

Dalton^{right!}on!

Convention & Visitors Bureau

VisitDaltonGA.com

Mission - Primary marketing arm for the City of Dalton and Whitfield County, **specializing in soliciting and promoting tourism, conventions, meetings, conferences, trade shows and any and all other group business designed to bring overnight visitors** to Dalton-Whitfield County therefore **enhancing the economic fabric of the community.**



2022 SUCCESS!

- ! 15,000 - Visitor Guide Distribution
- ! 950,000 + - Explore Board Views (*Ringgold & Valdosta*)
- ! 4,248 = Visitor Inquiries – Direct Fulfillment (*Southern Living, GA Great Places*)
- ! 88 qualified leads; 69 Definite; 22 New Events (12 actualized)
- ! 8,934 Hotel Room Nights
- ! Grant = \$66,710 EI = \$6,439,111.36
Whitfield County Parks & Rec = \$24,625; DPRD = \$28,855.00
- ! Disc Golf Course Downtown; Additional Exhibits at TH Campus
- ! 2,188 Visitors to VIC Downtown – Freight Depot
- ! 3,107 Visitors to Tunnel Hill “Campus”
- ! 33 Private Trolley Charters = \$12,203

TASTE OF DACVB!

- ! Advertising/Marketing
- ! Groups = Visitors=
Hotel/Motel Tax
(a tax we don't pay)
- ! Product Development
- ! Visitor Information
Downtown – Freight
Depot
- ! Depot Tunnel Hill
- ! Trolley



ECONOMIC ENGINES

- ! Dalton Parks & Recreation (DPRD) (*Bigger Picture Impact = \$1,916,257.50*)
- ! Whitfield County Parks & Recreation (*Bigger Picture Impact = \$1,388,639.06*)
- ! Dalton-Whitfield Schools
- ! Dalton Convention Center



**Groups with
Hotel Rooms
41**

DCC "Bigger Picture"
2022 - \$1,478,688.28
2021 - \$1,008,888.47

**NEW GROUPS
35**

**Attendees for 2022
65,680**



TOURISM GAUGE OF SUCCESS

Hotel/Motel Tax Collections – City/County Combined

- 2010 - \$1,035,690
- 2011 - \$1,278,622
- 2012 - \$1,315,000
- 2013 - \$1,401,540
- 2014 - \$1,492,026
- 2015 - \$1,623,115
- 2016 - \$1,658,139
- 2017 - \$1,771,559
- 2018 - \$1,816,011
- 2019 - \$1,765,247
- 2020 - \$1,222,557
- 2021 - \$1,743,337
- 2022 - \$2,053,899

** This doesn't include the sales tax that is paid in addition

***This doesn't include the state tax of \$5.00 paid for roads

FORMULA =

OF EVENT DAYS X # OF ATTENDEES X \$55 (SHOPPING, DINING MULTIPLIER) +
OF ACTUAL HOTEL ROOMS USED X HOTEL RATE/TAX + FACILITY RENTAL, ETC...

Dalton!		Event Name: GA Mtn Moonshine Cruiz-in Event Date: July 27-30, 22 Actual Economic Impact #'s							1/9/2023			
Event Days	# of Attendees	Hotel/Facility	# of Rooms Picked Up	Hotel Rate	Rate + 14% Tax	Total Room Revenue	7% Lodging Tax picked up	7% Sales Tax picked up	Sum of F&B, Shopping & Gas (\$55.00pp)	Facility Revenue Cost	Total Economic Impact	State Hotel Fee \$5.00
3	2500	DCC							\$ 412,500.00	25,916.75		
		Baymont	10	\$ 89.99	\$ 102.59	\$ 1,025.89	\$ 62.99	\$ 62.99				\$ 50.00
		Super 8(College)	3	\$ 89.99	\$ 102.59	\$ 307.77	\$ 18.90	\$ 18.90				\$ 15.00
		Comfort Inn	12	\$ 109.00	\$ 124.26	\$ 1,491.12	\$ 91.56	\$ 91.56				\$ 60.00
		Courtyard	88	\$ 139.00	\$ 158.46	\$ 13,944.48	\$ 856.24	\$ 856.24				\$ 440.00
		Country Inn	65	\$ 119.00	\$ 135.66	\$ 8,817.90	\$ 541.45	\$ 541.45				\$ 325.00
		Days Inn	24	\$ 85.99	\$ 98.03	\$ 2,352.69	\$ 144.46	\$ 144.46				\$ 120.00
		Econlodge		\$ -	\$ -	\$ -	\$ -	\$ -				\$ -
		Hampton	20	\$ 139.00	\$ 158.46	\$ 3,169.20	\$ 194.60	\$ 194.60				\$ 100.00
		Hilton Garden Inn	18	\$ 179.00	\$ 204.06	\$ 3,673.08	\$ 225.54	\$ 225.54				\$ 90.00
		Holiday Inn	54	\$ 139.00	\$ 158.46	\$ 8,556.84	\$ 525.42	\$ 525.42				\$ 270.00
		Howard Johnson	22	\$ 110.00	\$ 125.40	\$ 2,758.80	\$ 169.40	\$ 169.40				\$ 110.00
		Best Western +	25	\$ 124.00	\$ 141.36	\$ 3,534.00	\$ 217.00	\$ 217.00				\$ 125.00
		Fairfield	80	\$ 139.00	\$ 158.46	\$ 12,676.80	\$ 778.40	\$ 778.40				\$ 400.00
		Quality Inn	3	\$ 69.99	\$ 79.79	\$ 239.37	\$ 14.70	\$ 14.70				\$ 15.00
		Red Roof Inn	15	\$ 69.99	\$ 79.79	\$ 1,196.83	\$ 73.49	\$ 73.49				\$ 75.00
		Super 8(Market)		\$ -	\$ -	\$ -	\$ -	\$ -				\$ -
			439			\$ 63,744.75	\$ 3,914.15	\$ 3,914.15	\$ 412,500.00	\$ 25,916.75	\$ 502,161.50	\$ 1,630.00

