna and 11 Alive we have created a geofence over Dahlonega and Lumpkin County that is allowing us to track our visitors.
 - Visitors Dwell time (**Appendix 4b**)
 - We have also been tracking visitors' dwell time around Dahlonega.
 - This marketing initiative allows us to capture roughly about 45% of the people that visit the square and measure whether they stay 2-hours (Day trippers) or 12-hours (Overnight guest).
 - Through this research we have discovered that 1/3 of the people that visit Dahlonega stay overnight.
 - STR Reports (**Appendix 4c**)
 - We have recently purchased monthly Smith Travel Research (STR Reports) that allows us to track occupancy reports of our hotels that report to Smith Travel Research.
 - We hope to encourage more overnight accommodations to utilize STR so we can continue to provide data, this will allow us to have a more general synopsis of occupancy numbers.
 - STR Reports focus on Occupancy Levels, Average Daily Rate, and Revenue Per Available Room.
- III. Professional Development and Tourism Staff updates
- Sam McDuffie attended a Tourism Roundtable discussion in Savannah during National Travel and Tourism Week. Several State elected officials and many Destination Marketing Organizations were present for the Roundtable Discussion.
 - C.C. Felty (Year 1) and Sam McDuffie (Year 2), attended the Southeast Tourism Society's Marketing College in Macon. We gained a lot of knowledge and look forward to implementing it in the coming months.
 - Laura Lathem, Visitor Center Manager celebrated her 15th Work Anniversary.
 - We hired a new full-time employee, Elizabeth Brown, who will be serving as our Social Media Content Specialist.
- IV. Partnerships
- Working closely with the Dahlonega Development Authority and Main Street Team on future Tourism Product Development ideas.
 - We will continue to work with the Georgia 400 Hospitality Highway committee.

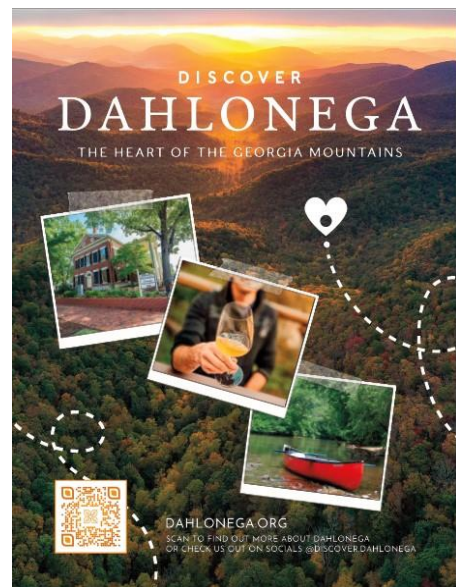
APPENDIX 1: Visitor Center



Appendix 2: Passive Marketing/Advertising



Appendix 2a: 11 Alive Retargeting Content



Appendix 2b: Oxford American

Appendix 2: Passive Marketing/Advertising (cont.)



Appendix 3a – Keyword Search

Top Paid Search Keywords

	Search keyword	Impressions	Clicks	CTR
1.	best hikes in georgia	8,009	462	5.8%
2.	dahlonega	2,971	437	14.7%
3.	things to do in dahlonega ga	1,117	377	33.8%
4.	dahlonega georgia	1,560	271	17.4%
5.	fun things to do in helen ga	1,793	98	5.5%
6.	things to do in north carolina	1,419	89	6.3%
7.	ga	1,355	88	6.5%
8.	helen georgia things to do	1,323	54	4.1%
9.	things to do around helen ga	507	31	6.1%
10.	nc things to do	309	24	7.8%
11.	things to do	359	14	3.9%
12.	north carolina attractions	213	13	6.1%

Appendix 3: Digital Marketing (Cont.)

Appendix 3b: Landing Pages

	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1.	/things-to-do/	2,023	12%	00:02:50
2.	/events/festivals-...	401	54%	00:01:10
3.	/	391	21%	00:02:59
4.	/articles/post/the-...	187	57%	00:02:05
5.	/restaurants/	151	79%	00:00:35
	Grand total	3,900	31%	00:02:17

Appendix 3c: Source/Medium of how people are discovering us.

	Source/Medium	Sessions	% Δ	Avg. Session Duration	% Δ
1.	google / organic	26,402	48.4% ↑	00:02:28	-2.6% ↓
2.	(direct) / (none)	9,152	-14.5% ↓	00:02:04	72.4% ↑
3.	google / cpc	3,900	126.0% ↑	00:02:17	-13.0% ↓
4.	mediaone / native	2,060	158.5% ↑	00:00:43	44.4% ↑
5.	bing / organic	1,204	11.6% ↑	00:03:45	-4.0% ↓
6.	yahoo / organic	648	-4.0% ↓	00:03:09	-14.5% ↓
7.	tegna / extendedreach	561	-	00:00:07	-
8.	duckduckgo / organic	559	2.8% ↑	00:03:16	-2.9% ↓
9.	travelandleisure.com / ref...	209	137.5% ↑	00:02:57	56.4% ↑

Appendix 3d: Where people are coming from?

