

*2024 REVIEW  
DAHLONEGA-  
LUMPKIN COUNTY  
VISITORS BUREAU*



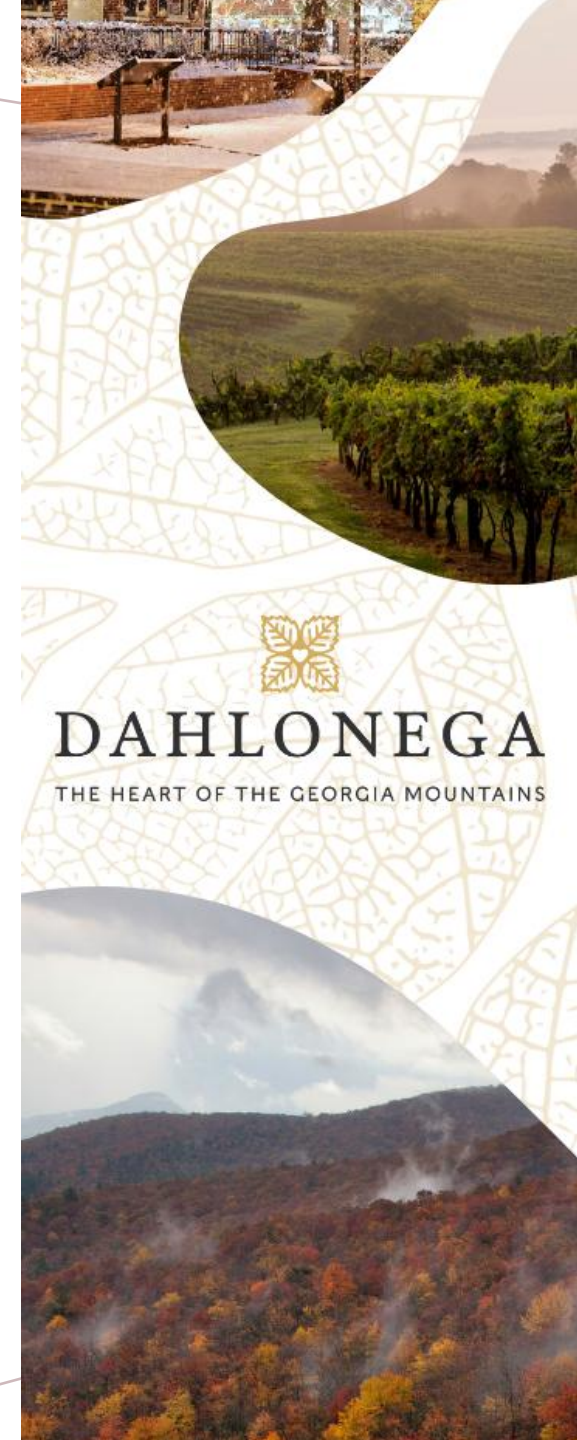
## FOUR PILLARS OF THE DLCCVB

I. Market our Destination

II. Knowing our Guest

III. Welcoming our Guests

IV. Community Outreach



# *PILLAR I: MARKET OUR DESTINATION*

## 1) Passive Marketing

- a) Print Advertising: Purchased Ads in the Oxford American, Savor Georgia, Mountain Traveler, Smoke Signals, Southbound, and Good Grit
- b) Billboards: Birmingham, Valdosta, LaGrange, Savannah, Augusta, GA Hwy 400
- c) Travel Writers from Southern Living & Greenville Talk

## 2) Digital Marketing

- a) Continued to Grow our Social Media Platforms. **133,903** Followers on all Platforms.
- b) Search Engine Optimization using Google & Bing, also focused on Native Retargeting

## 3) Consumer Marketing

- a) We worked with Netflix to bring two significant productions to Lumpkin County.
- b) Partnered with Georgia Public Broadcasting in TV and Radio.

## *PILLAR II: KNOW OUR GUESTS*

- 1) Who is visiting? Where are they traveling from? What is the average spending for visitors? How long are they staying in our destination?
  - a) Creating a marketing plan that focuses more quality rather than quantity of our visitors.
  - b) Following tourism travel trends to support our marketing plan.
  - c) Collect device data to identify types of movement from visitors.
  
- 2) Through Google and Bing Analytics, we are able to gather demographic information of future guests who have visited our website.



