



**YTD Stonecrest 2023**  
Discover DeKalb Presentation



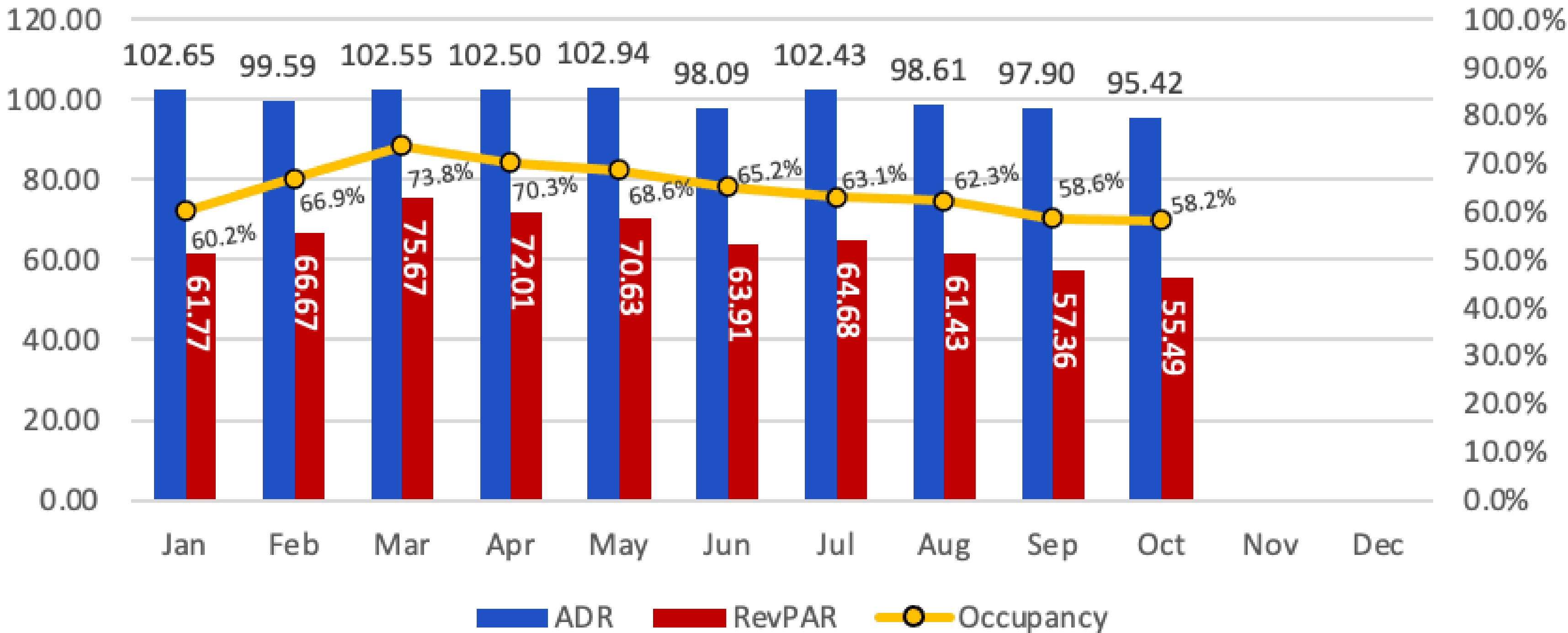




Hotel Results

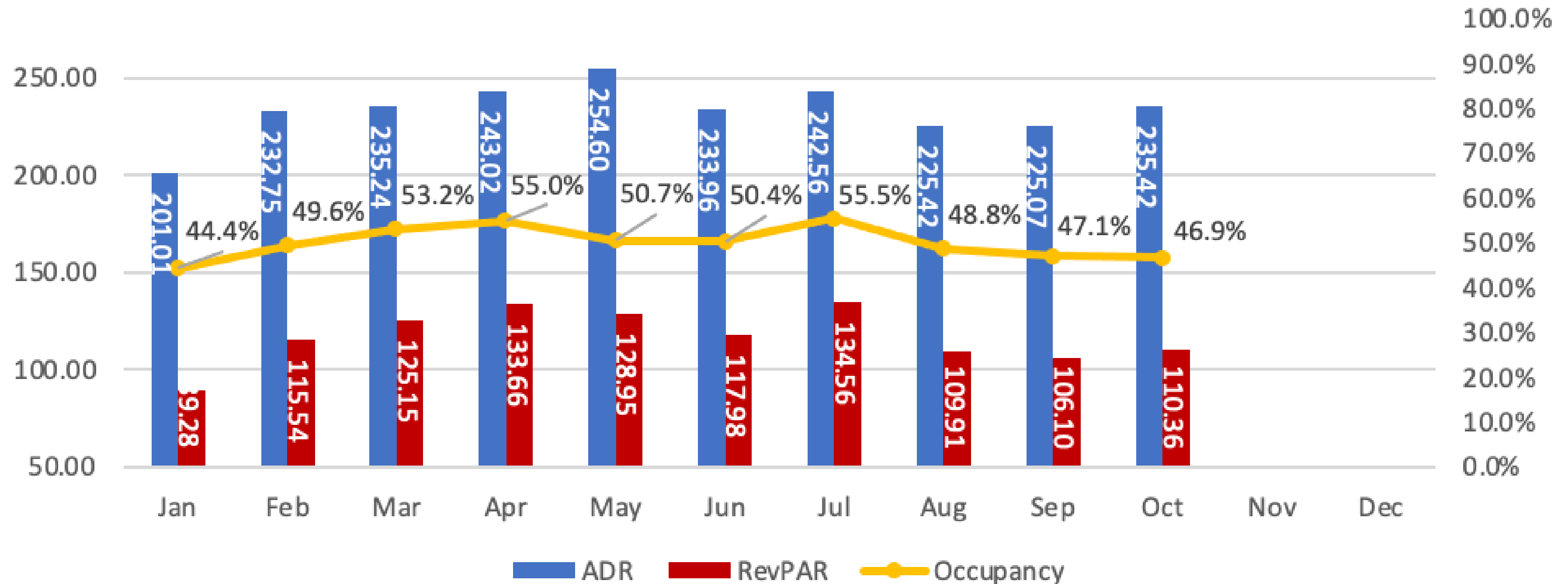
# YTD 2023 Hotel Results – Stonecrest

## 2023 Stonecrest



# YTD 2023 Short Term Results – Stonecrest

## 2023 Stonecrest







Expedia Campaign Results YTD



Expedia  
Campaign  
YTD 2023  
Results  
DEKALB

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

