



YTD Stonecrest 2023
Discover DeKalb Presentation

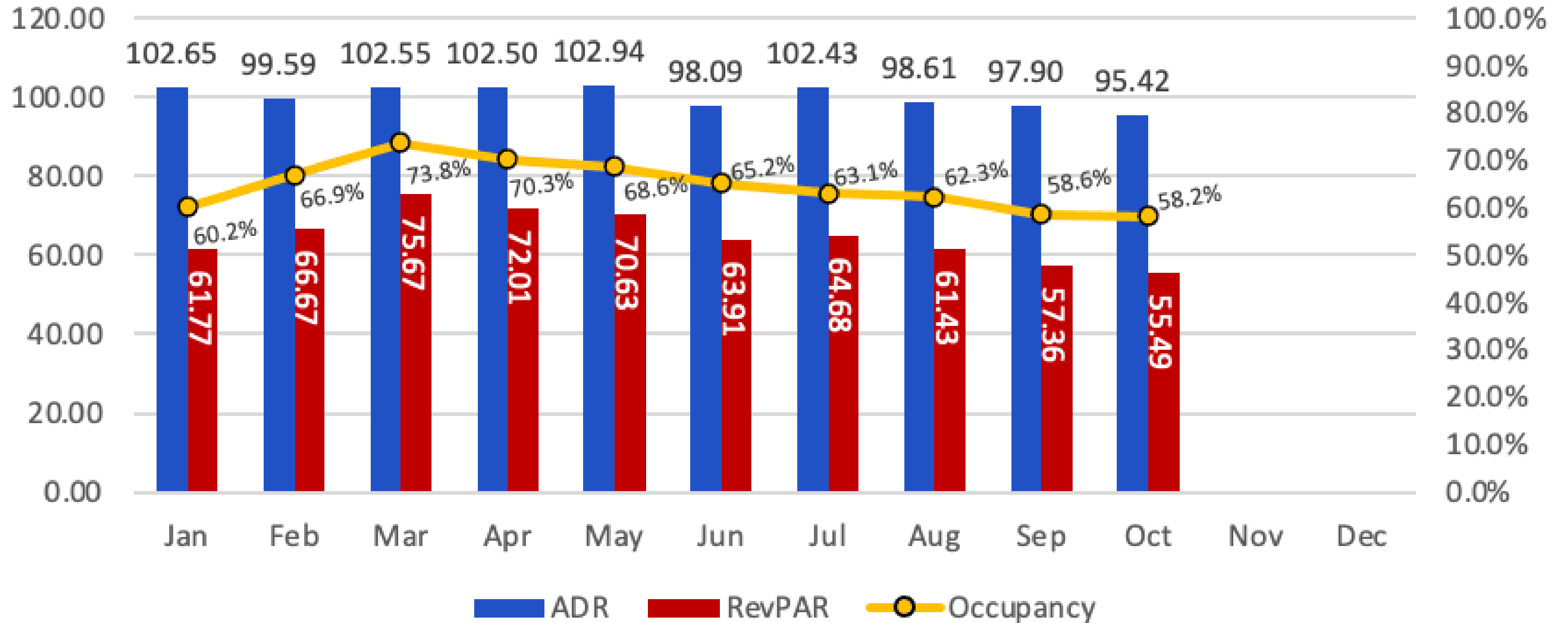




Hotel Results

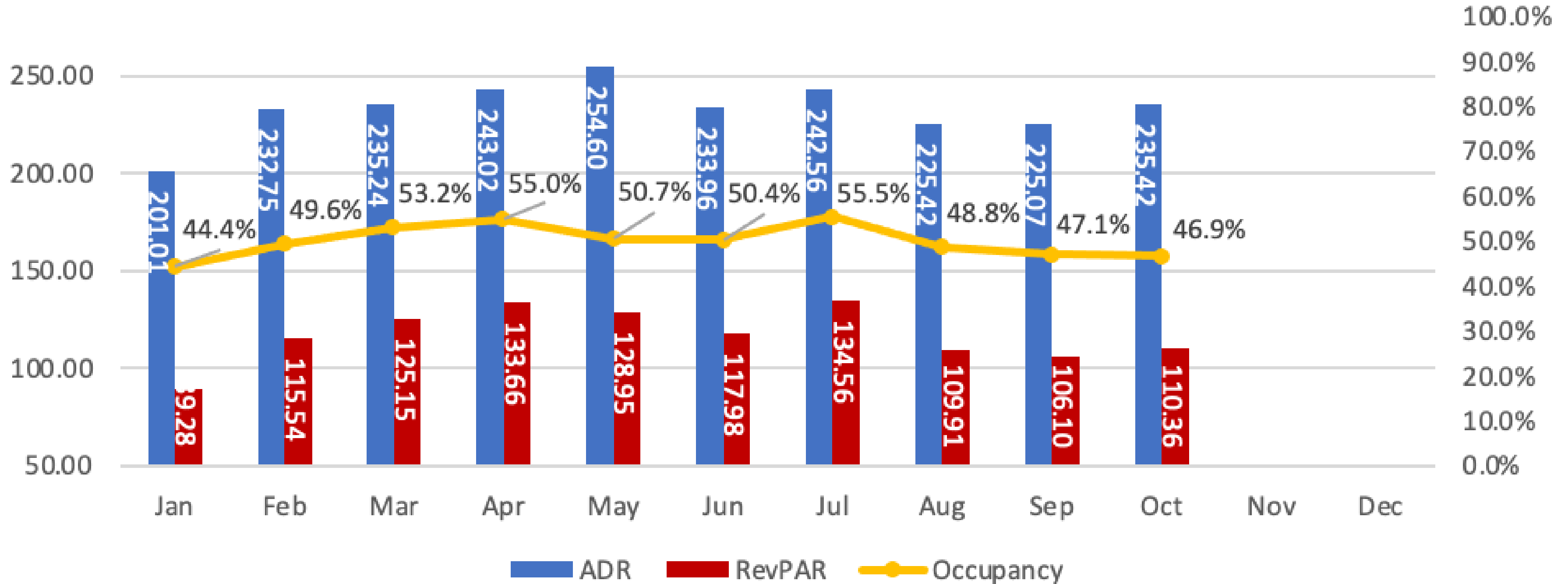
YTD 2023 Hotel Results – Stonecrest

2023 Stonecrest



YTD 2023 Short Term Results – Stonecrest

2023 Stonecrest





Expedia Campaign Results YTD

Total Room Nights Booked

Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
1,764	1,534	6,310	1,641	1,412	1,285	1,565	1,151	1,361				18,023

Total Gross Bookings

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
\$237,158	\$204,421	\$847,916	\$226,576	\$190,037	\$173,705	\$199,535	\$145,829	\$174,112				\$2,399,287

Expedia
Campaign
YTD 2023
Results
DEKALB

Total Room Nights Booked

Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
120	129	577	175	189	121	109	143	104				1,667

Total Gross Bookings

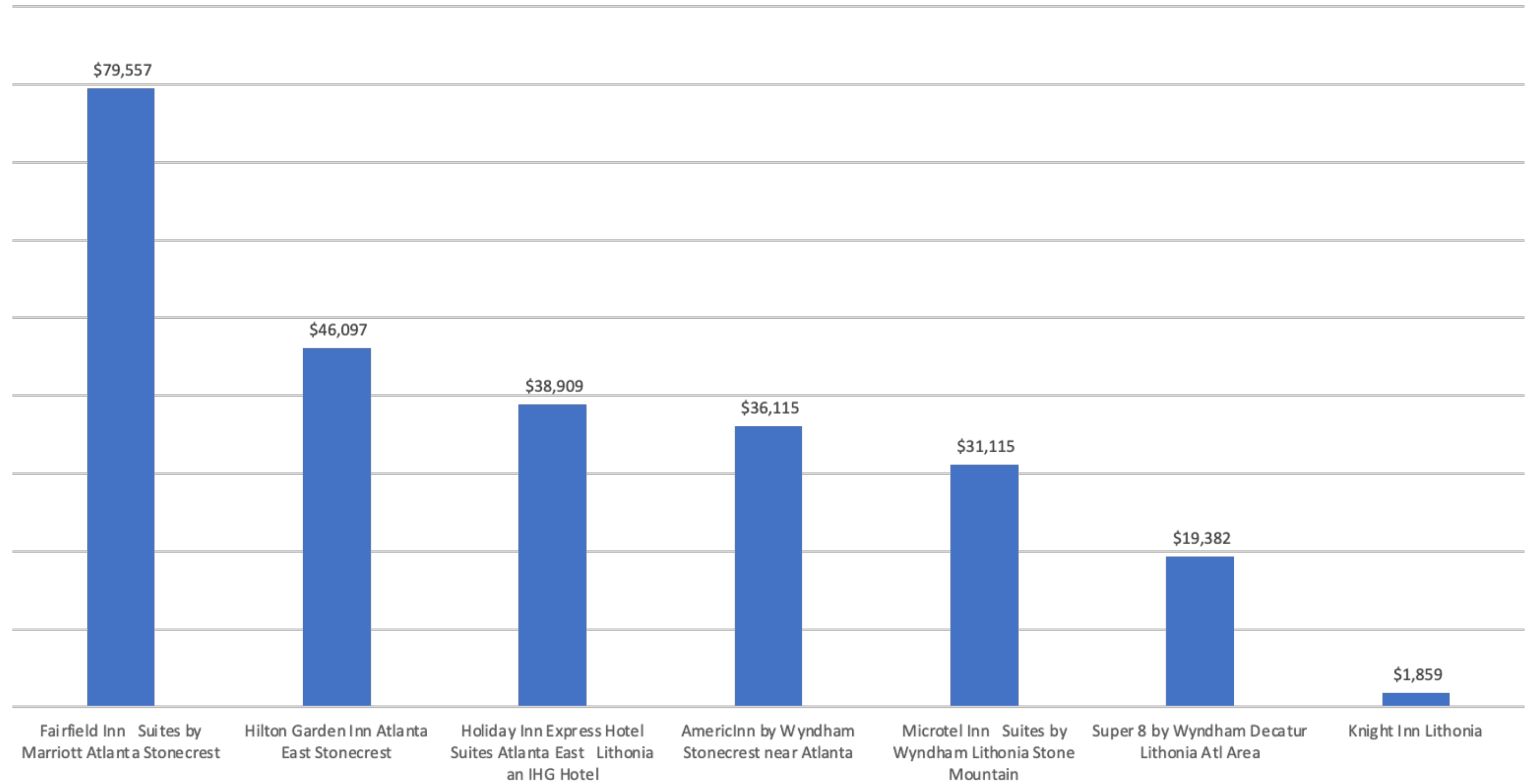
	Feb	Apr	Jun	Aug	Oct	Dec	
	\$19,190	\$27,854	\$18,353	\$20,322			Total
Jan	Mar	May	Jul	Sep	Nov		\$253,035
\$18,305	\$88,354	\$29,198	\$16,499	\$14,960			

