

# Visitor Impact

**\$29.4**  
MILLION 

Number of local jobs that exist because of McDuffie County tourism **222**

**\$1.21** Million State taxes generated as a result of McDuffie County tourism

Local taxes generated as a result of McDuffie County tourism **\$800** Thousand

**\$247** Amount McDuffie County tax payers save per year per household because of tourism

Source: Georgia Department of Economic Development 2018 Tourism Economic Impact Report.

# Thomson-McDuffie County CVB Board of Directors

Bonnie McCorkle  
Chairman

Alan George  
Vice-Chairman

Richard Harrington  
Hampton Inn

Mark Rodgers  
Hillcrest Farms

Elizabeth Vance  
Executive Director

Lewis Boykin  
McDuffie Public Fishing Area

Caroline Richardson  
Citizen-at-Large

Cheryl D'Carlo  
Comfort Inn

Mandy Barnhart  
Ex-Officio, GDEcD



2019 TOURISM ANNUAL REPORT

# Visitor Profile

Classic South Region

## VISITOR ORIGIN

- Atlanta, Ga
- Augusta, Ga
- Jacksonville, Fl
- Columbia, SC
- Philadelphia, PA



## AVERAGE SPEND

**\$77**  
per person per day

Source: Georgia Department of Economic Development 2018 Classic South Regional Visitor Profile.

# Partnerships

## Regional and Statewide:

The Thomson-McDuffie County CVB leverages our resources by partnering with Explore Georgia on co-op programs, participates with members of the Classic South Travel Association to share ideas and resources, and supports the efforts of the Georgia Association of Convention & Visitors Bureau as they seeks to establish a permanent funding source for statewide destination marketing.

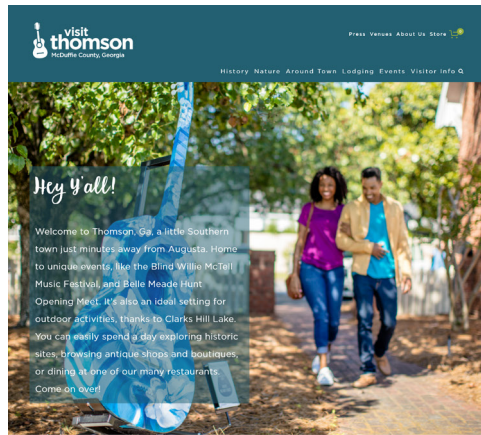
## Nearby Communities:

The Thomson-McDuffie County CVB has partnered with neighboring counties of Warren, Taliaferro, Hancock and Greene to collaborate on a twice a year bus tour of historic rural churches called Historic Pews & Pulpits Ramble. The CVB has also partnered with Warren County on a collaborative event called Bikes & Blues, a 25 and 50 mile bike ride the morning of the Blind Willie McTell Blues Festival.

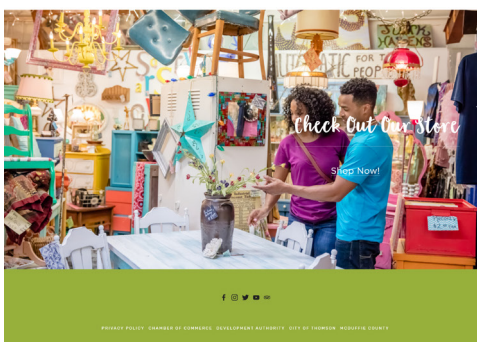
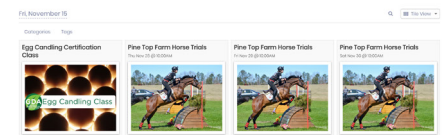
# Digital Media Campaign

## NEW WEBSITE

INCREASE IN WEBSITE TRAFFIC  
**184%**



### Featured Events



NATIVE RETARGETING CLICKS  
**4,019**

## DIGITAL AD EXAMPLE



### Weekend Getaway in Thomson, GA

Only a short drive from Athens, Atlanta, & Augusta, Thomson, GA is a fantastic getaway.

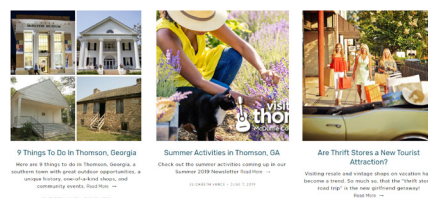
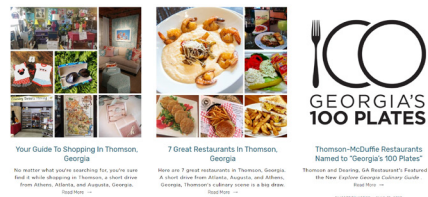
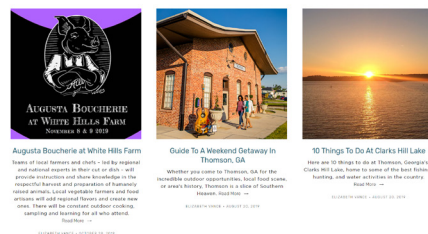
1 MONTH CLICK THRU RATE  
**2,776**

CLICK THRU TO PARTNER SITES  
**796**

## DIGITAL IMPRESSIONS

**564,591**

## NEW TRAVEL BLOG



# Groups & Events



**PACELINE RIDE**, OVER 400 RIDERS CROSSED THE 45 & 100 MILE FINISH LINE AT THE THOMSON-MCDUFFIE GOVERNMENT CENTER.

**AUGUSTA BOUCHERIE** AT WHITE HILLS FARM DEARING, GA BROUGHT 100S OF PATRONS AND CHEFS FROM ACROSS THE COUNTRY.



**AUGUSTA GAELIC SPORTS** BROUGHT 6 TEAMS TO COMPETE IN THE AZALEA CUP TOURNAMENT HELD AT SWEETWATER PARK

**HISTORIC PEWS & PULPITS RAMBLE** BROUGHT OVER 200 VISITORS TO WRIGHTSBORO



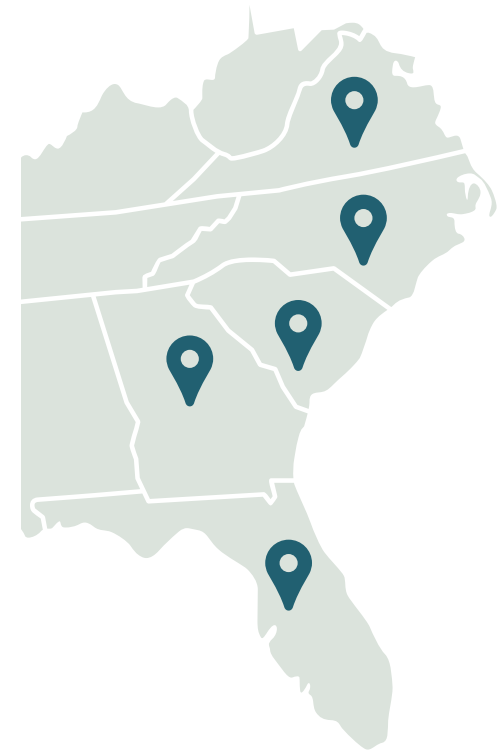
# visitthomsonga.com

Total Sessions

**19,623**

Total Page Views

**32,836**



## Top States of Origin

1. Georgia
2. South Carolina
3. Florida
4. North Carolina
5. Virginia

## Top 5 Pages Visited



## Website Visits by Device

**89%** - mobile  
**8%** - desktop  
**3%** - tablet

