



visit
thomson
McDuffie County, Georgia



2023 TOURISM ANNUAL REPORT



Visitor Impact

\$34.2
MILLION



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

Number of local jobs that exist because of McDuffie County tourism **334**

\$3.1 Million State & local taxes generated as a result of McDuffie County tourism

\$374 Amount McDuffie County tax payers save per year per household because of tourism

Source: Georgia Department of Economic Development
2022 Tourism Economic Impact Report.

Visitor Profile

Central Georgia Region

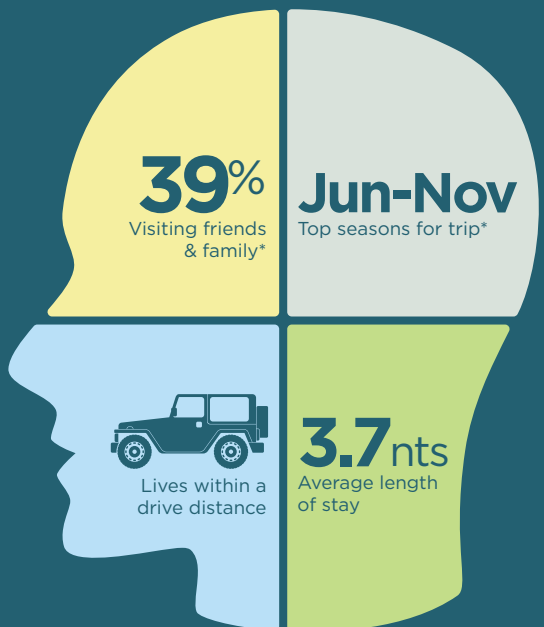
VISITOR ORIGIN

1. Atlanta, Ga
2. Macon, Ga
3. Savannah, Ga
4. Columbus GA
5. Albany, Ga

AVERAGE SPEND

\$85
per person
day trips*

\$215
per person
overnight trips*



*Source: 2022 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.

2023 Website Users:
54,000+



Most clicked
on page:

“Plan a Fall Weekend Filled with Family Fun in Thomson, GA”



Plan a Fall Weekend Filled with Family Fun in Thomson, GA



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 helped bring the following events to our community in 2023.



Tackle Warehouse Invitational MLF Tournament took place on Clarks Hill Lake in February 2023



In June, Bicycle Ride Across Georgia brought over 1000 cyclists to town for an overnight stay and a great concert downtown.



65 of Yelp's Elite Squad spent a hot August day in downtown exploring various shops and restaurants.



Patrons of the Historic Pews & Pulpits Ramble visited and learned about Springfield Baptist Church in October



Sugar Ray and the Bluetones rocked downtown in September to kickoff the 29th Annual Blind Willie Music Festival



Our 2023 Mixers spotlighted the Belle Meade Hunt, the Town of Dearing, MAC on Main, and the Bowdre-Rees-Knox House.

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.”

Thomson-McDuffie CVB 2023 Board of Directors

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Newsletter



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