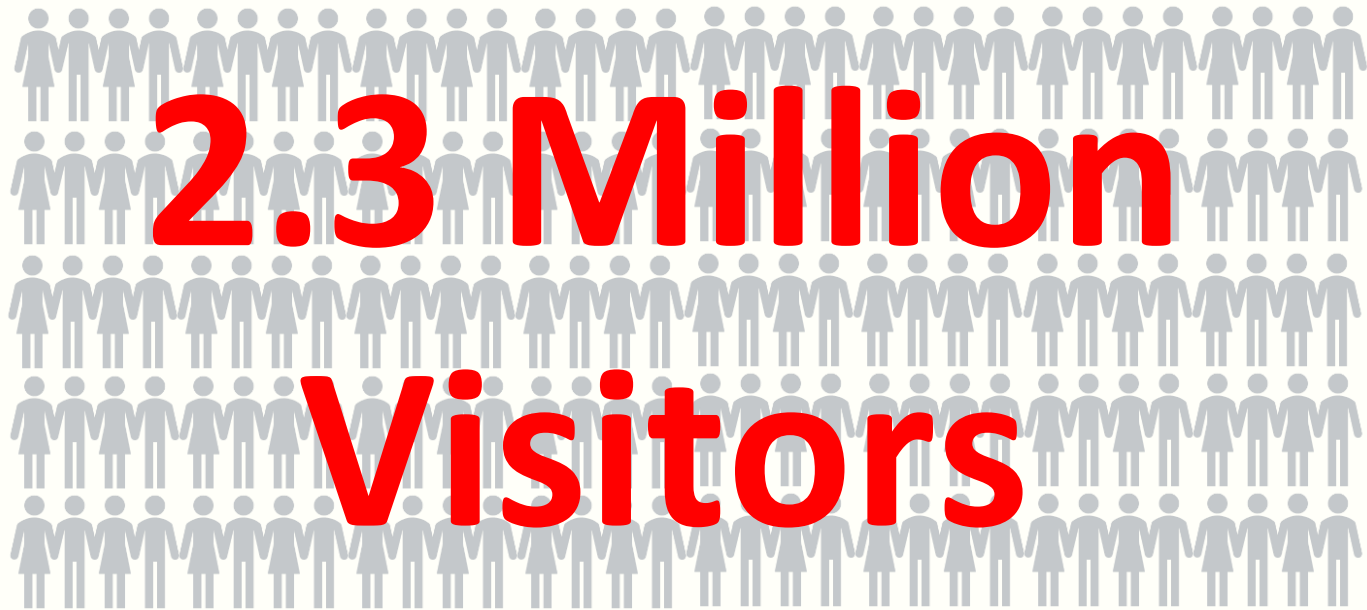




**Go
All Out
Columbus
GA**

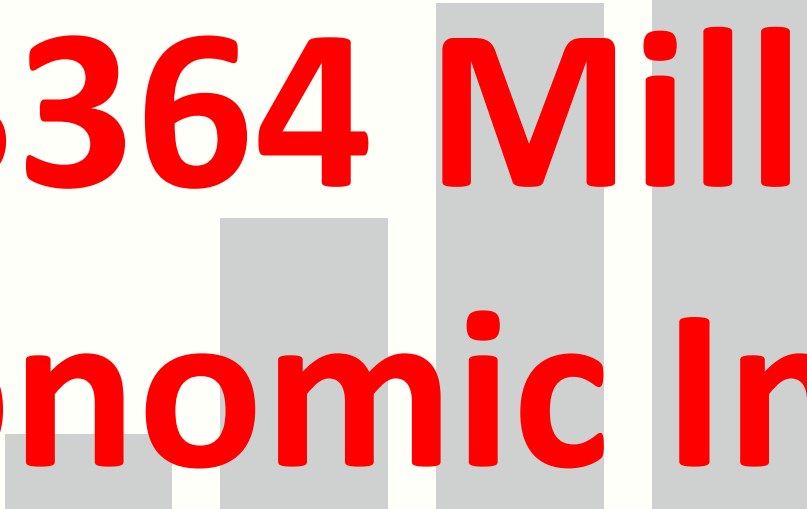
Tourism is BIG Business for Columbus

Tourism is BIG Business for Columbus



**2.3 Million
Visitors**

Tourism is BIG Business for Columbus



\$364 Million
Economic Impact

Tourism is BIG Business for Columbus



4,602
Jobs

Tourism is BIG Business for Columbus

\$123 Million
Estimated Payroll

Tourism is BIG Business for Columbus

\$22.8 Million
Sales & Lodging
TAX REVENUE

Tourism is BIG Business for Columbus

\$577

**Tax Savings per
Household**

An aerial photograph of a large outdoor event. A dense crowd of people is sitting on the ground, many with blankets or mats. There are several cars parked in a lot, and large green trees are visible. The scene is brightly lit, suggesting a sunny day.

