

Visitor Impact

\$28.1
MILLION 

Number of local jobs that exist because of McDuffie County tourism **217**

\$1.18 Million State taxes generated as a result of McDuffie County tourism

Local taxes generated as a result of McDuffie County tourism **\$770** Thousand

\$245 Amount McDuffie County tax payers save per year per household because of tourism

Source: Georgia Department of Economic Development 2017 Tourism Economic Impact Report.

Thomson-McDuffie County CVB Board of Directors

Bonnie McCorkle
Chairman

Alan George
Citizen-at-Large

Kevin Murphy
Vice-Chairman

Caroline Richardson
Citizen-at-Large

Richard Harrington
Hampton Inn

Cheryl DiCarlo
Comfort Inn

Mark Rodgers
Hillcrest Farms

Mandy Barnhart
Ex-Officio
GDEcD

Lewis Boykin
McDuffie Public Fishing Area

Elizabeth Vance
Executive Director

2018 TOURISM ANNUAL REPORT

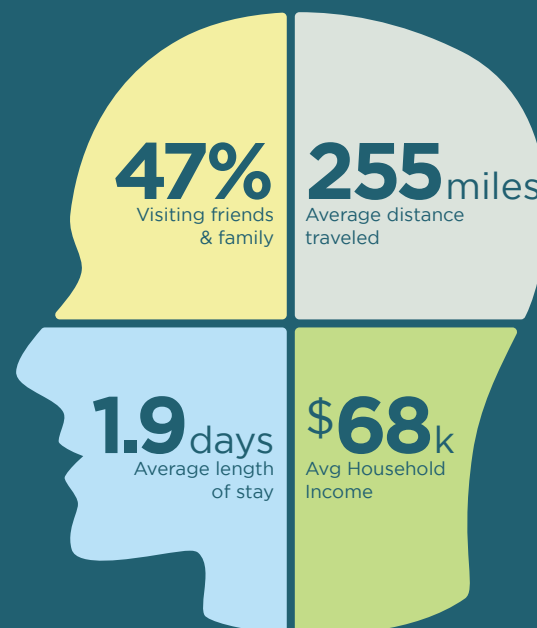


Visitor Profile

Classic South Region

VISITOR ORIGIN

- Atlanta, Ga
- Augusta, Ga
- Jacksonville, Fl
- Macon, Ga
- Savannah, Ga



AVERAGE SPEND

\$75
per person per day

Source: Georgia Department of Economic Development 2017 Classic South Regional Visitor Profile.

Partnerships

Regional and Statewide:

The Thomson-McDuffie County CVB leverages our resources by partnering with Explore Georgia n 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.

2018 Media Placed

	Winter	Spring	Summer	Fall
Thomson McDuffie CVB - Leisure Media Plan				
Southern Distinction Magazine	Half Page Ads			
Augusta Magazine	Quarter Page Ads			
Aiken Magazine				Quarter Page Ad
Lake Oconee Living Magazine	Quarter Page Ads			
Oconee Magazine	Half Page Ads			
Columbia County Magazine		Quarter Page Ad		
CSRA Senior Directory	Full Page Ad			
Fort Gordon Guide	Half Page Ad			
Guide to Georgia		Full Page Ad		
Facebook/Instagram	Event Ads & Boosted Posts			
Google Ads			Ad Words - Raysville Campground & Visit Thomson, GA	
Fairway Billboard - Athens Area	Billboard Aug 2017 - May 2018			
Comcast Spotlight	:30 second TV spot - CSRA Area			
Co-Op Media Plan				
Georgia Travel Guide	Half Page Ad			
Atlanta Magazine			Quarter Page Ad	
Southbound Magazine		Quarter Page Ad		Quarter Page Ad
Explore Georgia Newsletter	Featured Partner Ads			
GPB		:15 second TV spot		
Augusta VIC Window Clings	I-20 Visitor Center Advertising			

Advertising Samples



visitthomsonga.com

Total Sessions
12,027

Total Page Views
24,030



- Top States of Origin
1. Georgia
 2. South Carolina
 3. North Carolina
 4. Florida
 5. Michigan

Top 5 Pages Visited



Website Visits by Device

49% - mobile
43% - desktop
8% - tablet



Public Relations

Travel Writer Visits + Articles

6/13
6 visits / 13 articles

A total of 6 travel writers have visited Thomson-McDuffie County this year. They visited the following locations/events:

1. White Hills Lavender & Herb Farm
2. MAC on Main
3. Aunt Tique & Uncle Junk
4. Steeley's Grill
5. McTell's 12 -String Strut
6. Wrightsboro Historic District
7. Little River Water Trail
8. Blind Willie McTell Blues Festival
9. Historic Pews & Pulpits Ramble