Expedia
Campaign
YTD 2023
Results
Stonecrest

Expedia
Campaign
YTD 2023
STONECREST
ROA

YTD Stonecrest Ad Spend	Total Stonecrest Room Nights Booked	Total Stonecrest Gross Booking
\$13,500	1,667	\$253,035
YTD Return On Ad Spend: \$18.74		

Expedia Campaign Stonecrest 2023 Results By Hotel



YTD 2023 Total Visits

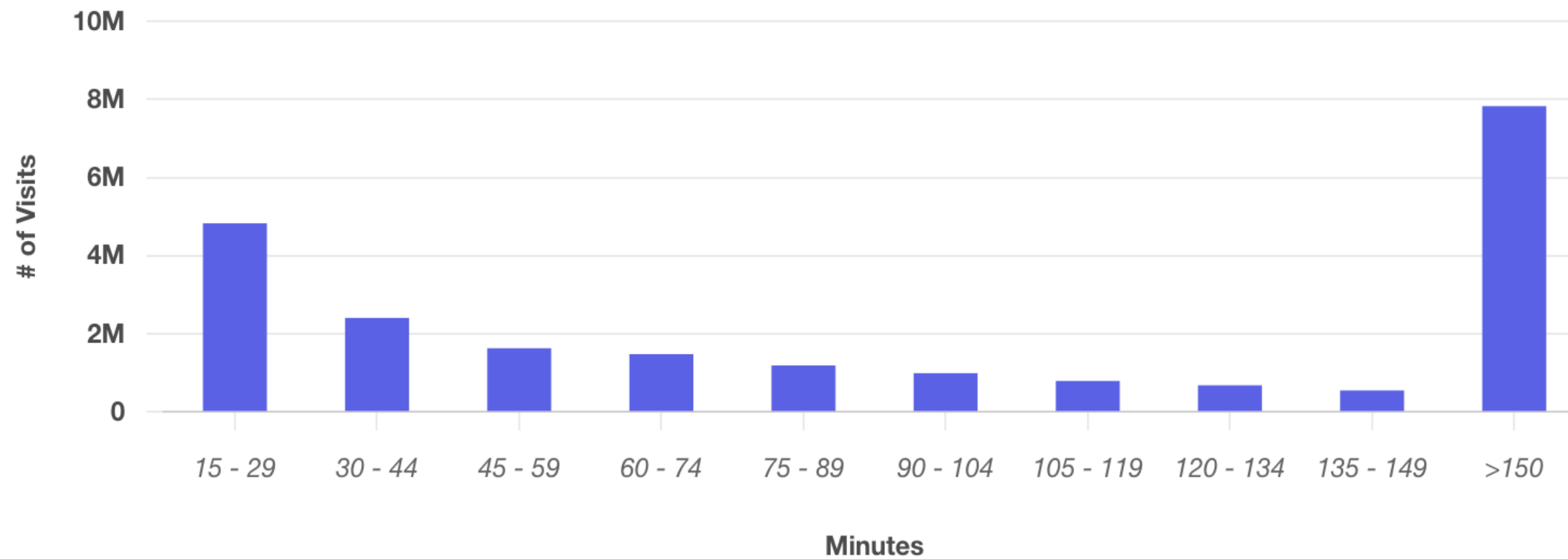
Year ↓	Weeks	Total Visits (Selected Period)	Visits (weekly avg)	Annual Avg Weekly Visits
2023	33	40,695,062	1,233,184	1,233,184
2022	52	67,502,062	1,298,117	1,298,117
2021	52	69,454,854	1,335,670	1,335,670
2020	52	67,877,987	1,305,346	1,305,346
2019	52	78,513,881	1,509,882	1,509,882

Results for 2023 are Year to Date results spanning 33 weeks.

Average Length of Stay

Length of Stay

● Stonecrest, GA
Stonecrest, GA



Average Stay	263 min
Median Stay	86 min

Visits | Jan 1st, 2023 - Nov 19th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visits by day



