

Visitor Impact

\$28
MILLION



Includes spending related to: Lodging, Food & Beverage, Recreation, Retail, and Transportation.

Number of local jobs that exist because of McDuffie County tourism **343**

\$2.1 Million State & local taxes generated as a result of McDuffie County tourism

\$259 Amount McDuffie County tax payers save per year per household because of tourism

Source: Georgia Department of Economic Development 2020 Tourism Economic Impact Report.

Thomson-McDuffie CVB 2021 Board of Directors

Lewis Boykin
McDuffie Public Fishing Area
Chairman

Trevor Welcher
McDuffie Recreation

Chase Beggs
McDuffie Planning & Zoning
Vice-Chairman

Britney Dyson
Truist Bank

Richard Harrington
Hampton Inn

Bonnie McCorkle
Wrightsboro

Mark Rodgers
Hillcrest Farms

Amy Sutter
White Hills Farm

Kim-Cora Kay
McDuffie Farm Bureau

Ex Officio
Don Powers
Forward McDuffie

Elizabeth Vance
Executive Director



2021 TOURISM ANNUAL REPORT

Visitor Profile

Classic South Region

VISITOR ORIGIN

1. Atlanta, Ga
2. Columbia, SC
3. Savannah, Ga
4. Macon
5. Greenville, Sc

42%
Visiting friends & family*

Oct-Dec
Top season for trip*

AVERAGE SPEND

\$77
per person
day trips*

\$195
per person
overnight trips*



Lives within a drive distance

2.2nts
Average length of stay

Our Mission

“To market and promote Thomson-McDuffie County for the purpose of attracting diverse visitors to grow our economy while serving those visitors with genuine and inclusive hospitality.”



Visitors enjoy an activity at White Hills Farm



Guests mingle at Hillcrest Farm ribbon cutting

*Source: Georgia Department of Economic Development 2020 Visitor Research Executive Summary Georgia, Classic South.

Digital Media Campaign

In 2021, the CVB applied for and was awarded a Marketing Recovery Grant from the Georgia Department of Economic Development. The amount of our award was **\$50,000** and we were able to do a very successful 6 month campaign that allowed us to track people from online ad interaction to actual visits to the community. Some of the results are below.

2021 Website Visits:
83,531



Partner Website Visits:
18,046

Wondering who partners are? Visit the "Around Town" section of our website to see who's listed under shopping, dining & attractions.

Day Trip or Overnight Visits as a Result of Campaign:
3,039



Economic Impact of Those Day Trip and Overnight Visits:
\$268,869

www.visitthomsonga.com

McDuffie Mixers

"Wow! I didn't know that was here!"

The CVB started a new event aimed at McDuffie County residents. The McDuffie Mixer is a networking event designed to help residents get to know our local attractions, and venues. Below are scenes from the 2021 events held at White Hills Farm, Hickory Hill, and Historic Wrightsboro.



Visit our website for 2022 McDuffie Mixer dates and locations!

www.visitthomsonga.com

Film Industry

The CVB acts as a liaison to film and TV production crews. We offer assistance with location scouting, and making connections with local business that can provide services to crews while in the area.



The Mel Gibson spy thriller "Agent Game" filmed for a week at the Thomson-McDuffie County Regional Airport in April 2021.



The Dennis Quaid biopic "The Hill" filmed in several locations in McDuffie County during December 2021 including Historic Wrightsboro and Wire Rd.



The McDuffie County Fire Department (pictured) assisted in rain scenes for both films.