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# PILLAR I: KNOW OUR GUEST

## Key Insights

<b>36%</b> <i>% of Devices that are Visitors</i>	<b>24%</b> <i>% of Spend from Visitors</i>	<b>36%</b> <i>Share of Visitor Spend at Local Businesses*</i>
<b>Increase</b> from previous year	<b>Decrease</b> from previous year	<b>Decrease</b> from previous year

Visitors make a **higher share of observations** and **visitors accounted for a lower share of in-market spend** than they did the previous year, indicating **growth in visitation with a contraction in visitor spending** in the Dahlenega, GA tourism economy.

**Source:** Zartico Location and Spend Data, January 1, 2024 - December 31, 2024

**Local Business Spend:** Share of spend that occurs at merchants not classified as Grocery Stores, Gas Stations, Discount Stores (Big Box retail), Parking lots or Fast Food restaurants. The remaining merchants are more likely to be locally owned businesses.



# WHO ARE DAHLONEGA, GA VISITORS



52%  
are 25 - 54 years old



37%  
have an average  
household income **\$100k+**



41%  
have children in  
the household



Image from Discover Dahlonega, Georgia Facebook page

Source: Zartico Spend Data, January 1, 2024 - December 31, 2024

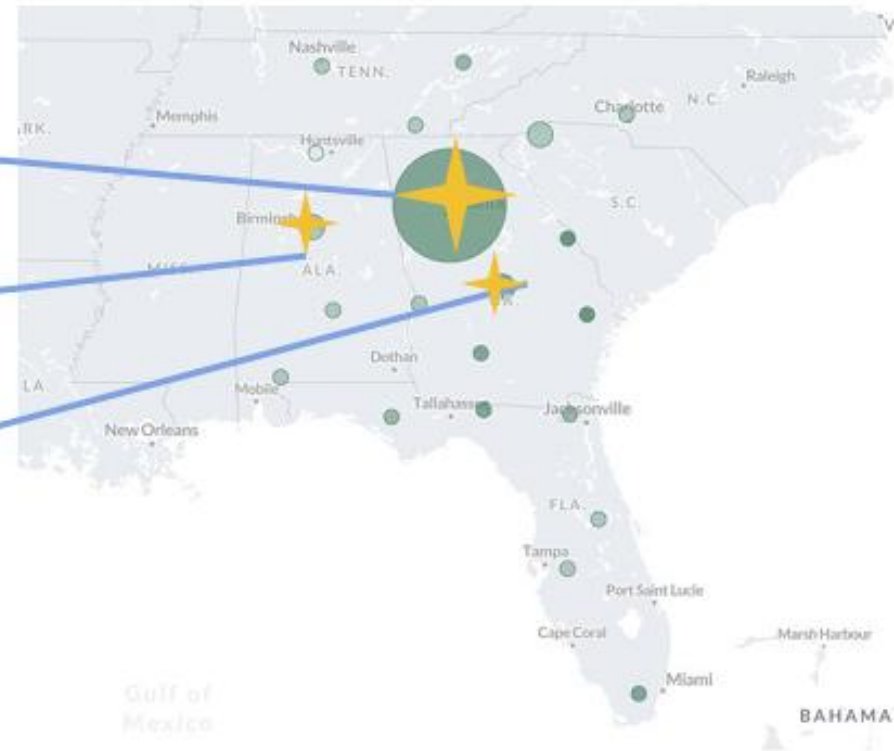
# WHERE ARE VISITORS FROM?

