

TOURISM IS

ECONOMIC DEVELOPMENT

1.9



MILLION
TOTAL
VISITORS

\$266



MILLION
SPENT
LOCALLY

EFFECT

\$434

TOURISM SPENDING
IS A GOOD INVESTMENT
ROI PER CVB DOLLAR SPENT

\$14.03

TAX SAVINGS PER
HOUSEHOLD IN FY 2020



3,442

JOBS SUPPORTED



\$88

MILLION
ESTIMATED
PAYROLL

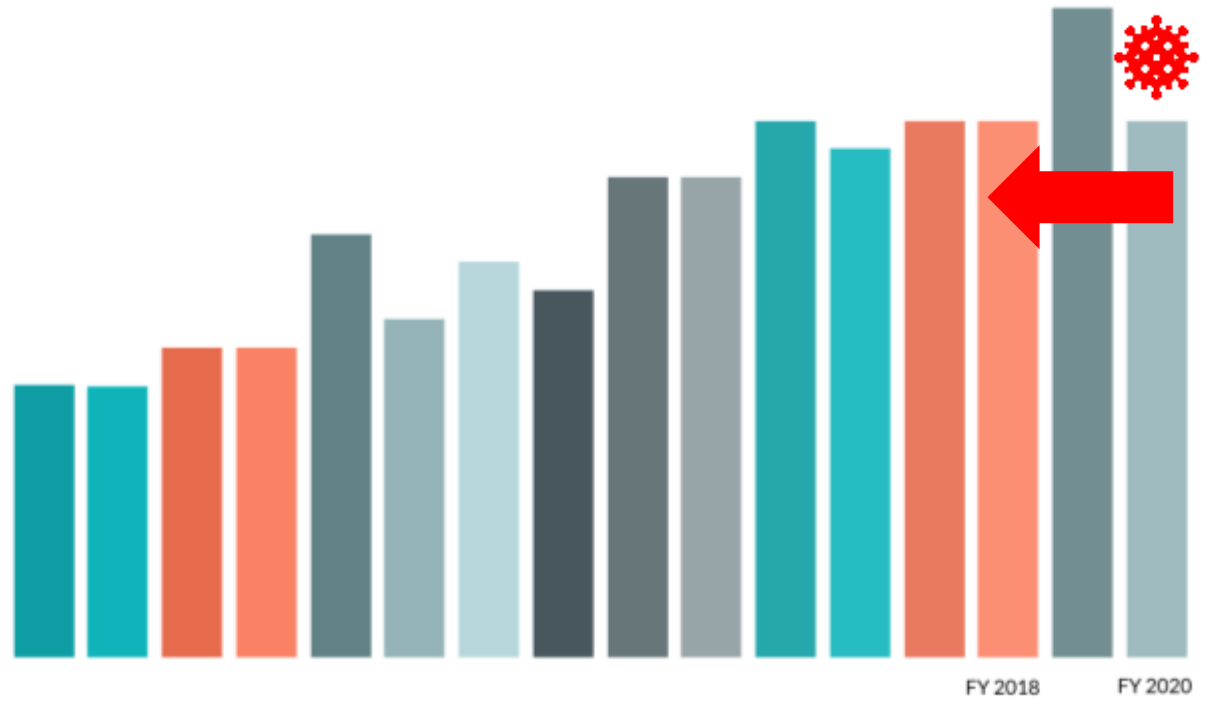
ESTIMATED
PAYROLL



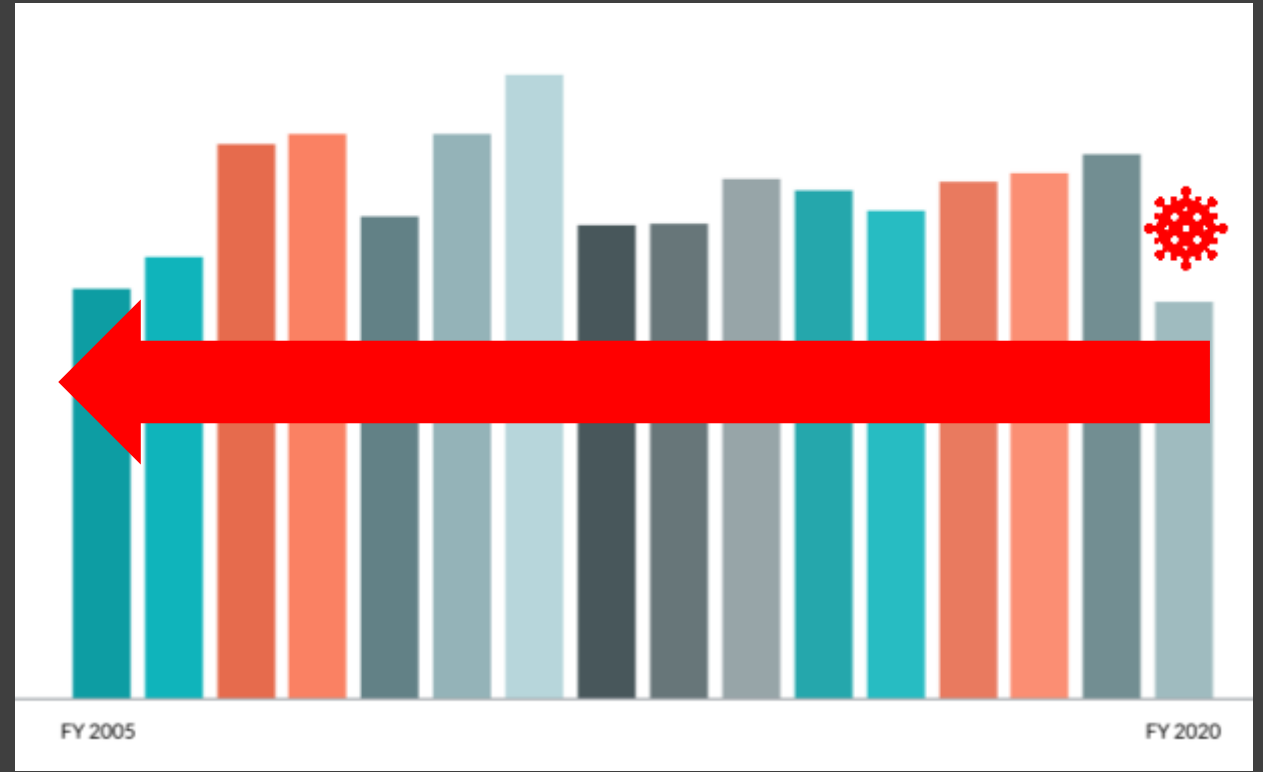
\$32

MILLION
SALES & LODGING
TAX REVENUE

SALES & LODGING
TAX REVENUE



VISITORS



VISITOR SPENDING

An aerial photograph of the Columbus, Georgia waterfront at dusk. The scene captures the historic industrial district with its brick buildings and a prominent water tower. In the foreground, a modern park area with trees and walkways is illuminated by