



Stonecrest DMO Analysis
HMT Benchmarking - Selected Regional Cities
22-Nov-21

County	City	2019 HMT Revenue(1)	2020 Population (2)	\$/POP	DMO Partner
Fulton	Alpharetta	\$9,051,332	65,818	\$138	Alpharetta CVB
Dekalb	Brookhaven	\$3,753,577	55,161	\$68	Explore Brookhaven
Cobb	Marietta	\$3,210,076	60,972	\$53	Marietta CVB
Dekalb	Chamblee	\$1,529,559	30,164	\$51	Discover Dekalb
Cobb	Smyrna	\$1,520,066	55,663	\$27	Travel Cobb
Rockdale	Conyers	\$1,281,824	17,305	\$74	Conyers CVB
Dekalb	Tucker	\$1,159,842	37,005	\$31	Discover Dekalb
Newton	Covington	\$890,658	14,192	\$63	Covington CVB
Dekalb	Decatur	\$802,873	24,928	\$32	Visit Decatur
Dekalb	Stonecrest	\$704,989	59,194	\$12	Discover Dekalb
Henry	Stockbridge	\$472,110	28,973	\$16	Visit Henry County
Gwinnett	Snellville	\$278,879	20,573	\$14	Gwinnett CVB
Dekalb	Doraville	\$56,303	10,623	\$5	Discover Dekalb
Dekalb	Stone Mountain	\$14,485	6,703	\$2	Discover Dekalb
Fulton	College Park	\$11,833,857	13,930	\$850	ATL Airport District CVB
Fulton	East Point	\$5,250,434	38,358	\$137	ATL Airport District CVB
Fulton	Hapeville	\$3,636,830	6,553	\$555	ATL Airport District CVB
Fulton	Union City	\$307,715	26,830	\$11	ATL Airport District CVB
Fulton	Atlanta	\$85,201,268	498,715	\$171	Atlanta CVB

[\(1\) Georgia Department of Community Affairs](#)

(2) 2020 Census