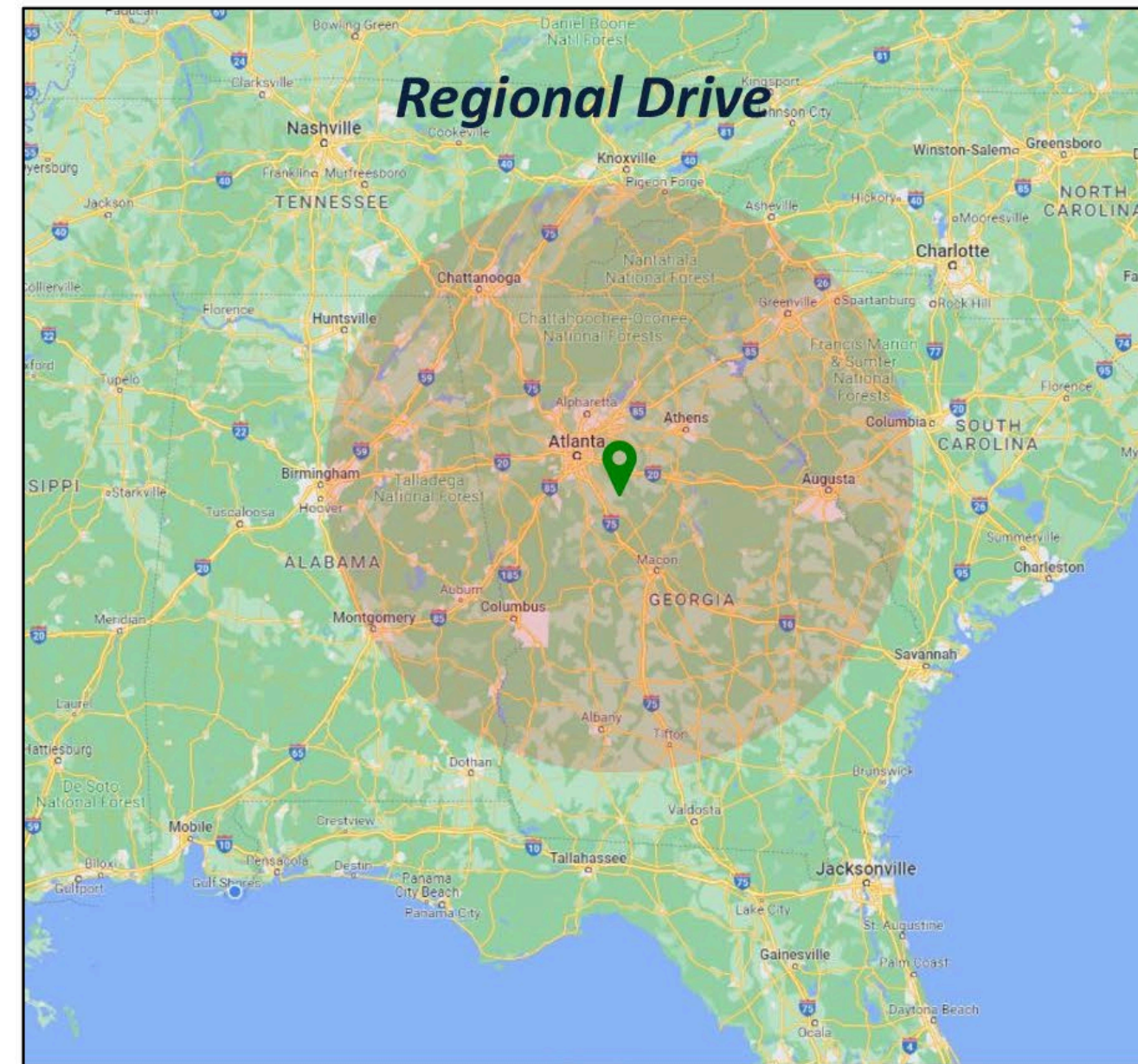
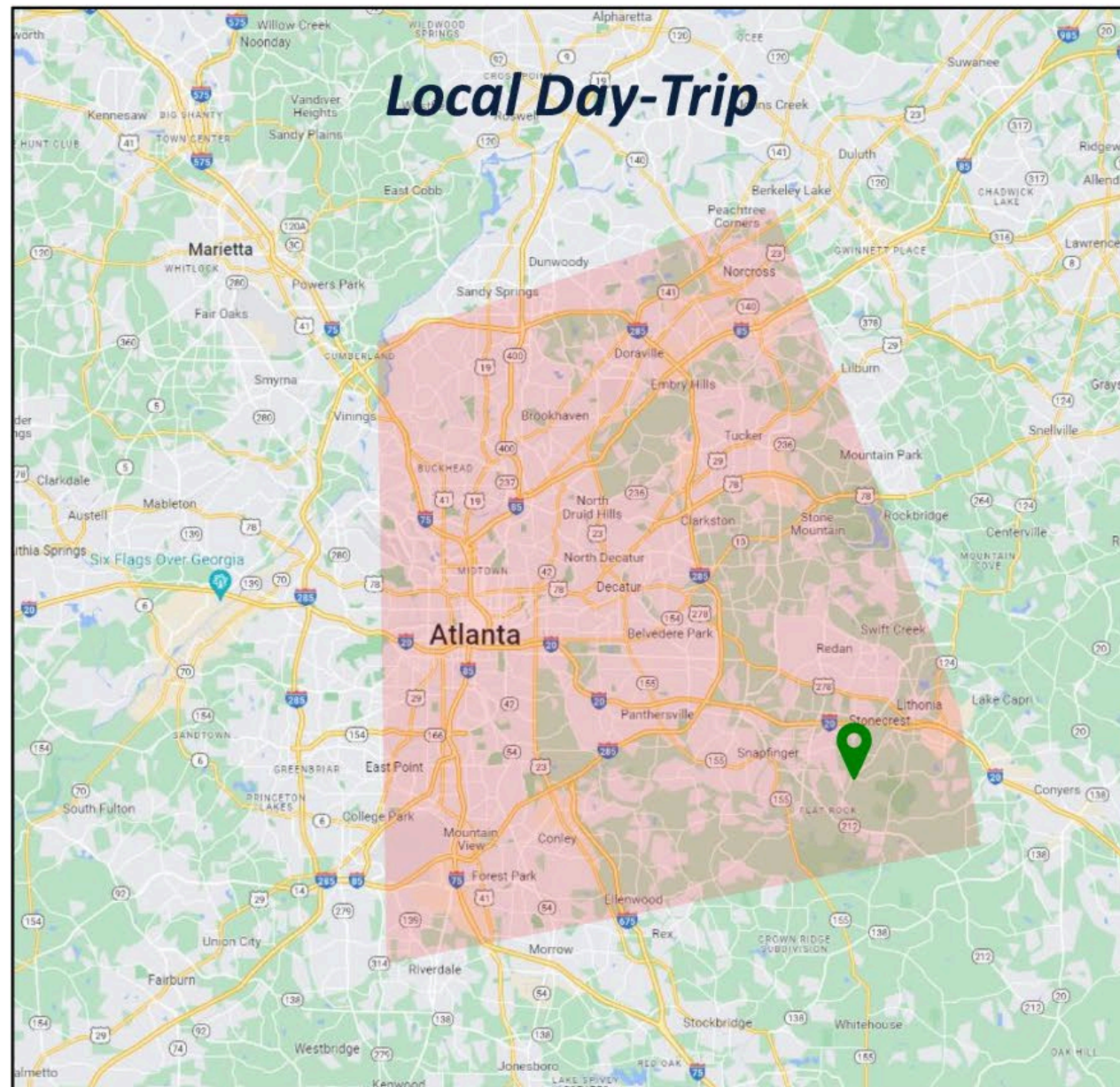
YTD 2023 Top 10 Visitor States

State	Visits (avg weekly)	Visits (avg daily)
Georgia	7511261	1073037
South Carolina	23050	3293
Florida	21513	3073
Alabama	19208	2744
New York	15367	2195
North Carolina	13062	1866
Tennessee	9220	1317
Texas	8452	1207
Illinois	6915	988
Virginia	6147	878

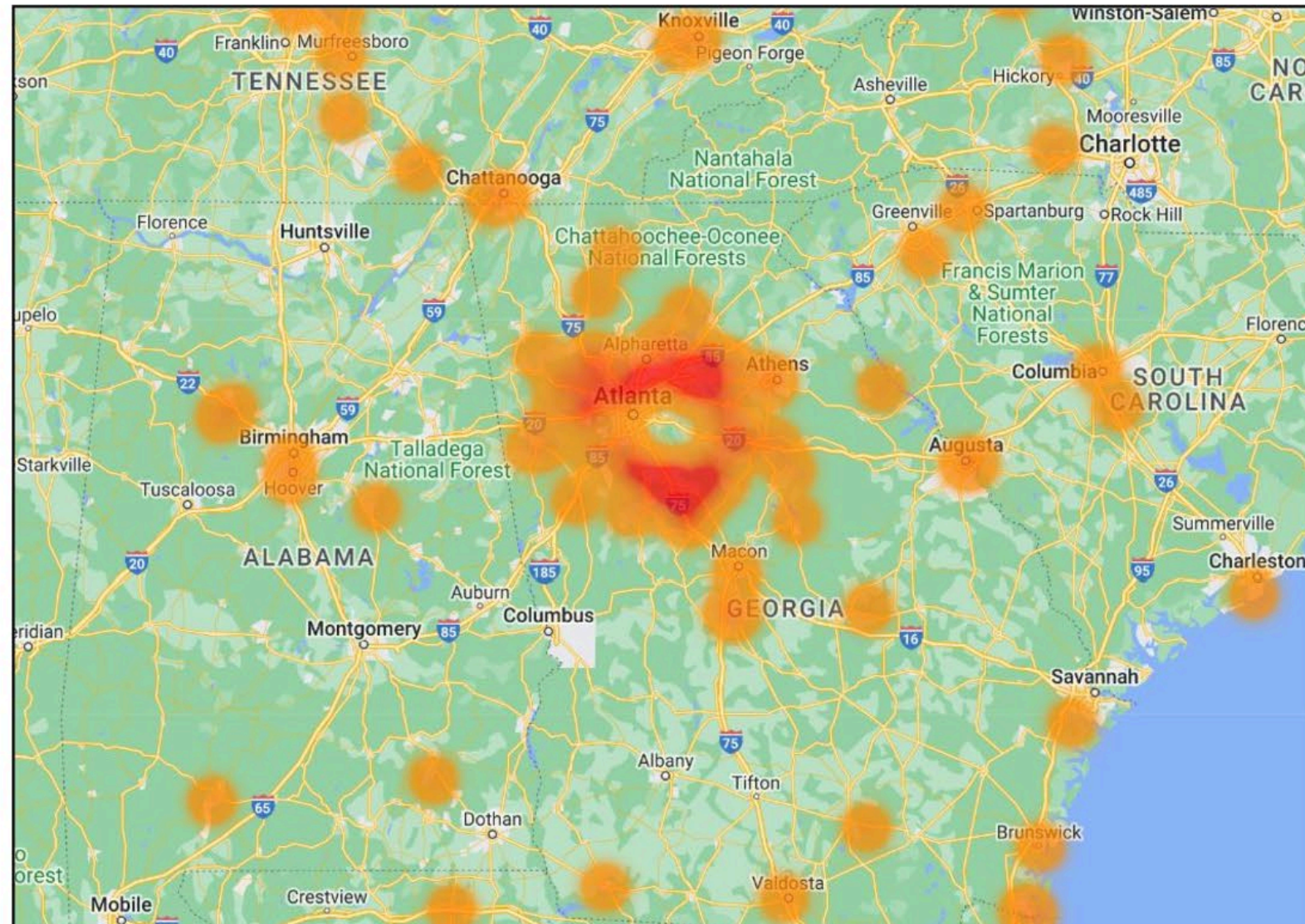
2023 Discover
DeKalb and Advance
Travel Plan



Target Markets.