warm streetlights. The city lights reflect on the calm waters of the river. The sky is a deep, dark blue, suggesting twilight.

TOURISM RECOVERY PLAN





EVERYTHING CHANGED



RESEARCH



AWARENESS



SENSE OF PLACE

PERSONAS





STRATEGIC PLAN



FY 21 Travel Writer Results

- 86 Published Results
- 1.4 Billion Impressions
- \$13 Million Earned Media





Atlanta Journal- Constitution

“Gotta Get Away -- 21 Things
to See in Georgia in 2021”

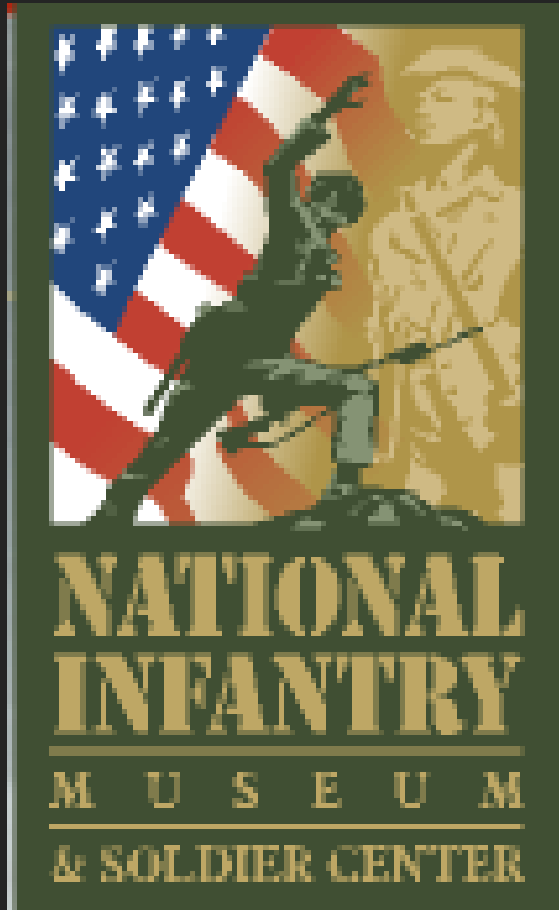
- 11.53 Million Impressions
- \$105,321 Earned Media

A scenic view of a university campus, likely Georgia Tech, featuring a large brick building with a prominent tower, a river, and greenery. The image is partially obscured by a semi-transparent text box.