52% of visitors to **Dahlonega, GA** are from **out-of-state**

**Atlanta** represented 32% of visitors and 26% of spend

**Birmingham** represented 8% of visitors and 3% of spend

**Macon** represented 5% of visitors and 6% of spend

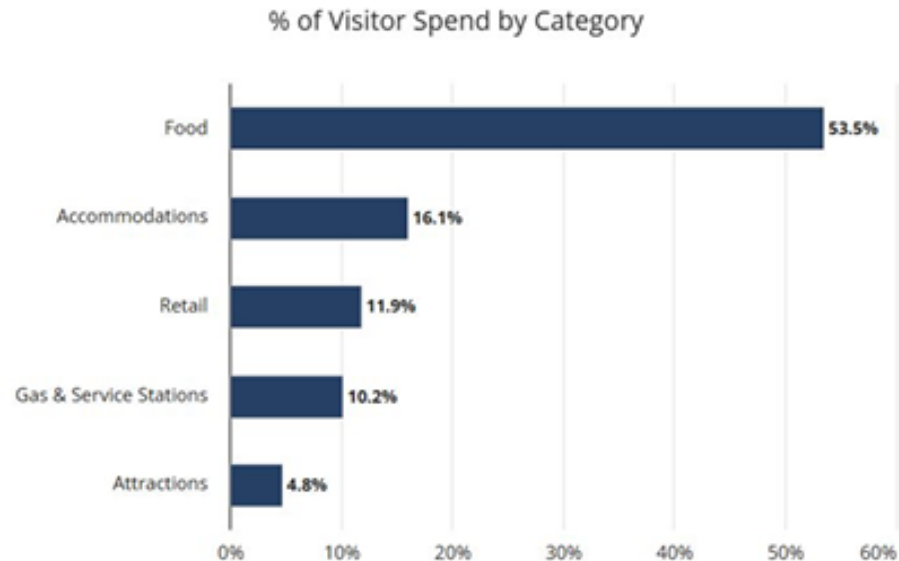


Source: Zartico Location and Spend Data, January 1, 2024 - December 31, 2024

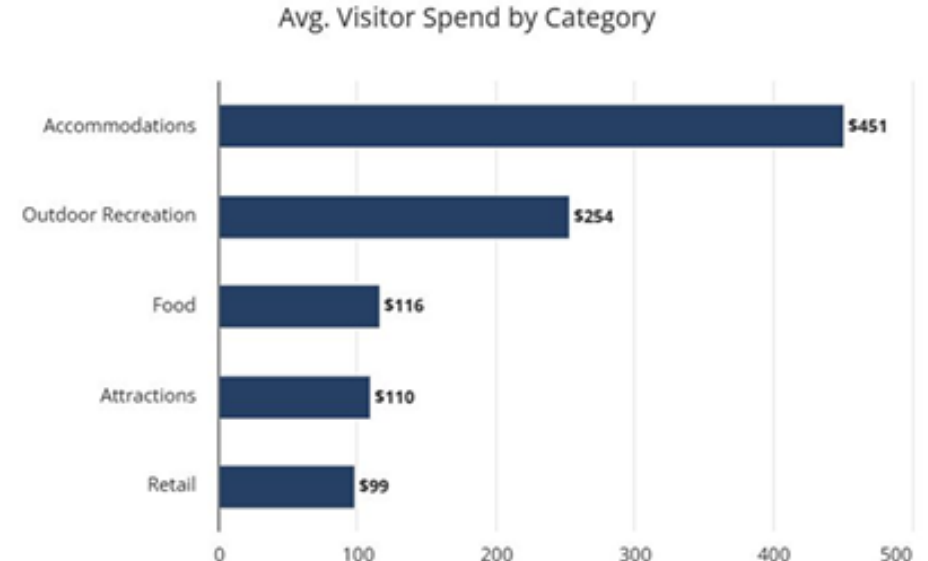
# WHERE ARE VISITORS SPENDING THEIR MONEY?

Visitors spend almost 7 out of 10 dollars while in Dahlonega, GA at Food or Accommodations merchants. The average visitor spend at Accommodations is **\$451**, which is the **highest of all categories**

## Share of Wallet



## Average Visitor Spend



Source: Zartico Spend Data, January 1, 2024 - December 31, 2024



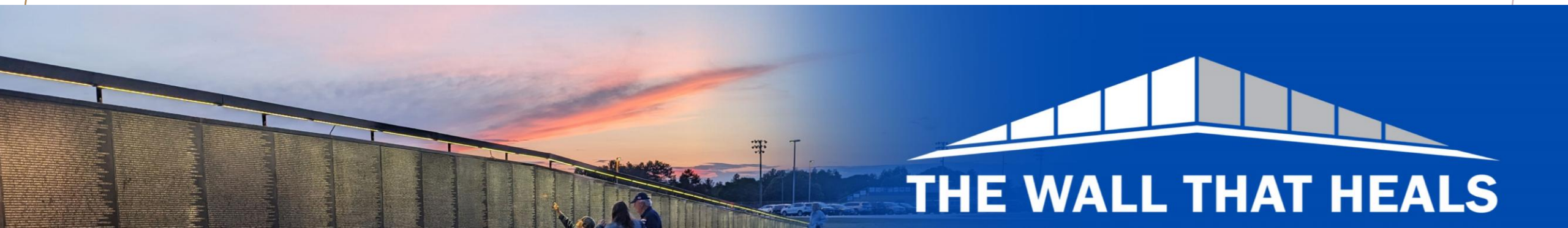
## *PILLAR III: WELCOME OUR GUESTS*

- 1) We offered two familiarization (FAM) tours for our Volunteers and Staff to increase their knowledge of Dahlonega and Lumpkin County.
  - a) 16 participated in the Spring FAM Tour and 13 participated in the Fall FAM tour.
  