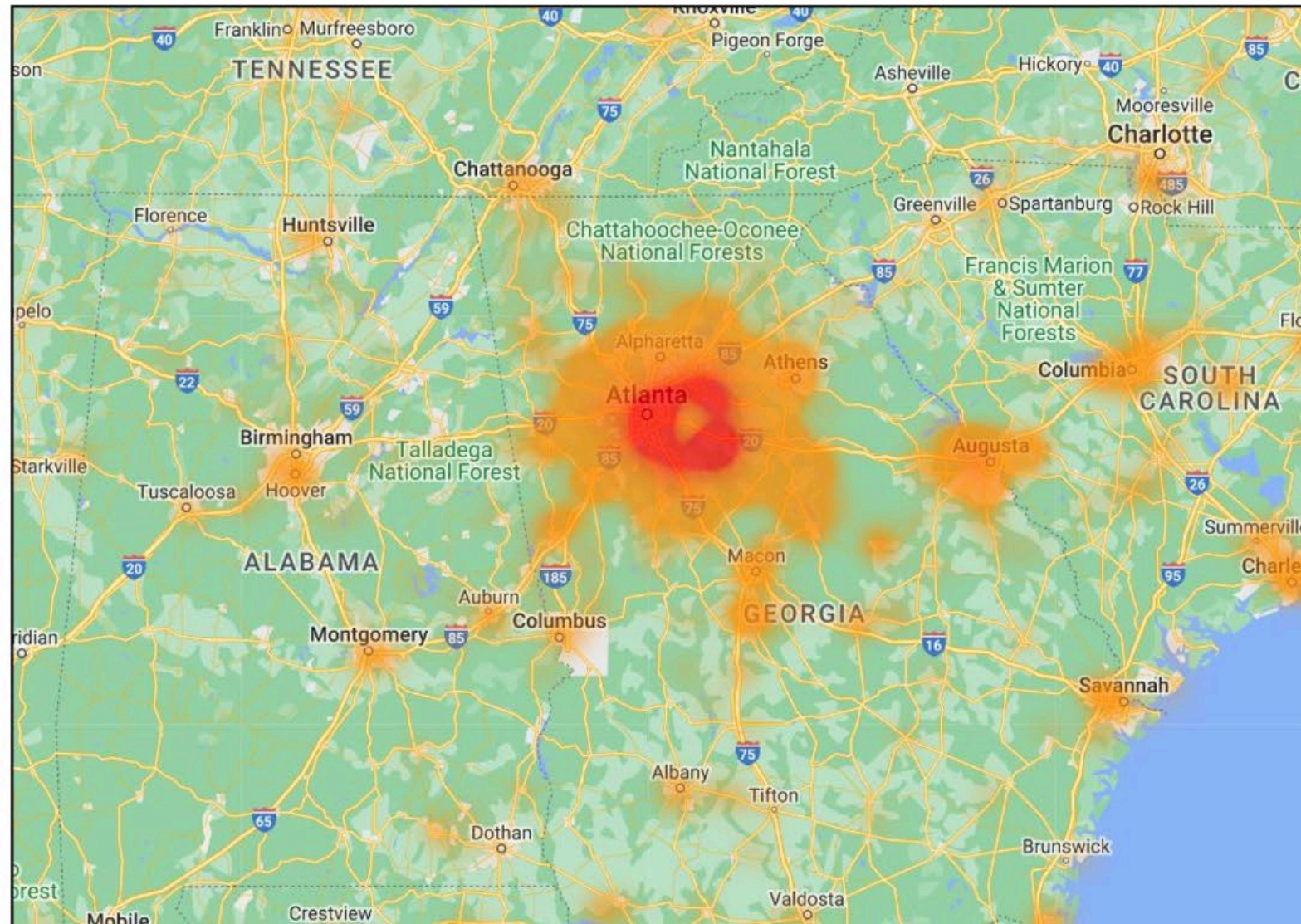


Mobile Visitation Data.



- Davidson/Arabia Mountain Nature Preserve
- Top DMAs
 - Atlanta (50.8%)
 - Macon (4.3%)
 - Tampa (3.2%)
 - Orlando (3.2%)
 - Birmingham (2.7%)

Mobile Visitation Data.



Stonecrest Mall

- Top DMAs
 - Atlanta (63.8%)
 - Augusta (3.8%)
 - Macon (2.4%)
 - Columbia (1.4%)
 - Birmingham (1.4%)

Regional Drive Markets.



Metro	Pageviews
/towns/stonecrest/	9,798 % of Total: 2.48% (394,515)
1. (not set)	2,272 (23.19%)
2. Birmingham (Ann and Tusc) AL	1,461 (14.91%)
3. Atlanta GA	1,415 (14.44%)
4. Columbia SC	593 (6.05%)
5. Augusta GA	501 (5.11%)
6. Macon GA	423 (4.32%)
7. Columbus GA	303 (3.09%)
8. Montgomery-Selma, AL	241 (2.46%)
9. Charlotte NC	224 (2.29%)
10. Columbus OH	209 (2.13%)

- Recommend continuing to target regional drive markets from the 2022 Stonecrest digital campaign.
- ***Plus, Atlanta area for day-trip market***

Travel Buying Cycle.



Awareness Tactics

- Digital Video
- Digital Display
- Mobile App Display

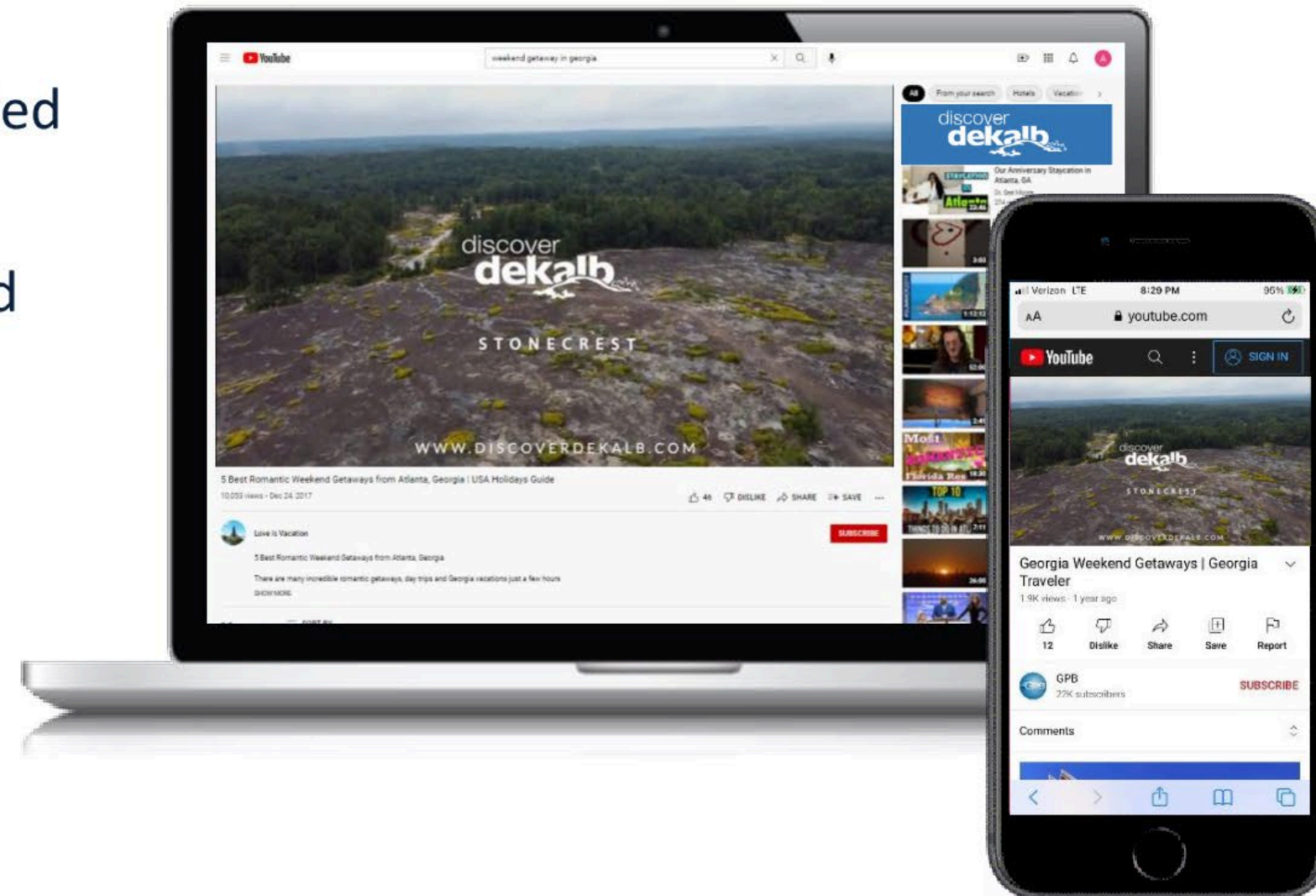
Engagement Tactics

- Paid Social
- Blogs

Drive Awareness with Video.