Explore Georgia

“10 Best Things to Do This Spring in Georgia”

- 647,000 Impressions
- \$5,985 Earned Media



U.S. News & World Report

“Museums Form World War II Heritage Trail”

- 167 Million Impressions
- \$1.55 Million Earned Media

365 Atlanta Traveler



“27+ Awesome Drivable
Weekend Getaways”

- 435,400 Impression
- \$4,027 Earned Media



reputed his pro
Co. a wholesale drug v
worth of goods he persc
He continued to operate
moved to Atlanta.

Virtual Travel Media Tour

TRP - SOCIAL MEDIA

Combined Performance Overview ⓘ



41 New Posts ⓘ

↑ 64% from last week

Facebook Page (14) +1

Twitter (14) +8

Instagram (13) +7

57 New Followers ⓘ

↑ 0% from last week

Facebook Page (27.7K) +10

Twitter (5.95K) -1

Instagram (9.21K) +48

2.29K New Engagements ⓘ

↑ 233% from last week

Facebook Page (604) +394

Twitter (29) +21

Instagram (1.65K) +1.18K

TRP - SOCIAL MEDIA – TOP LIKED POSTS

Top Liked Posts



 columbusgeorgia

Sending you a little zen moment from...

 **347** Likes

Mar 9, 2021



 columbusgeorgia

The @mccullerscenter podcast is BACK!...

 **339** Likes

Mar 7, 2021



 columbusgeorgia

Good morning from @columbusgeorgia!...