Metro	Targeted/Not Targeted Destination
Atlanta	Targeted
Tampa – St. Petersburg	Not Targeted
Greenville-Spartanburg-Asheville-Anderson	Targeted
Washington, DC	Not Targeted
Birmingham (Ann and Tusc, AL)	Targeted
Orlando-Daytona Beach – Melbourne, FL	Not Targeted
Chicago, IL	Not Targeted
Charlotte, NC	Not Targeted
Raleigh-Durham (Fayetteville, NC)	Not Targeted
Nashville, TN	Targeted

Appendix 4a: Visitor Profile – Visitation by US Market Cluster

DMA Name	Arrivals	Visitors	% of Total Arrivals	Repeat Visit Ratio	Average time in Destination (Days, Hours)
Atlanta	5620	3914	47.10%	30%	19 Hours, 12 Minutes
Birmingham	917	637	7.70%	31%	1 Day, 2 Hours, 46 Minutes
Greenville/Spartanburg/Asheville/Anderson	728	553	6.10%	24%	20 Hours, 8 Minutes
Chattanooga	403	335	3.40%	17%	16 Hours, 10 Minutes
Macon	353	317	3.00%	10%	23 Hours, 35 Minutes
Tampa/Saint Petersburg	267	257	2.20%	4%	1 Day, 2 Hours, 1 Minute
Augusta	242	212	2.00%	12%	1 Day, 1 Hour, 7 Minutes
Huntsville/Decatur/Florence	237	198	2.00%	16%	1 Day, 4 Hours, 5 Minutes
Jacksonville-Brunswick	232	200	1.90%	14%	1 Day, 3 Hours, 5 Minutes
Oriando/Daytona Beach/Melbourne	220	210	1.80%	5%	1 Day, 2 Hours, 18 Minutes
Columbus-Ga	204	176	1.70%	14%	21 Hours, 49 Minutes
Savannah	184	172	1.50%	7%	1 Day, 1 Hour, 18 Minutes
Nashville	161	136	1.30%	16%	1 Day, 2 Hours, 2 Minutes
Tallahassee/Thomasville	155	141	1.30%	9%	23 Hours, 5 Minutes
Charlotte	135	116	1.10%	14%	21 Hours, 19 Minutes
Mobile/Pensacola/Fort Walton Beach	134	120	1.10%	10%	1 Day, 3 Hours, 4 Minutes
Knoxville	126	107	1.10%	15%	21 Hours, 45 Minutes
Albany-Ga	121	103	1.00%	15%	1 Day, 6 Hours, 30 Minutes
Montgomery/Selma	119	103	1.00%	13%	1 Day, 2 Hours, 31 Minutes
Columbia-Sc	80	66	0.70%	18%	1 Day, 3 Hours, 15 Minutes

Appendix 4b: Visitor Profile – Dwell Time (Day Trippers vs. Overnight guest)

2 Hour Dwell Time

DMA	Impressions	Visitors
Atlanta	520,796	29,256
Greenville/Spartanburg/Asheville...	125,791	2,750
Birmingham	1,103	958
Chattanooga	93,823	605
Locations outside of DMA boun...	22,458	106
Augusta	34,904	103
Lexington	492	68
Knoxville	2,292	28
Nashville	3,942	26
Columbus-Ga	686	19
Macon	1,662	13
Grand total	821,466	34,007

12 Hour Dwell Time

DMA	Impressions	Visitors
Atlanta	520,796	10,437
Greenville/Spartanburg/Asheville/Ande...	125,791	981
Birmingham	1,103	342
Chattanooga	93,823	216
Locations outside of DMA boundaries	22,458	38
Augusta	34,904	37
Lexington	492	25
Knoxville	2,292	10
Nashville	3,942	9
Columbus-Ga	686	7
Macon	1,662	5
Grand total	821,466	12,147

Appendix 4c: STR Reports – Occupancy / Average Daily Rate (ADR) / Revenue Per Available Room (RevPAR)

Occupancy (%)	2023				
	Jan	Feb	Mar	Apr	May
This Year	42.2	50.0	58.2	57.9	55.2
Last Year	38.9	47.3	55.2	57.5	51.0
Percent Change	8.5	5.7	5.4	0.6	8.2

ADR	2023				
	Jan	Feb	Mar	Apr	May
This Year	124.60	133.26	133.78	142.77	156.80
Last Year	112.16	123.00	127.80	139.20	145.14
Percent Change	11.1	8.3	4.7	2.6	8.0

RevPAR	2023				
	Jan	Feb	Mar	Apr	May
This Year	52.63	66.57	77.87	82.64	86.58
Last Year	43.65	58.13	70.58	80.06	74.09
Percent Change	20.6	14.5	10.3	3.2	16.9