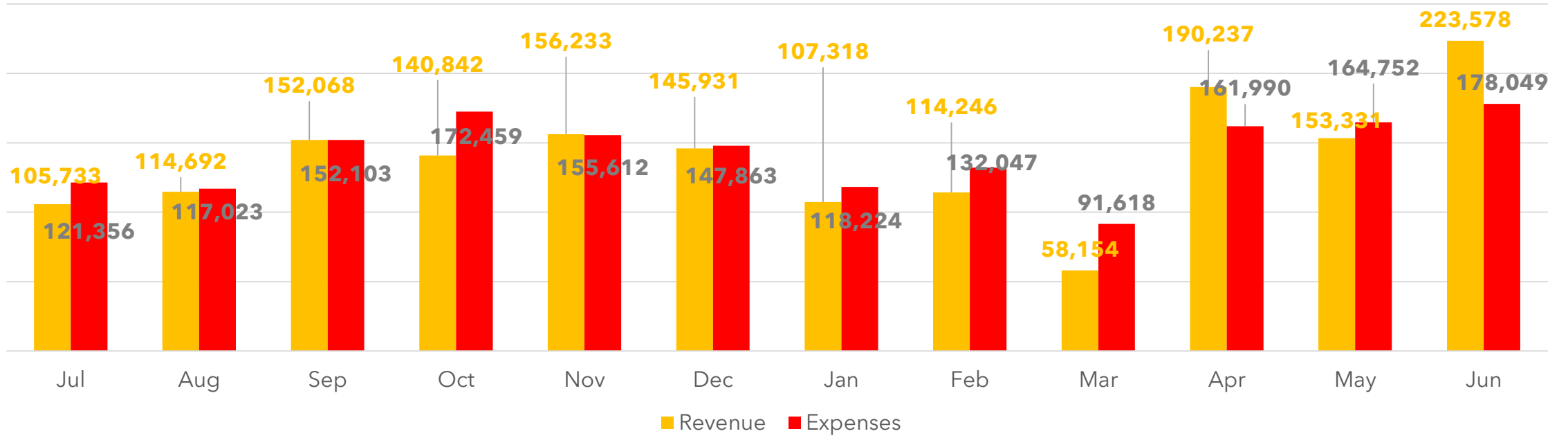




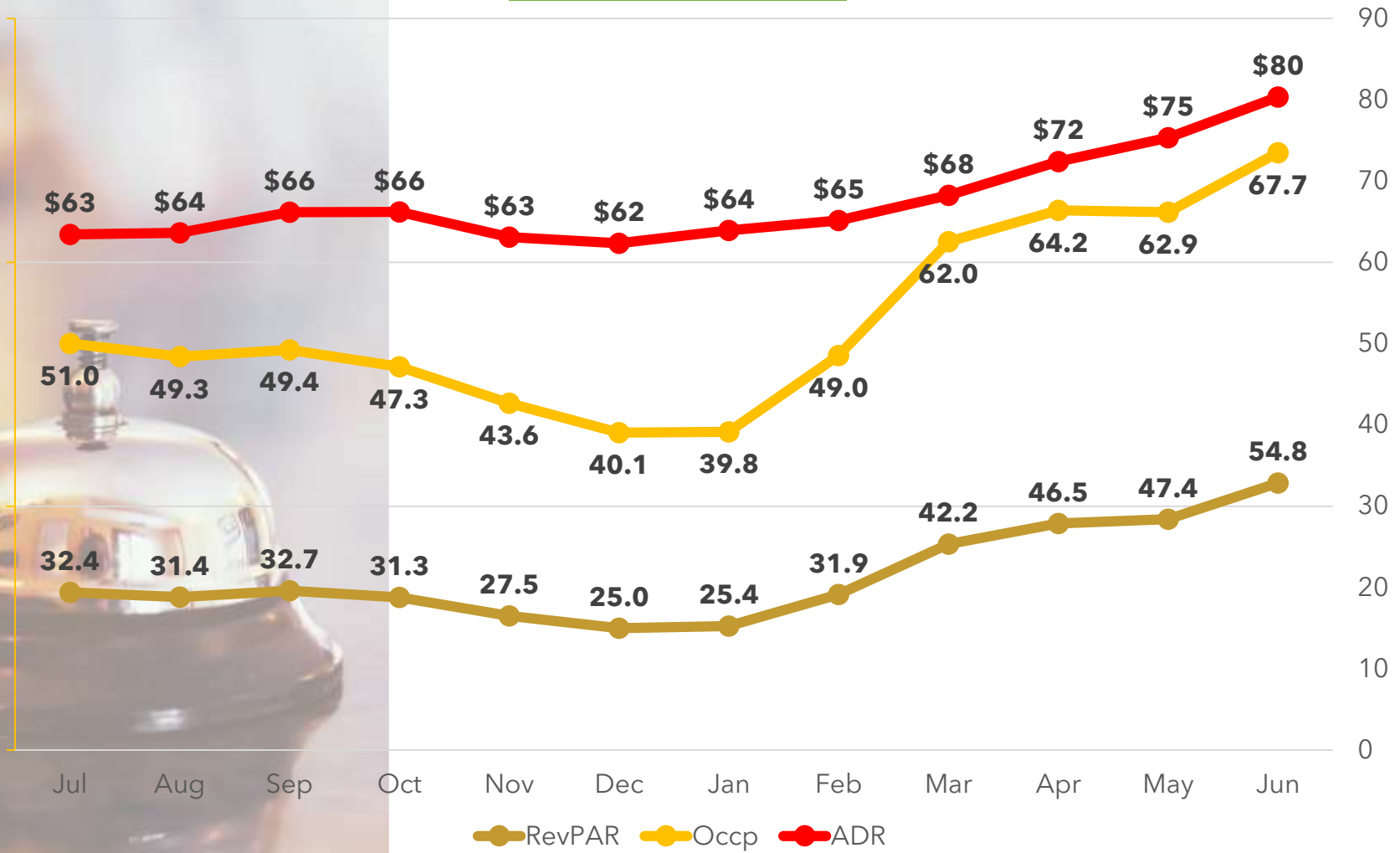
Visit **Columbus** GA



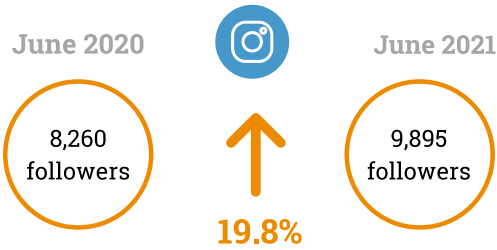
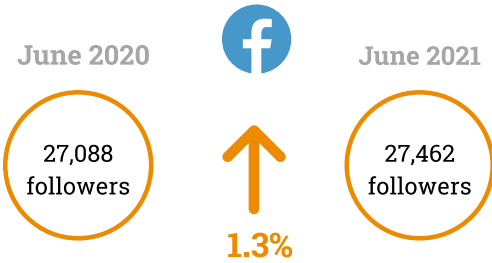


REVENUE VS. EXPENSES

STR REPORT



Data Analysis - Twitter 90 Day Overview



*11 months without paid promotions

Travel Writer Tour

MAY 2021 SUMMARY		JUN 2021 SUMMARY		JUL 2021 SUMMARY		AUG 2021 SUMMARY	
Tweets	Tweet Impressions	Tweets	Tweet Impressions	Tweets	Tweet Impressions	Tweets	Tweet Impressions
52	14.2K	61	15.5K	104	21.3K	30	44K
Profile visits	Mentions	Profile visits	Mentions	Profile visits	Mentions	Profile visits	Mentions
724	29	629	15	923	17	403	5
New followers		New followers		New followers		New followers	
-72		6		13		18	

SOCIAL MEDIA

A person with long brown hair is looking through black binoculars. They are wearing a blue and white striped shirt. The background is a blurred field under a clear blue sky.

Travel Journalists Collaboration

130 PUBLISHED RESULTS

VIRTUAL PRESS TOUR

1.6 BILLION IMPRESSIONS

\$14.5 MILLION EARNED MEDIA VALUE



MEETINGS HELD 112

ATTENDEES = 58,524

ROOM NIGHTS = 36,832

\$13.2 MILLION ECONOMIC IMPACT

A blurred background showing several people in a meeting or office setting. In the foreground, a hand is pointing towards a tablet computer. The overall scene is brightly lit with a blue and white color palette.

LEADS SENT 134

ATTENDEES = 35,400

ROOM NIGHTS = 38,139

\$11.9 MILLION ECONOMIC IMPACT

A group of five business professionals (three men and two women) are gathered around a dark conference table in a bright, modern office. They are looking at documents and talking. The background shows large windows with a view of greenery. The text is overlaid on the image.