 **313** Likes

Mar 10, 2021

RESEARCH – LEISURE TRAVEL OPTIMISM



40%

RESEARCH – LEISURE THINGS ARE IMPROVING



60.3%

RESEARCH – LEISURE READY FOR TRAVEL



66%

RESEARCH – LEISURE MOTIVATED BY DISCOUNTS



50%

RESEARCH – LEISURE CONFIDENT TRAVEL SAFELY



41.5%

RESEARCH – LEISURE SAFETY CONCERNS



43.1%

RESEARCH – LEISURE ACTING ON PLANS



70%

RESEARCH – LEISURE BOOKINGS IN HOTELS



15%

RESEARCH – LEISURE SAFE PLACES TO VISIT



74.3%



TOURISM RECOVERY PLAN

PHASE 2

MEETINGS & CONVENTIONS



CLIENT ENGAGEMENT



PARTNER ENGAGEMENT

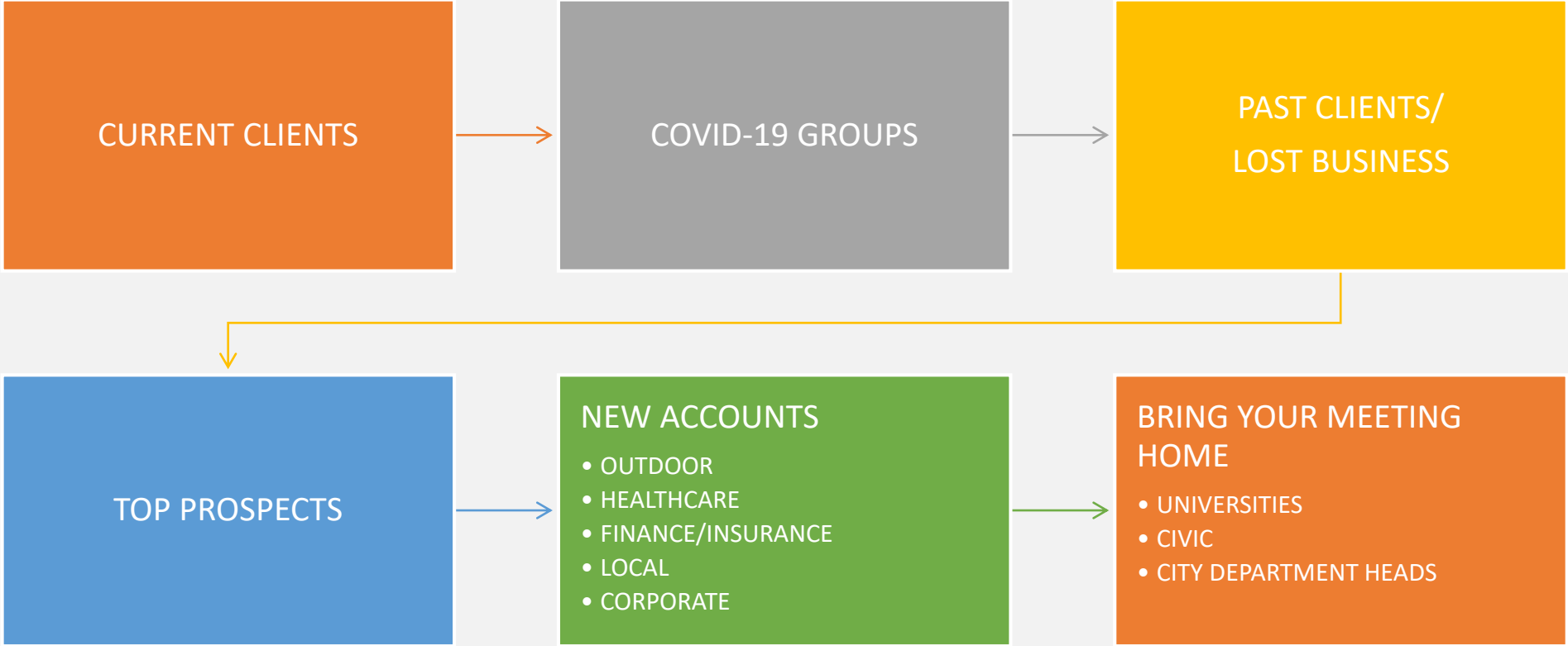


INTERNAL MEASURES



HIGH VALUE MARKETING CONTENT

CLIENT ENGAGEMENT



COVID-19 IMPACT

GROUP BUSINESS

- 155 Groups - POSTPONED/CANCELED/LOST
- 126,811 Attendees
- 61,381 Room Nights

\$22.2 MILLION IMPACT



PROJECTED MARKET SEGMENTS



BRING YOUR
MEETING HOME




DRIVE MARKET- STATE
ASSOCIATIONS



SOCIAL MARKET

RESEARCH

MEETINGS | CONVENTIONS



183.102

154.178

The background of the slide is a blurred image of a document. On the right side, a silver pen is visible, pointing towards the center. On the left side, a pair of black-rimmed glasses is partially visible. The document appears to have a grid or table with numbers like 17, 18, 19, and 30. In the top left corner, there is a solid orange horizontal bar.

81% = in-person meeting THIS YEAR

RESEARCH - PLANNERS



76% = rescheduling/rebooking

RESEARCH - PLANNERS



65% = booking NEW events

RESEARCH - PLANNERS

A stethoscope and a pen are resting on a document with a grid. The stethoscope is on the left, and the pen is on the right. The document has a grid with numbers 17, 18, 19, 30, 30, 30, 30, 30. An orange bar is in the top left corner.

76% = Encouraged by Vaccine Rollout

RESEARCH - PLANNERS

SALES FUNNEL

The background of the slide is a blurred image of a document. It features a blue line graph with several peaks and valleys. Handwritten numbers in blue ink are visible, including '2.5' and '20'. The overall color palette is light blue and white.

4 GROUPS

- ATTENDANCE = 590
- ROOM NIGHTS = 665
- ECONOMIC IMPACT = \$200,930

OUTLOOK

3-YEAR UPCOMING/POTENTIAL BUSINESS	FY '21	FY '22	FY '23	FY '24
Total Business as of Mar 2021	88	59	20	8
Total Economic Impact as of Mar '21	\$12,871,707	\$13,461,260	\$6,141,177	\$3,423,606
Definite Business	86	42	8	2
Definite Economic Impact	\$12,649,597	\$8,872,983	\$1,526,190	\$982,584
Tentative Business	2	17	12	6
Tentative Economic Impact	\$222,110	\$4,588,277	\$4,614,987	\$2,441,022

MEETINGS & CONVENTIONS STRATEGY

- New hotels
- Pull from major markets and focus on those poised to meet post COVID-19
- Focus on planners turned away due to lack of rooms
- Market segments
 - State & Regional Corporate Planners
 - State Associations
 - Military
 - Education

GOALS

- Generate leads | Drive demand
- Awareness of new product
- Build & maintain planner relationships



TOURISM RECOVERY PLAN QUESTIONS