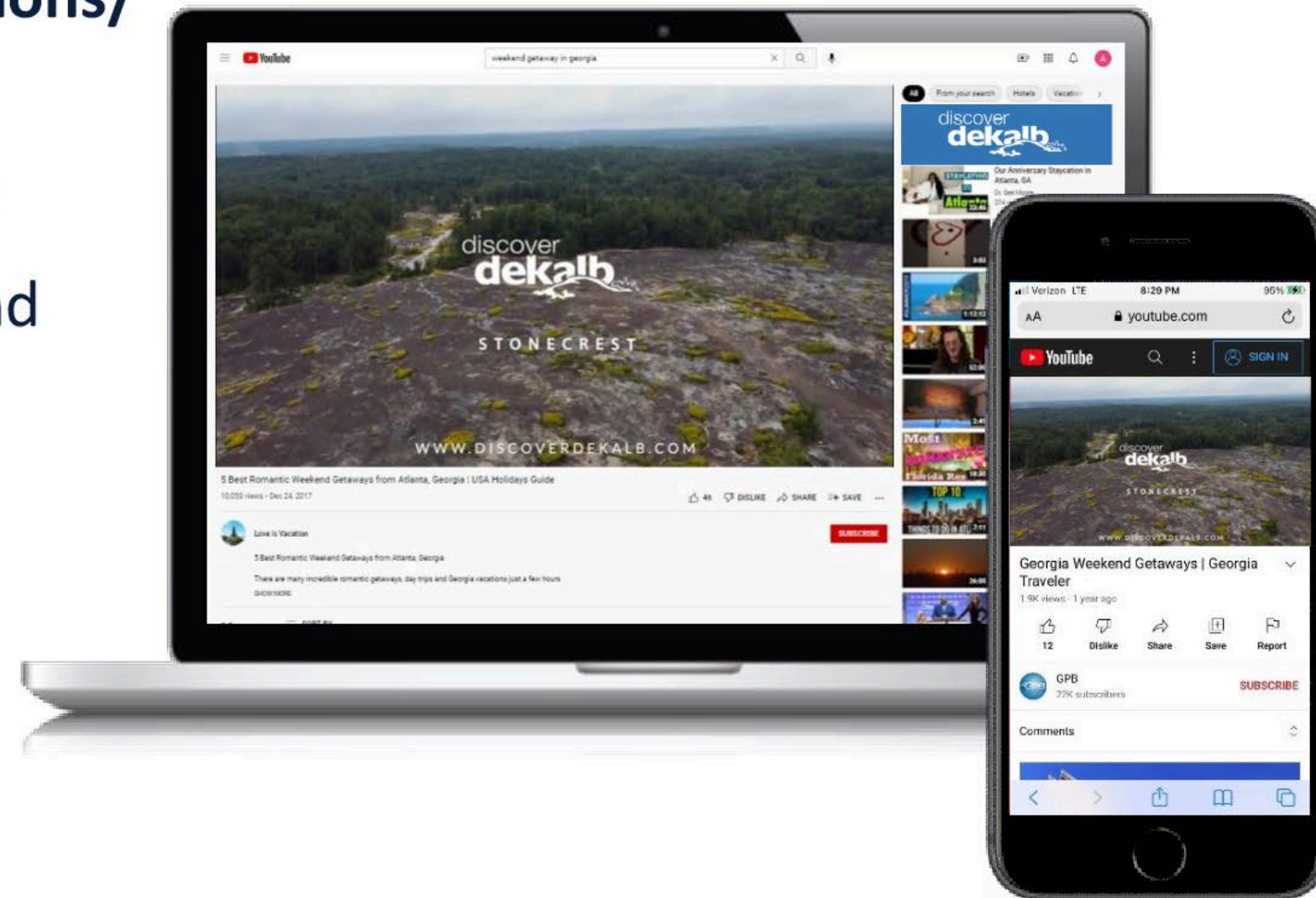
- **YouTube TrueView**
 - Skippable: only pay for completed views/clicks
 - Includes companion banner and CTA extension
- Targeted based on **audience interests**
 - Outdoors, Road trips, History, Dining, etc.



Drive Awareness with Video.



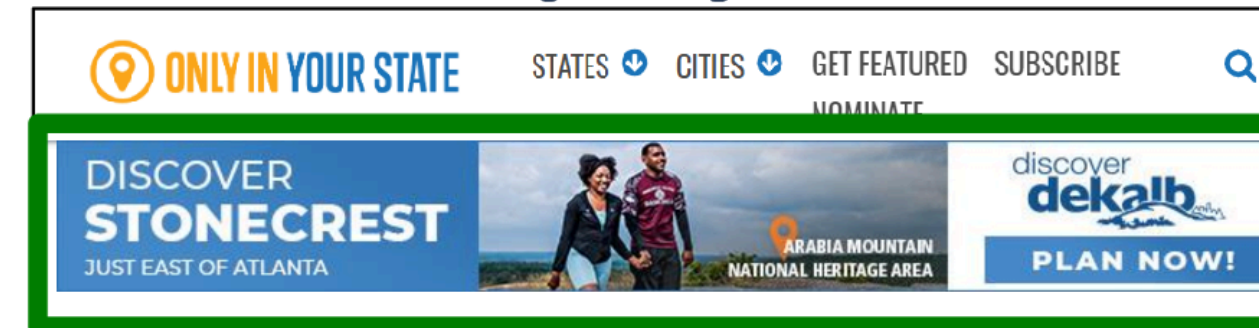
- Estimated 65,000 video impressions/month
 - Optimized for completed views
- Atlanta, Augusta, Birmingham and Macon only
- July - December



Increase Reach with Contextual Display.



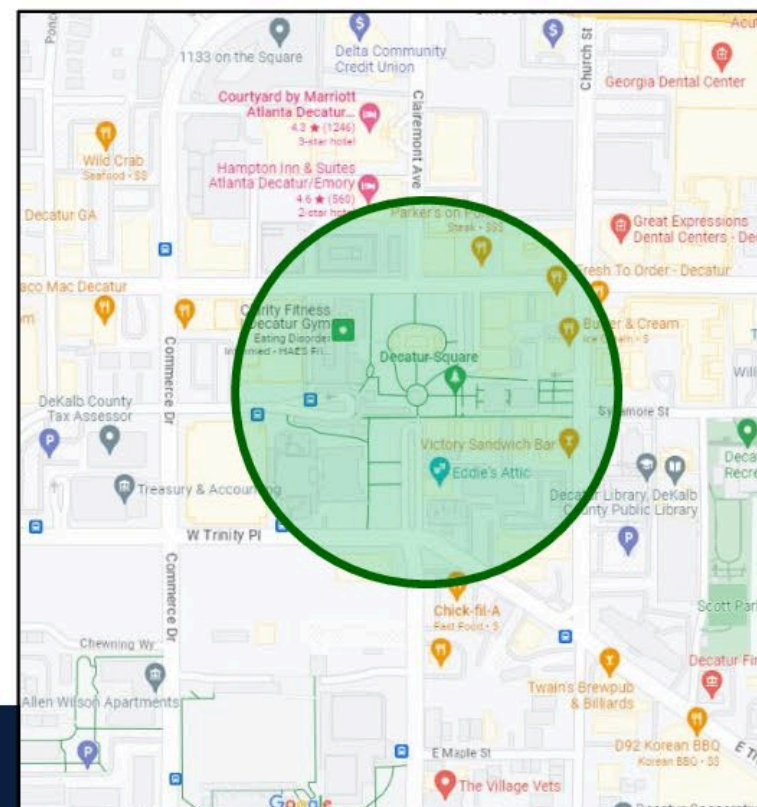
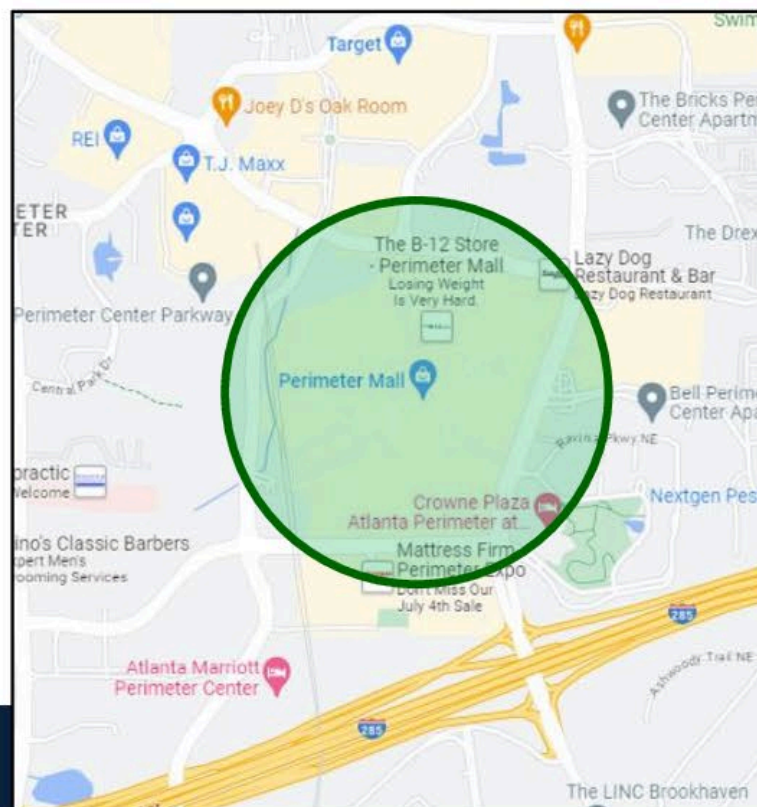
- Reach audiences in relevant content that aligns with their interests
 - Weekend Family Destinations, African American History/Culture, Atlanta Area Dining
- **500,000 display ads/month**
 - July – December 2023
- All markets: Augusta, Birmingham, Columbia, Columbus, Macon & Montgomery *plus Atlanta*



2023 Stonecrest

Reach Locals and Visitors with Mobile Display.