VISITORS DAILY

6,450

SOURCE: BUTLER CENTER FOR BUSINESS & ECONOMIC RESEARCH TURNER COLLEGE OF BUSINESS

An aerial photograph of a busy street scene. The street is filled with a large crowd of people walking in various directions. Several cars are parked along the sides of the road. The trees lining the street are lush green, and the overall atmosphere is one of a vibrant, active urban environment.

VISITORS DAILY

\$996,567


SOURCE: BUTLER CENTER FOR BUSINESS & ECONOMIC RESEARCH TURNER COLLEGE OF BUSINESS



VISITORS DAILY

\$154.50

SOURCE: BUTLER CENTER FOR BUSINESS & ECONOMIC RESEARCH TURNER COLLEGE OF BUSINESS

A vibrant outdoor market scene on a city street. In the foreground, a woman with long blonde hair is seen from the back. The street is filled with people, some walking and others standing near market stalls. A large white tent and a blue tent are visible. In the background, there are brick buildings, a sign that says "MARIO'S", and lush green trees. The overall atmosphere is lively and bustling.

VISITORS DAILY - RESTAURANTS

\$171,606

SOURCE: BUTLER CENTER FOR BUSINESS & ECONOMIC RESEARCH TURNER COLLEGE OF BUSINESS

A photograph of a Hilton Garden Inn hotel building at dusk. The building is a multi-story structure with a light-colored facade and a prominent gabled roof. The name "Hilton Garden Inn" is displayed in large, illuminated orange letters on the upper part of the building. The sky is a mix of blue and white, suggesting twilight. In the foreground, there is a well-maintained lawn with a black metal bench, a stone border, and some greenery. The overall scene is peaceful and well-lit.

VISITORS DAILY - LODGING

\$214,764



VISITORS DAILY - RETAIL

\$200,382

SOURCE: BUTLER CENTER FOR BUSINESS & ECONOMIC RESEARCH TURNER COLLEGE OF BUSINESS



VISITORS DAILY - ENTERTAINMENT


\$74,861

SOURCE: BUTLER CENTER FOR BUSINESS & ECONOMIC RESEARCH TURNER COLLEGE OF BUSINESS



VISITORS DAILY – SALES & LODGING REVENUE

\$62,601

A chef wearing a white toque and a red apron is focused on preparing a dish in a kitchen. He is wearing white gloves and is surrounded by stacks of white plates and a can of whipped cream. The background shows a busy kitchen environment with various equipment and ingredients.

VISITORS DAILY – LOCAL WAGES

\$335,884



Visit **Columbus** GA

SALES RECAP FY 2019

Goal

ATTENDEES
190,365

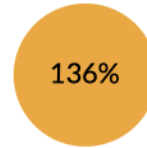


ROOM NIGHTS
712,298



Meetings Held

136%



IMPACT

\$23.4 MILLION

Goal

ATTENDEES
97,247

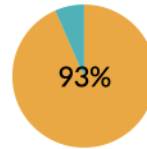


ROOM NIGHTS
45,454



Leads Sent

93%

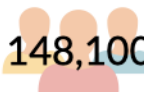


IMPACT

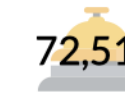
\$15.9 MILLION

Goal

ATTENDEES
148,100

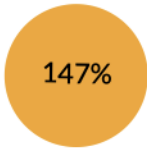


ROOM NIGHTS
72,519



Turned Definite Business

147%



IMPACT

\$27.4 MILLION

SITE VISITS = 29

72% conversion rate

\$1.9 MILLION Economic Impact

SERVICES RENDERED
97% OF GOAL

\$47.3 MILLION Economic Impact

"Best of Strategy"

