

Visitor Impact

\$33.6
MILLION



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

Number of local jobs that exist because of McDuffie County tourism **367**

\$2.8 Million State & local taxes generated as a result of McDuffie County tourism

\$344 Amount McDuffie County tax payers save per year per household because of tourism

Source: Georgia Department of Economic Development
2021 Tourism Economic Impact Report.

Thomson-McDuffie CVB 2022 Board of Directors

Chase Beggs
McDuffie Planning & Zoning-
Chairman

Britney Dyson
First Citizens Bank
Vice-Chairman

Richard Harrington
Hampton Inn

Kim-Cora Kay
McDuffie Farm Bureau

Trevor Welcher
McDuffie Recreation

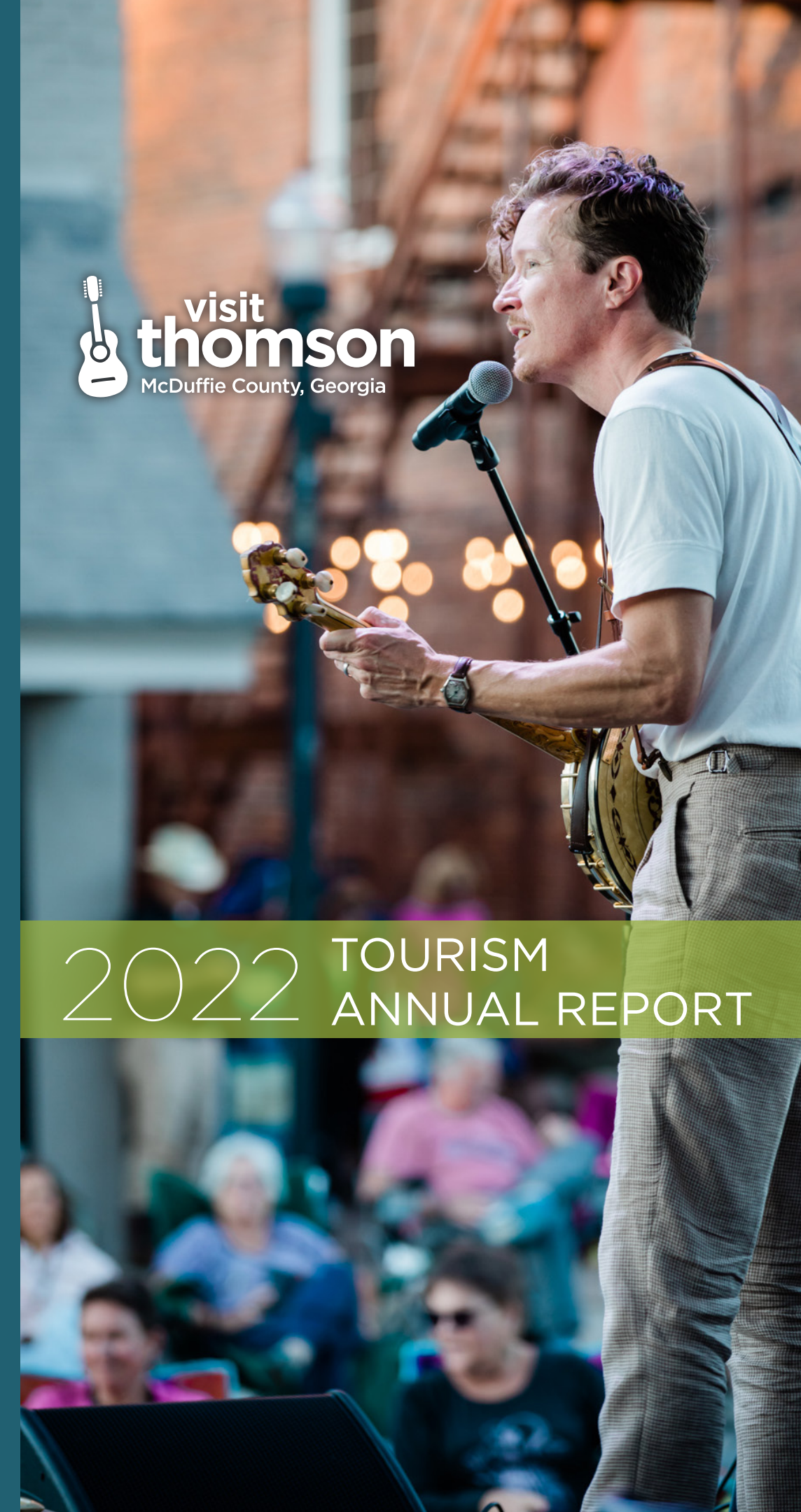
Bonnie McCorkle
Wrightsboro

Amy Sutter
White Hills Farm

Ken Sweet
Highrail, Southern Eatery

Ex Officio
Don Powers
Forward McDuffie

Elizabeth Vance
Executive Director



2022 TOURISM ANNUAL REPORT

Visitor Profile

Central Georgia Region

VISITOR ORIGIN

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

36%
Visiting friends
& family*

Mar-Aug
Top seasons for trip*

AVERAGE SPEND

\$80
per person
day trips*

\$200
per person
overnight trips*



Lives within a
drive distance

3.7nts
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: 2021 Longwoods Travel USA Visitor Profile for Explore Georgia.

Digital Media Campaign

The CVB has continued it's partnership with MediaOne to continue to drive people to our website, to tourism attraction websites, and to visits to the community.

2022 Website Sessions:
92,961

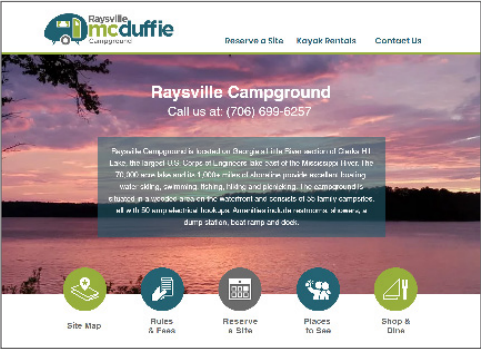


Most clicked on page:
“Plan a Camping Getaway to Clarks Hill Lake”



Partner Website Visits:
+10,000

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



Most visited partner page:
Raysville Campground

Local Events

The CVB has funded the 1. Blind Willie McTell Festival Kickoff Concert, 2. a new mural, guitar, and audio box at the Depot, 3. great new Thomson-McDuffie branded merchandise, 4. hosted the Historic Pews & Pulpits Ramble, 5. & 6. hosted 4 McDuffie Mixer events at different attractions, and 7-11. hosted the World Series Trophy event and partnered with the Chamber for a great evening for families to attend it.