- 2) We created a “Locals Section” in our Visitor Center.
  - a) In this section you will find local authors and photographers, businesses found in Lumpkin county, and a few other local offerings.
  
- 3) The Patio Project in front of the Visitors Center has been well received, and the flooding in the restroom hallway has been remedied.



# *PILLAR IV: COMMUNITY OUTREACH*

- 1) We offered our inaugural “Tourism Works” luncheon to highlight the benefits of tourism to Lumpkin County.
  - a) 96 participants attended and the event was well received.
- 2) Served on the committee that helped bring The Wall That Heals and Mobile Education Center to our community.
- 3) Was a guest speaker for several of our local civic clubs to discuss the tourism industry of our Lumpkin County.
- 4) Serve currently as a Board Member for the GACVB, NEGMTA, and recently the NGHS Advisory Board.





## *FOCUS OF 2025*

- Research shows that we will see an increase in “Staycations” and more domestic travel in 2025. We will continue to allocate funding towards Metro Atlanta & south of the I-285 perimeter.
- Our marketing efforts on attracting the “Quality” guest. Data has shown these areas as: Savannah, Augusta, Tampa.
- Build a marketing plan that will focus on International Travelers that will be coming to our Region for major sporting events in the next 18 months.
- Continue to work on bring Small Group Conferences and Sporting Events to Dahlonega and Lumpkin County.

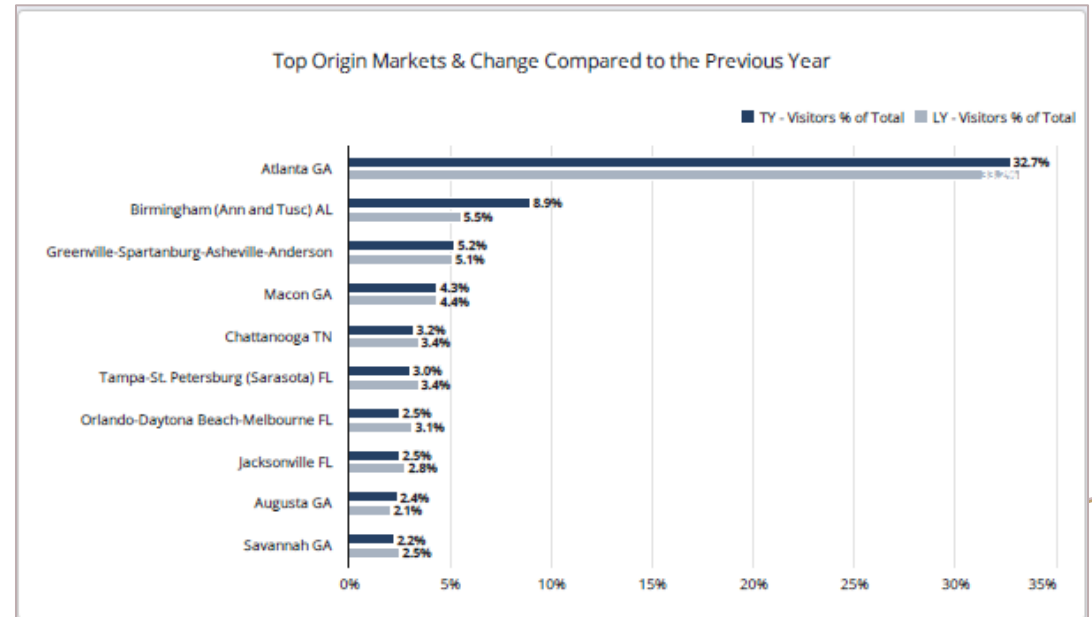
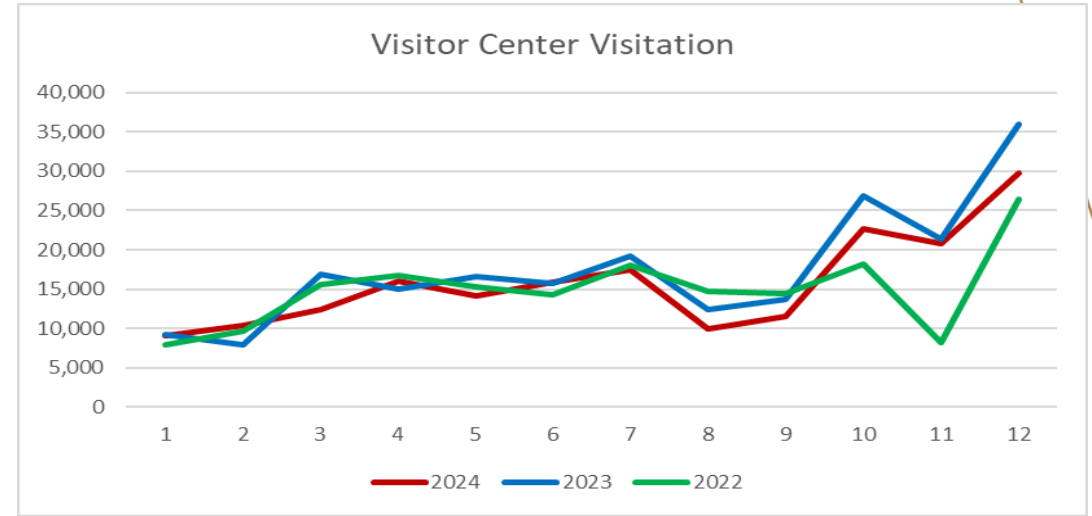
# MARKETING EFFORTS IN 2024