- Geo-fence regional area downtowns shopping areas and attractions
 - Dining, Shopping, Events messaging
- **50,000 mobile app display ads/mo.**

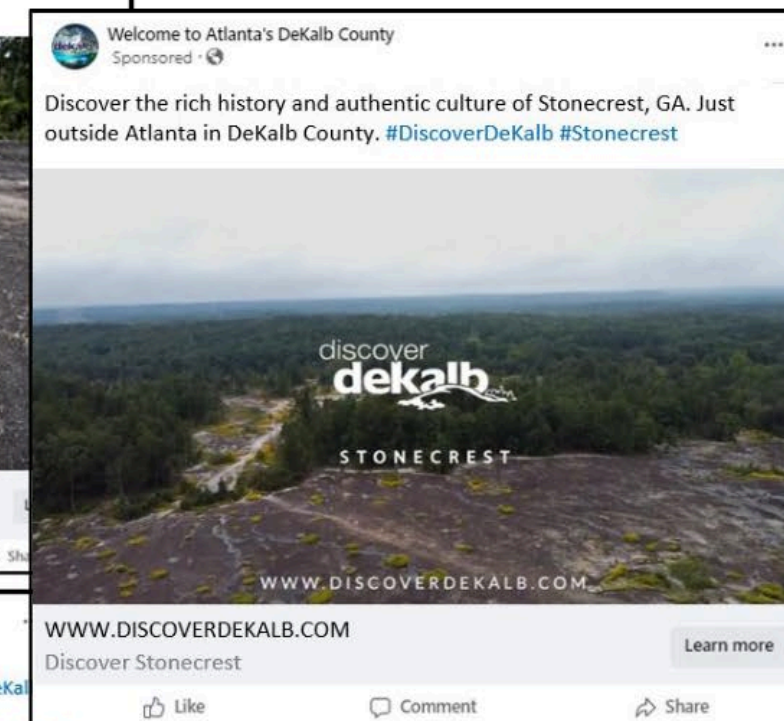
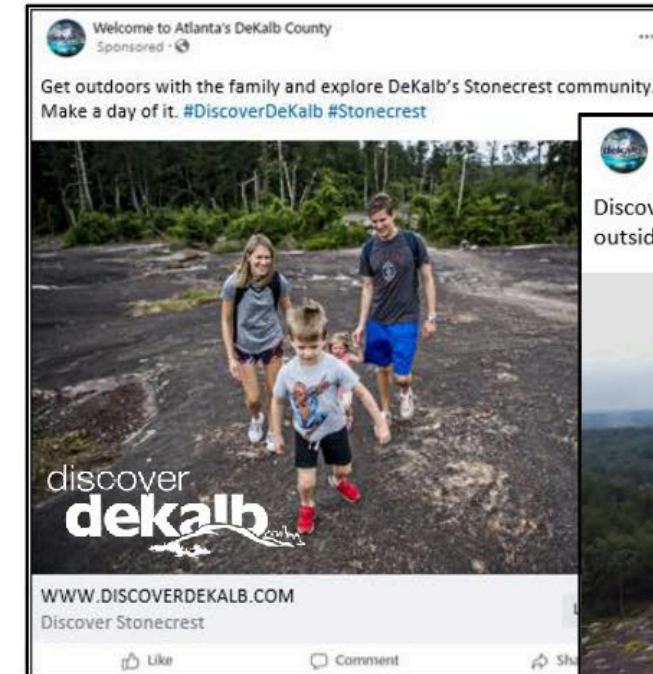


Locations	
Georgia Aquarium	Downtown Stone Mountain
King Center	Sandy Springs
Perimeter Mall	Chamblee
Lenox Square	Colony Square
Downtown Decatur	Vinings/Cumberland Mall
Brookhaven	Westside Provisions District
Centennial Olympic Park	Ponce City Market
Atlantic Station	Others TBD

Drive Awareness & Engagement with Social.



- Execute 3-tiered paid social campaign targeted to primary audiences
 - Site Traffic: Outdoors, Dining, Events
 - Video: deploy Stonecrest video in social channels
 - Blog Engagement
- All markets: Augusta, Birmingham, Columbia, Columbus, Macon & Montgomery **plus Atlanta**



YTD 2023
Stonecrest
Advance Travel -
Strategic Results

Topline Delivery Recap: July – October , 2023.

2,310,237

Total Ads Delivered

13,971

Responses (Clicks)

0.60%

Response Rate (CTR)

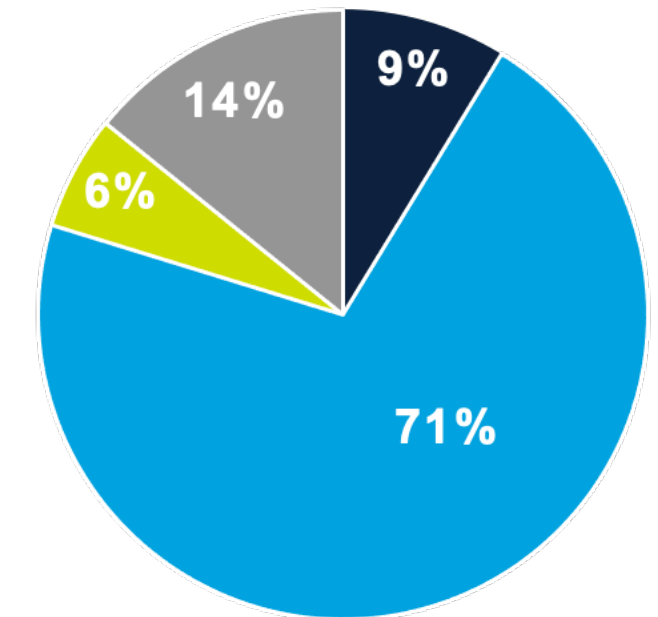
201,259

Video Ads Delivered

123,900

Completed Views

% Ad Impressions
By Channel



■ Video ■ Display ■ Mobile App Display ■ Paid Social

Drive Awareness with Digital Video.

- YouTube TrueView
 - Priority Markets

Market	Video Impressions	Completed Views	Completion Rate	Clicks
Atlanta	50,411	31,153	61.8%	47
Augusta	49,675	30,768	61.9%	27
Birmingham	51,653	31,108	60.2%	38
Macon	49,520	39,899	62.4%	23
Total	201,259	123,928	61.6%	135



- 100% New Users
- Estimated Total View Time: 350+ hrs.

Benchmark Completion Rate: 35% -45%

Increase Reach & Frequency with Display.

- By Market

Market	Impressions	Responses (Clicks)	CTR
Atlanta	314,328	1,773	0.56%
Augusta	142,350	781	0.54%
Birmingham	378,672	1,790	0.47%
Columbia	276,232	1,457	0.52%
Columbus	153,952	684	0.44%
Macon	256,810	1,206	0.47%
Montgomery	118,822	516	0.43%
Total	1,641,167	8,205	0.50%

Benchmark CTR: 0.10% - 0.20%

- 99% New Users
- 5,413 First time visitors to the Stonecrest page
- 6,388 Pageviews of Stonecrest page

Increase Reach & Frequency with Display.

- By Segment

Benchmark CTR: 0.10% - 0.20%

Segment	Impressions	Responses (Clicks)	CTR
Family Travel/Travel	983,307	4,747	0.48%
History/Museums	488,636	2,507	0.51%
Outdoors	168,724	951	0.56%
Total	1,641,167	8,205	0.50%

0.52% CTR



0.45% CTR



0.48% CTR



0.46% CTR



0.47% CTR



Reach Local Atlanta Area Day-Trippers with Mobile Display.

Location	Impressions	Responses (Clicks)	CTR
Atlantic Station	9,150	6	0.07%
Brookhaven	9,220	15	0.16%
Centennial Olympic Park	9,469	6	0.06%
Chamblee	9,428	11	0.12%
Colony Square	9,126	12	0.13%
Cumberland Mall	9,289	7	0.08%
Downtown Decatur	9,192	11	0.12%
Downtown Stone Mountain	9,238	9	0.10%

Location	Impressions	Responses (Clicks)	CTR
Georgia Aquarium	9,270	5	0.05%
Lenox Square	9,333	13	0.14%
Perimeter Mall	9,469	16	0.17%
Ponce City Market	9,187	11	0.12%
Sandy Springs	9,518	21	0.22%
The King Center	9,474	9	0.09%
Westside Provisions	9,303	9	0.10%
Total	139,666	161	0.12%

- 100% New Users

- 60 Engaged Sessions

Benchmark CTR: 0.10% - 0.20%

Drive Engagement with PaidSocial.


Ad	Impressions	Reach	Link Clicks	Link Click CTR	Reactions	Saves	Shares
Atlanta	127,747	48,911	2,338	1.83%	43	-	4
Regional Markets	200,398	73,204	3,132	1.56%	36	-	2
Total	328,145	121,922	5,470	1.67%	79	-	6

- 99% New Users
- 2,016 First time visitors to the Stonecrest page

Benchmark CTR: 1.0%


Drive Engagement with PaidSocial.