TURNED DEFINITE BUSINESS 187

ATTENDEES = 119,746

ROOM NIGHTS = 70,095

\$27 MILLION ECONOMIC IMPACT



TURNED TENTATIVE BUSINESS 70

ATTENDEES = 45,254

ROOM NIGHTS = 39,229

\$14 MILLION ECONOMIC IMPACT



ACTIVITY

- TOUCHPOINTS = UP 52%
- CLIENT COMMUNICATIONS = UP 45%
- SITE VISITS = 20
 - 80% CONVERSION = \$2 MILLION IMPACT
- SERVICES RENDERED = 38 GROUPS
 - \$2.28 MILLION IMPACT

COVID-19 IMPACT

TOTAL GROUPS IMPACTED

- 161 GROUPS
- 127,896 ATTENDEES
- 62,661 ROOM NIGHTS
- \$23 MILLION

POSTPONED BUSINESS

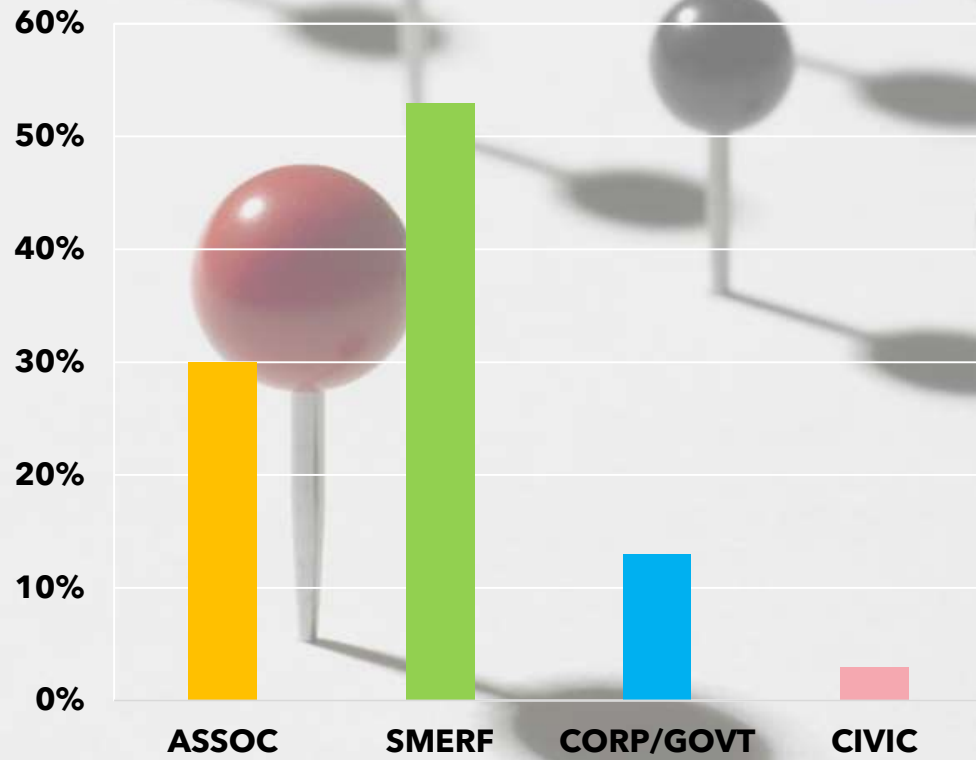
- 20 GROUPS
- 31,853 ATTENDEES
- 27,118 ROOM NIGHTS
- \$7.6 MILLION