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

Expedia  
Campaign  
YTD 2023  
Results  
Stonecrest

# 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

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# Total Gross Bookings

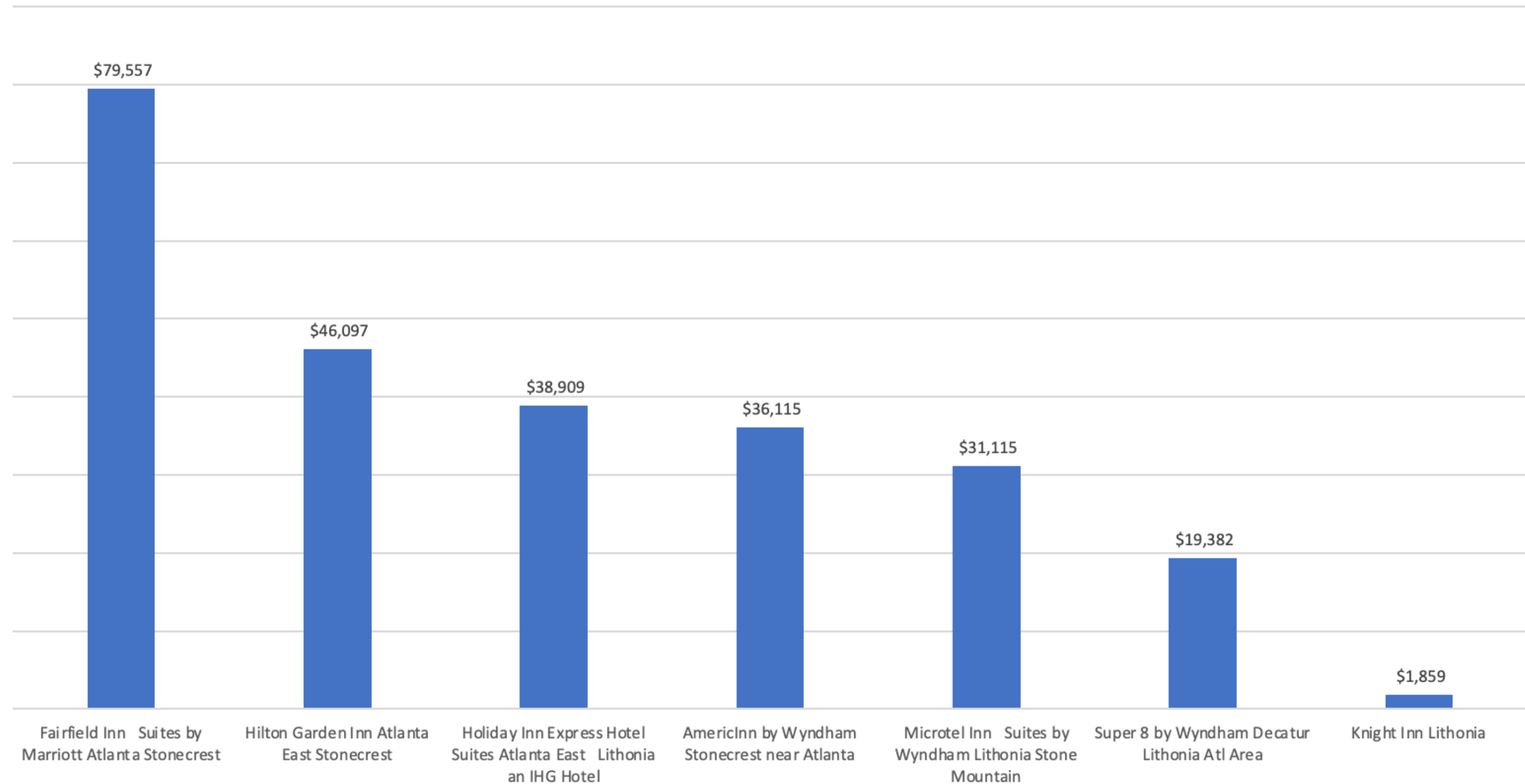
Feb		Apr		Jun		Aug		Oct		Dec		Total
\$19,190		\$27,854		\$18,353		\$20,322						
Jan	Mar		May		Jul		Sep		Nov		\$253,035	
\$18,305	\$88,354		\$29,198		\$16,499		\$14,960					