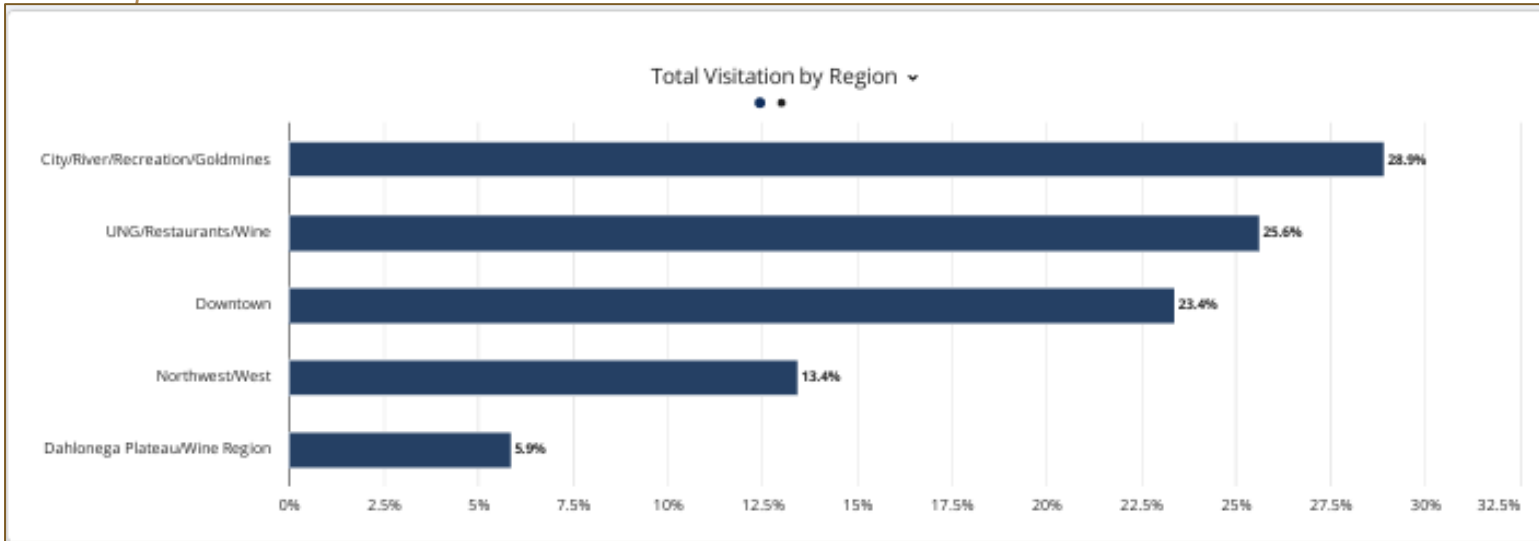
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# MARKETING EFFORTS IN 2024



**WELCOME**  
TO DAHLONEGA'S  
*Old Fashioned*  
**CHRISTMAS**

NOV 29TH - JAN 6TH

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