



Dalton Area Convention & Visitors Bureau:

Production:

2023	Marketing Grant	Bigger Picture	2024	Marketing Grant	Bigger Picture
92 Leads	\$75,419.82	\$8,976,236.00	91 Leads	\$87,221.84	\$12,348,435.69
75 Definite		H/M Tax = \$2,251,905.35	80 Definite		H/M Tax = \$2,275,188.88
29 New Events			28 New Events		
8,363 Room Nights			10,303 Room Nights		
Attendees = 49,164			Attendees = 54,616		
Freight Depot = 2,240 Visitors			Freight Depot = 2,469 Visitors		
FD Gift Shop Revenue = \$2,339.46			FD Gift Shop Revenue = \$3,225.83		
Tunnel Hill Campus = 3,379 Visitors			Tunnel Hill Campus = 3,717 Visitors		
Tunnel Hill Admissions = \$38,596.61			Tunnel Hill Admissions = \$43,107.50		
Gift Shop Revenue - \$3,930.03			Gift Shop Revenue - \$5,578.58		
Trolley Revenue = \$7,931.01			Trolley Revenue = \$14,793.50		



Dalton Convention Center:

Production:

2023	2023 Actuals	Bigger Picture	2024	2024 Actuals	Bigger Picture
46 New Groups	Generated In the year (2023) for the year (2023) Revenue \$772,748.97		37 New Groups	Generated In the year (2024) for the year (2024) Revenue \$796,285.14	
61 Groups w/ Hotel Rooms	Generated \$635,734.91 Future (2024 and beyond) Revenue	\$2,089,427.37	45 Groups w/ Hotel Rooms	Generated \$791,198.46 Future (2025 and beyond) Revenue	\$2,924,794.26
85,456 Attendees	Generated \$382,925.89 in New Business	H/M Tax = \$2,251,905.35	97,347 Attendees	Generated \$437,295.40 in New Business	H/M Tax = \$2,275,188.88