VisitColumbusGa

Amazing results... 278 PUBLISHED ARTICLES



379 Million
Total Impressions



\$3.8 Million
Earned Media Value

Georgias Coolest Cat - FORBES



89
Articles

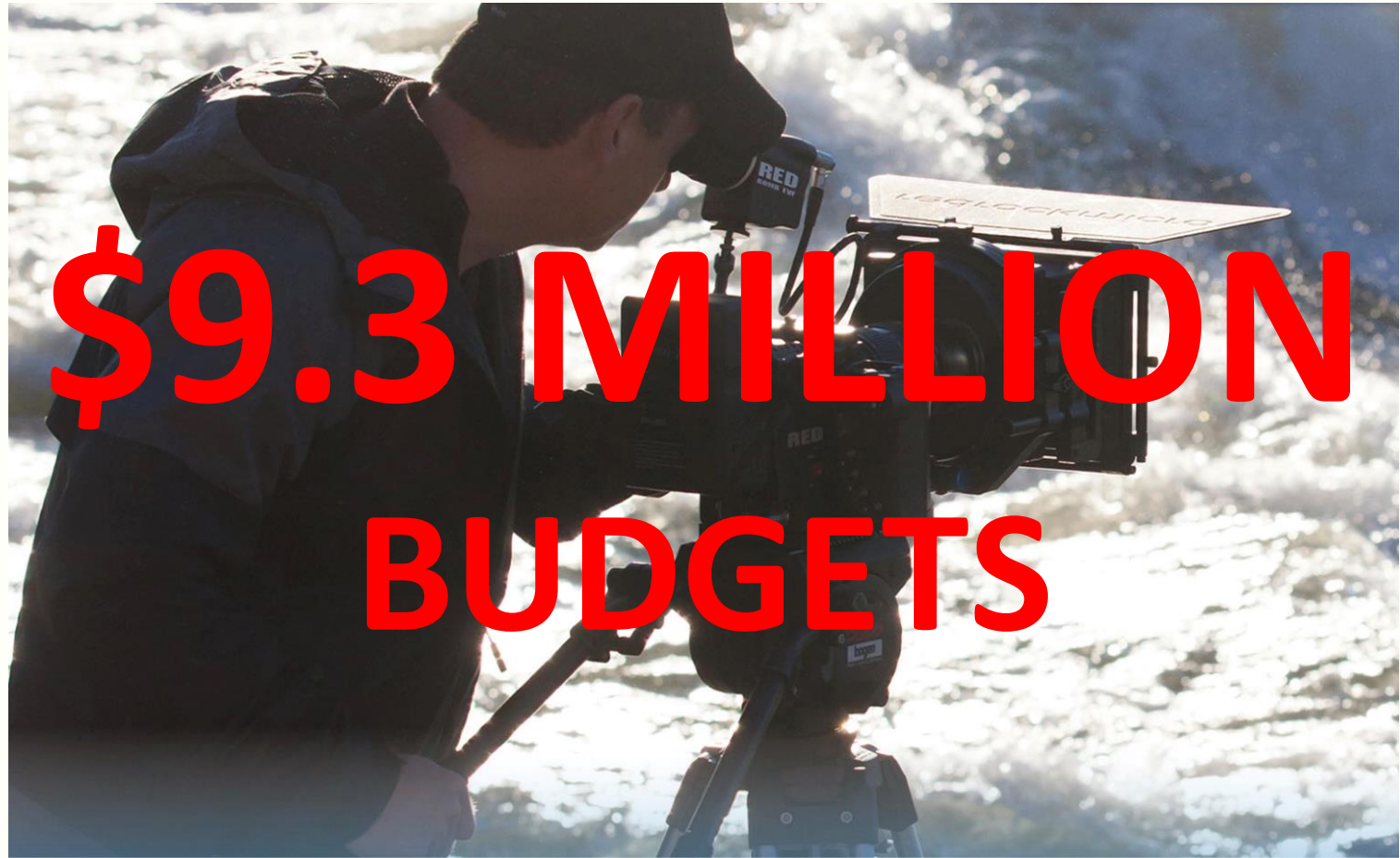
Accolade-type of articles - Georgia's most distinctive food and dining offerings, best parks for outdoor lovers, best day trips from Atlanta, unique museums around the world and amazing places to visit



65
Articles



FilmColumbusGA









QUESTIONS