Atlanta Area/Day-Trip Version

 **Welcome to Atlanta's DeKalb County**
Sponsored · 🌐

Embark on an unforgettable day trip to Stonecrest! Just 30 miles outside of Atlanta, you can immerse yourself in the allure of this charming town, where hidden gems, vibrant culture, and captivating history await your discovery. ✨ Unearth new experiences as you stroll through picturesque streets and create lasting memories against the backdrop of stunning landscapes. Plan your visit today!


[#ExploreStonecrest](#) [#TravelMagic](#) [#DiscoverDeKalb](#)



Learn more Discover Dekalb Learn more Discover De


Like Comment Share

Regional Version

 **Welcome to Atlanta's DeKalb County**
Sponsored · 🌐

☀️ Escape to the charming town of Stonecrest! 🏡 Discover the hidden gems, vibrant culture, and captivating history that await you. Unearth new experiences and create lasting memories in this picturesque destination. Plan your visit now at and let the adventure begin! ✨ 📍

[#ExploreStonecrest](#) [#TravelMagic](#) [#DiscoverDeKalb](#)



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Like Comment Share



Stonecrest Updates



Stonecrest Podcast Features



DeKalb Talks Tourism Podcast

A new Podcast from Discover DeKalb that highlights exciting updates, in-depth conversations, and fun centered all around DeKalb. Currently there are 25+ episodes out now on YouTube.

DeKalb Talks Tourism is available on all streaming platforms. Tune in!

STONECREST

LINKEDIN & YouTube Statistics

Discover DeKalb Convention & Visitors Bureau
discover dekalb 370 followers
1mo · 🌐

Join Cheryl Moore-Mathis and [Kelly Palakshappa](#) from Flat Rock Archives, as we talk about preserving African American history and how they're helping families across America find their relatives.

Listen here 📻📻📻
<https://lnkd.in/g6v2sTzV>

[#DeKalbTalksTourism](#) [#FlatRockArchives](#) [#DeKalb](#)
<https://lnkd.in/gby5hC6F>



Come join us and learn more about Flat Rock Archives!
youtube.com

👤 Emuesiri Emereje and 2 others 1 repost

Flatrock Archives

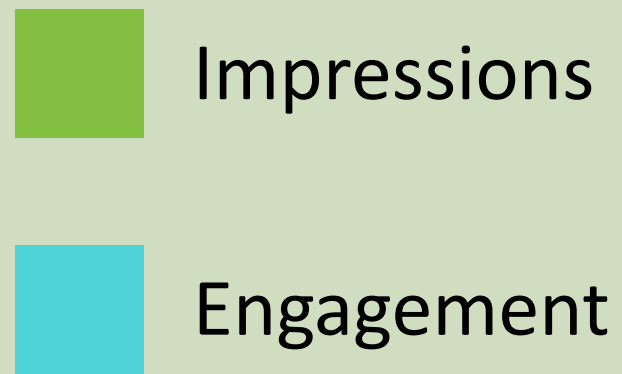
Total Impressions: 19,908

Total Watch Time: 1,914

Minutes (31.9 hours)

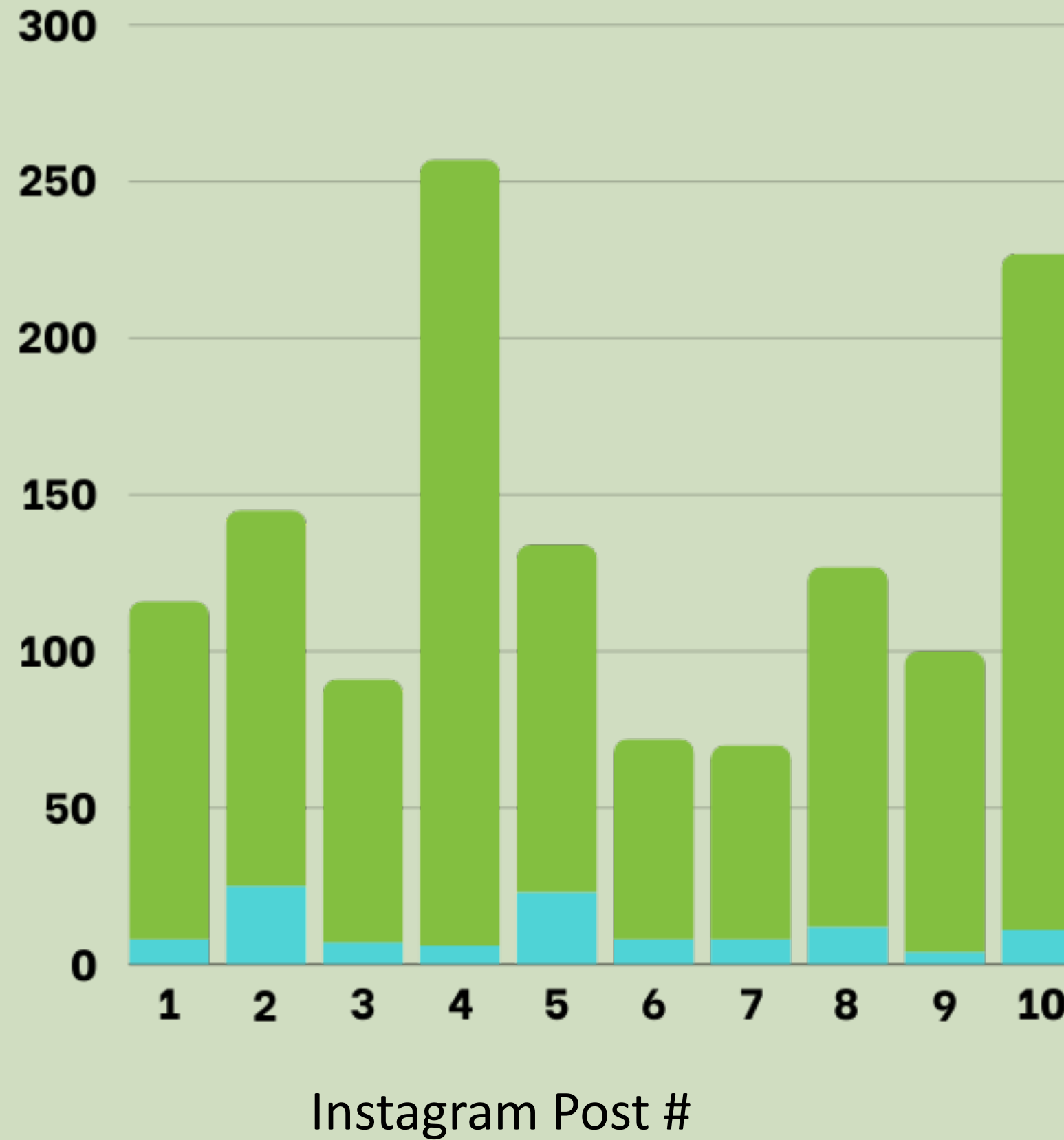
FLAT ROCK ARCHIVES

(INSTAGRAM CONTENT AS OF 11/28/23)



TOTAL IMPRESSIONS= 1,227

TOTAL ENGAGEMENT = 112



STONECREST

LINKEDIN & YouTube Statistics

Discover DeKalb Convention & Visitors Bureau
370 followers
2w · 🌐

Have you heard of **City of Stonecrest**'s newest adaptive reuse project, Privi? What was once a 144,000-square-foot Sears Building at the Mall at Stonecrest, it's now developing into a unique gathering spot, blending a food hall with a cultural community vibe. We talked with **Vaughn Irons** to see how him and his team are transforming the space!

Listen here 📻📻📻
<https://lnkd.in/g6v2sTzV>

#DeKalbTalksTourism #Privi #Stonecrest
<https://lnkd.in/gPDV4NNJ>



25: Vaughn Irons, Principal at Stonecrest Resorts & developer of Privi
youtube.com

Vaughn Irons and 37 others
9 comments · 10 reposts

PRIVI

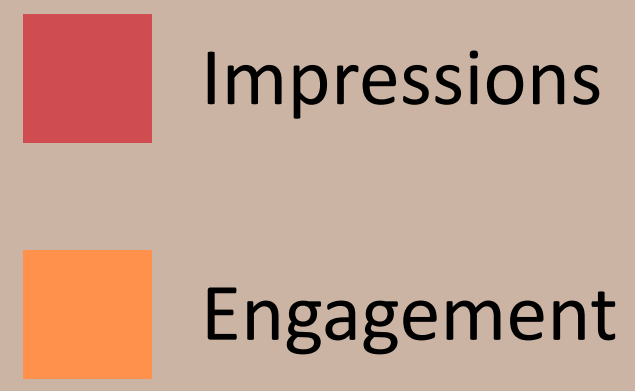
Total Impressions: 506

Total Watch Time: 723

Minutes (12.5 hours)

