



Dahlonega-Lumpkin County
Convention and Visitors Bureau
2021 Q1 & Q2 Tourism Report
6/30/2024

1. MARKETING INITIATIVES

• **Pillar I: Market our Destination**

- *Passive Marketing* (Printed ads in Publications, Billboards)
 - Printed Ads Purchased (**Appendix 1a**)
 - Good Grit Magazine, Mountain Traveler, Oxford America, Smoke Signals, and Savor Georgia.
 - Billboards (**Appendix 1b**)
 - I-75: Valdosta, I-16: Statesboro, I-85/I-185 Merge: Hogansville, I-20: Birmingham
 - Digital during the Augusta National (Masters), exit 199
- *Digital Marketing* (Social Media, Paid Search, Website)
 - Google Tracked Clicks, Bing Tracked Clicks, and Native Retargeting
 - Bing (**123%** increase in website traffic)
- *Consumer Marketing* (Radio, TV, and Film)
 - Georgia Public Broadcasting partnership.
 - Radio Advertising in Knoxville, TN, Cleveland, GA (Chocolate Crawl & Bear on the Square).
 - WSB Atlanta Interview & Fox 5 Good Day Atlanta

• **Pillar II: Knowing our Guest.**

- Through our partnership with Zartico, we've been able to count 74,934 devices to observe where our guests are coming from, their spending habits, and their movement around our destination.
- The top 10 Destination Marketing Areas (DMA) are:
 - Atlanta, Birmingham, Greenville, Macon, Chattanooga, Tampa, Orlando, Jacksonville, Augusta, Savannah
 - Our biggest daily spenders are the city of Jacksonville and Augusta.
- We are tending to have a 50/50 split between in- and out-of-state guests.

• **Pillar III: Welcoming Our Guest (Visitor Center Updates)**

- *2024 Monthly Visitation (Appendix 2)*
 - January – 9,090 (FY23:9,250 /FY22: 7,899 /FY21: 8,464)
 - February – 10,466 (FY23: 7,958 / FY22: 9,673 / FY 21: 6,760)
 - March – 12,413 (FY23: 16,928 // FY22: 15,585 // FY21: 11,492)
 - April – 16,059 (FY23: 15,040 // FY22: 16,810 // FY21: 12,460)
 - May – 14,104 (FY23: 16,677 // FY22: 15,378 // FY21: 15,966)
 - June – 15,895 (FY23: 15,674 // FY22: 14,330 // FY21: 16,457)
- *Year to Date Visitation (6/30/24)*
 - FY24- 78,027
 - FY23- 81,527
 - FY22- 79,675
 - FY21- 71,599

• **Pillar IV: Community Outreach**

- Tourism Works Here Luncheon
- National Travel and Tourism Week
- Lumpkin County Newcomers
- Noon Rotary Club
- Leadership Lumpkin Tourism Day Presentation

1. **Public Relations**

• **Public Relations**

- January
 - *Travel + Leisure*: 12 Cozy Girl Trips to Take this Winter
 - *World Atlas*: 7 Most Memorable Small Towns in Georgia
- February
 - *WAGA-TV (Fox 5 ATL)*: Live Segment regarding upcoming events in Dahlonega
 - *USA Today 10 Best*: Hidden Gems: 10 Best Small-Town Museums across the US
 - Chocolate Crawl PR: Many Outlets
- March
 - *Atlanta Living*: Radio Interview
 - *Columbia County Magazine*: Chocolate Crawl Article
 - Hosted Travel Writer Renata Parker from *Greenville Talk*. The article will be out in August
- April
 - *Southern Living*: The 18 Most Beautiful Places in Georgia.
 - *Southern Living*: The Best Southern Destinations for a Mother-Daughter Weekend Away
- May
 - *365 Atlanta Traveler*: The Dahlonega Arts and Wine Festival
 - *The Travel*: 9 Most Charming Appalachia Towns to Visit
- June
 - *Wine Enthusiast*: North Georgia's Wine Country Experiencing a Metamorphosis
 - *The Points Guy*: The Best places to see Fourth of July Fireworks
 - *Travel + Leisure*: 10 Best Mountain Towns in Georgia

1. **Professional Development and Tourism Staff updates**

- STS Marketing College
 - C.C. Felty completed Year 2
 - Sam McDuffie Completed Year 3 and will graduate from the program in September.
- Attended the Georgia Associations Convention and Visitors Bureau Conference in Cartersville.
- DLcCVB Film Committee attended the Entertainment Alliance of Georgia Luncheon to learn about bring film to our community.
- I am working with the Lumpkin County Veterans Association on the "Wall that Heals" traveling Vietnam Memorial exhibit, which will be on the UNG Campus from 10/31/25 to 11/3/24.
- Sam McDuffie attended the Tourism Luncheon and Roundtable discussion in Dekalb County.

APPENDIX 1a: Print



Appendix 1b: Augusta Masters Billboards

2024-04-08 11:22:56



2024-04-08 11:21:06



Appendix 2: Visitor Center