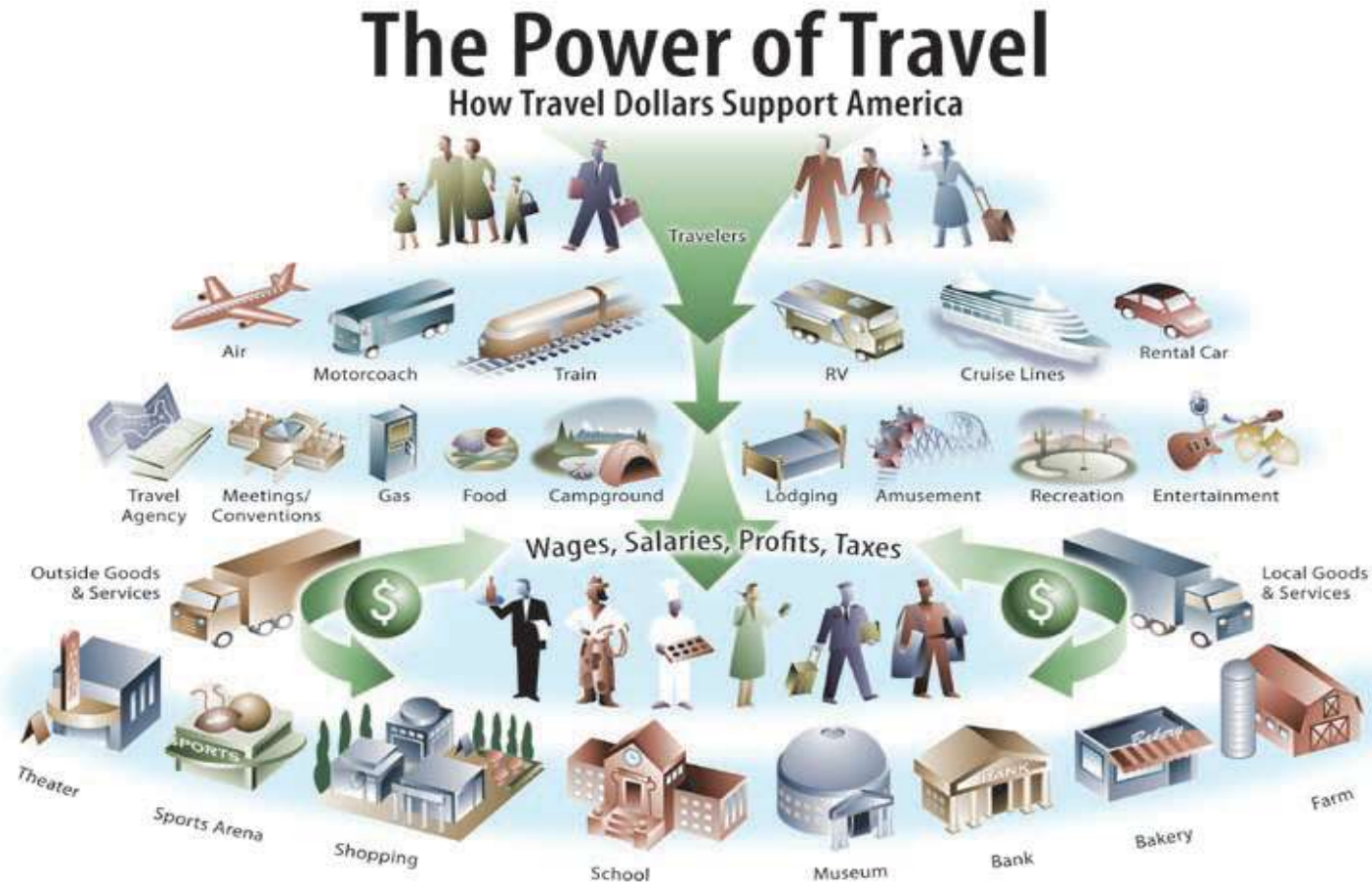


2021 - DALTON-WHITFIELD TRAVEL & TOURISM

Tourism Spending	\$161.7 Million
Jobs Created	1,433 Jobs
Worker Paychecks	\$37.1 Million
State & Local Taxes	\$12.5 Million
Federal Taxes	\$8.1 Million

**From ExploreGA.org*

TRAVEL & TOURISM = ECONOMIC IMPACT!



NATIONALLY:

Our Savings

\$1,398
(2019)

DALTON-WHITFIELD:

State & Local Taxes
Jobs Supported

\$12.5 M
1,433

Our Savings

\$342

GEORGIA:

State & Local Taxes
Jobs Supported

\$2.3 B
232,500

Our Savings

\$600

Dalton ^{right!} on!

Convention & Visitors Bureau

VisitDaltonGA.com



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