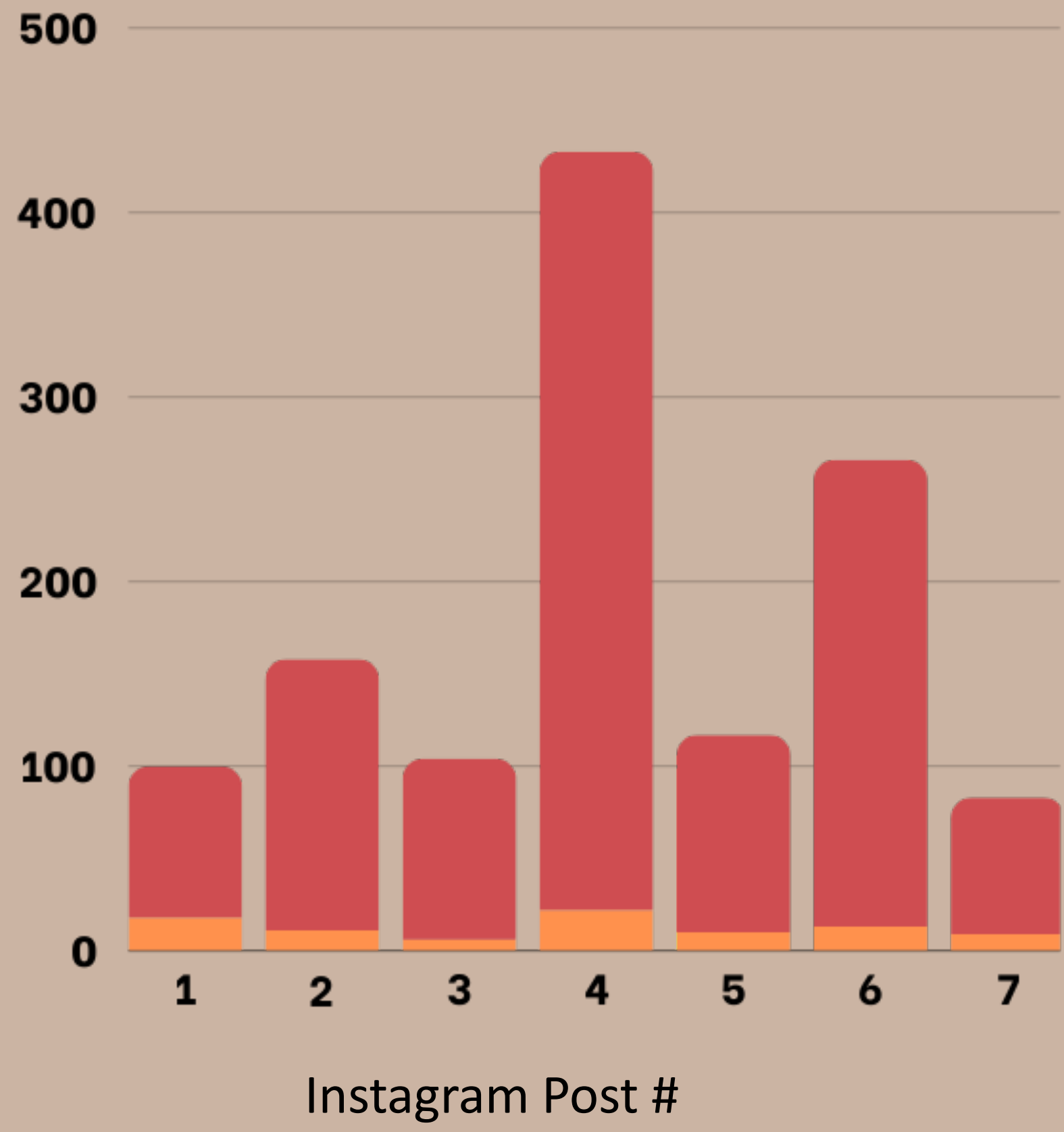
PRIVI

(INSTAGRAM CONTENT AS OF 11/28/23)



TOTAL IMPRESSIONS= 1,172

TOTAL ENGAGEMENT = 89



Stonecrest Partnership Meetings



Discover DeKalb Partnership Meetings

Discover DeKalb regularly hosts Bi-monthly partner meetings to provide educational resources, networking, and brainstorming opportunities to our partners for enhancing the experience provided in DeKalb County. At our Vendor Showcase Partner Meeting Arabia Mountain, New Black Wallstreet, Seaquest and Flatrock Archives all had booths.

Meet me in Stonecrest Logos



Stonecrest
Billboards
2023

The image displays two digital billboard designs. The top billboard is for the 'CELEBRATION OF FREEDOM JUNETEENTH' event. It features a yellow background with black text and graphics. The text includes 'CELEBRATION OF FREEDOM', 'JUNETEENTH', and a list of activities: 'LIVE MUSIC AND PERFORMANCES | VENDORS | FOOD TRUCKS | KIDZ ZONE | PETTING ZOO | BOUNCE HOUSES | FIREWORKS SHOW @ DUSK'. The date and time are 'JUNE 17 | 4PM', and the location is '5845 Hillvale Road | Stonecrest, GA 30058'. Logos for 'discover dekalb', 'THE CITY OF STONECREST GEORGIA', and 'BLACK DOT CULTURAL CENTER & BOOKSTORE' are present.

The bottom billboard is for the 'ATLANTA DEKALB CARNIVAL'. It has a green and blue background with colorful fireworks. The text reads 'THE ULTIMATE CARNIVAL EXPERIENCE', '2994 Turner Hill Rd, Stonecrest, GA', 'MUSIC | FOOD | CULTURE', 'Parade: 12:00PM', 'Festival: 2:00PM - 10:00PM', and 'Atlantadekalbcarnival.com'. The 'ATLANTA DEKALB CARNIVAL' logo includes the tagline 'The Hottest Carnival in North America'.

Discover DeKalb designed and placed billboard designs across digital billboard pool of 30+ digital billboards to support event traffic and awareness.

Stonecrest Sponsorship Efforts 2023

discover dekalb

< Back

November 17, 2023 to November 19, 2023

CELEBRATING 50 YEARS OF HIP-HOP: LEGENDS & ICONS WEEKEND

SHARE

ABOUT THE EVENT

Get ready for an electrifying event that's set to make waves in the world of hip-hop! This 3-day event is a multi-faceted celebration, featuring five incredible experiences rolled into one unforgettable weekend:

State of Hip-Hop Symposium: Delve into the heartbeat of hip-hop culture at our symposium, featuring hip-hop icons Chubb Rock, DJ Tabone, Raheem The Dream, and Positive K as we come together to discuss the genre's evolution, its impact on society, and its future. Gain fresh insights, explore its cultural significance, and join the conversation that continues to shape the world of music.

Legends & Icons Sneaker Ball: It's time to put on your fanciest attire and your freshest kicks! At the Legends & Icons Sneaker Ball, we pay homage to the pioneers and legends of hip-hop. This event will feature live performances by The Sugar Hill Gang! Dress to impress and dance the night away, celebrating the iconic figures who've left an indelible mark on the industry. This is where style meets swagger!

Privi Stonecrest
The Mall at Stonecrest
8020 Mall Parkway
Stonecrest, Georgia 30038

discover dekalb

< Back

November 17, 2023 7:00 PM -1:00 AM

LEGENDS & ICONS SNEAKER BALL

SHARE

About the event

It's time to put on your fanciest attire and your freshest kicks! At the Legends & Icons Sneaker Ball, we pay homage to the pioneers and legends of hip-hop. This event will feature live performances by The Sugar Hill Gang! Dress to impress and dance the night away, celebrating the iconic figures who've left an indelible mark on the industry. This is where style meets swagger!

Privi Stonecrest
The Mall at Stonecrest
8020 Mall Pkwy
Parking Lot 1C
Stonecrest, Georgia 30038

ADMISSION
Purchase Online: \$75.00 +\$1.88 processing fee | At Door: \$100.00 + \$2.50 processing fee

Discover DeKalb proudly sponsored the following Stonecrest efforts/events in 2023:

- Stonecrest Fest
- Stonecrest 50th Hip Hop Celebration
- Atlanta's DeKalb Carnival

Stonecrest Magazine Refresh 2023



Discover DeKalb is planning the 2023 Discover Stonecrest Magazine Refresh.

In the refresh we will be doing the following:

- New Cover
- New Mayoral Address
- New Back Cover
- Inside Refresh

Discover Stonecrest Video 2023 Plan

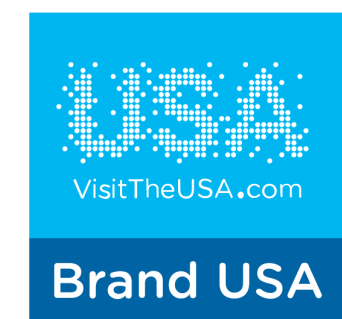


Discover DeKalb is currently completing new 2023 visuals that will soon be completed. Upon completion the video assets can be provided upon request free of charge.

Discover DeKalb plans to use the completed visuals in digital ad streaming placements to increase brand awareness, maximize bookings, and establishing greater reach for all that DeKalb has to offer.

The completed Discover Dekalb visuals will be placed on the following streaming platforms as part of our 2023 – 2024 Digital Strategy:

- YouTube Ads
- GoUSATV





We Stonecrest