RECOVERED GROUPS = 47%

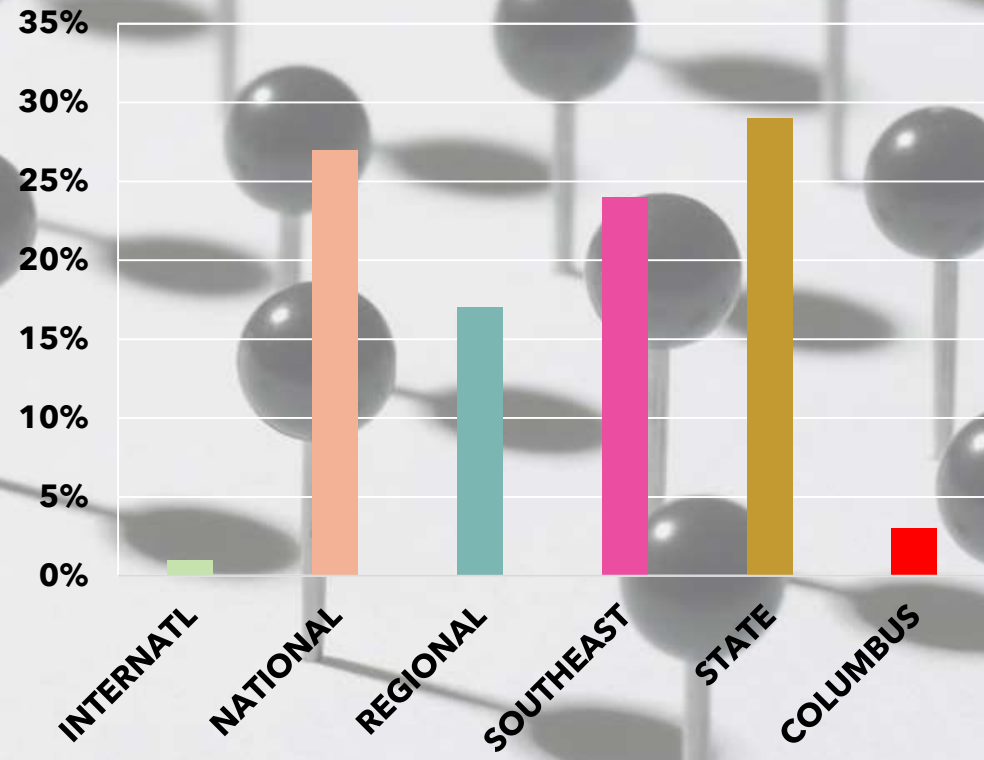
- 12% VIRTUAL
- 7% AUG-NOV
- 71% CALENDAR 2021
- 8% CALENDAR 2022
- 1% CALENDAR 2023
- 3% CALENDAR 2024


CLIENT MIX

MARKET SEGMENTS



MEETING ORIGIN



New Hotels. Fresh Possibilities. 

New Meeting Spaces. Small to Large.

Possibilities. Mentalities. Moments.

Poised for Planning.

Made for Meetings.

Uptown Energy.

Cultural Vitality.

Top Reasons to Meet in Columbus, GA

Whether you're visiting Columbus, GA for a meeting, event or reunion, you're in for an exceptional time. There are so many things to do, restaurants to sample, stores to shop, and events to experience. See what adventures await your group when you book Columbus.

[Start Planning Columbus →](#)

More Than 750,000 Sq. Ft. of Meeting Space

From the large-scale meeting spaces to more intimate settings, Columbus will accommodate your group size and event type. Explore various facilities like the historic Columbus Georgia Convention and Trade Center or one of the many unique venues found around the walkable Uptown Entertainment District.

[Find Your Ideal Venue →](#)

DIGITAL EDGE AWARENESS CAMPAIGN

EMAIL	
SENT	20,494
TOTAL OPENS	3,598
OPEN RATE %	22.60%
TOTAL CLICKS	299
CLICK RATE	87.8%
GOOGLE DISPLAY	
GOOGLE IMPRESSIONS	3.6 MILLION
GOOGLE CLICKS	11,117
GOOGLE CTR	.31%

PROMOTION
MARKETING

TRP Grant

Northstar

TripAdvisor



LOOKING FORWARD

GA DEPT. OF ECONOMIC DEVELOPMENT

- MORE JOBS - 35,000
- MORE CAPITAL INVESTMENT
- MORE PROJECTS - 72%
 - OUTSIDE ATLANTA AREA



POSITIONING FOR GROWTH

GA DEPARTMENT OF ECONOMIC DEVELOPMENT

- EMPHASIS ON EXPANDING TOURISM
- DEPUTY COMMISSIONER FOR TOURISM -- MARK JARONSKI
- LEVERAGE THE STATE'S STRATEGIC PLAN



20+ YEARS OF
INFRASTRUCTURE
INVESTMENT TO GROW
TOURISM



NEW HOTELS
TRANSFORMED UPTOWN




GROW THE CONVENTION
AND LEISURE MARKETS



NEW INVESTMENT IN
VISITCOLUMBUS | CCVB

TOURISM IS AN ECONOMIC DEVELOPMENT STRATEGIC PLAN



“Continued and additional investment are needed so that Columbus can get its ‘share of the pie’ to leverage the state’s focus on expanding tourism.”

Mat Swift, GDEcD Board | GA Tourism Foundation Member



Visit **Columbus** GA