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

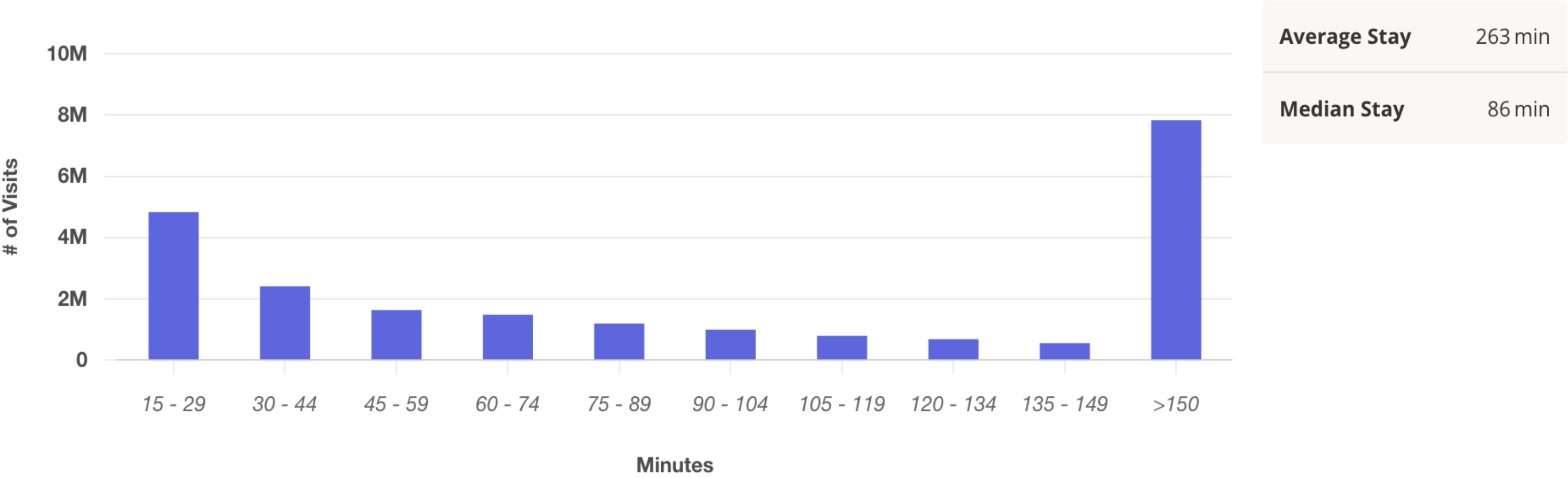
Results for 2023 are Year to Date results spanning 33 weeks.



# Average Length of Stay

## Length of Stay

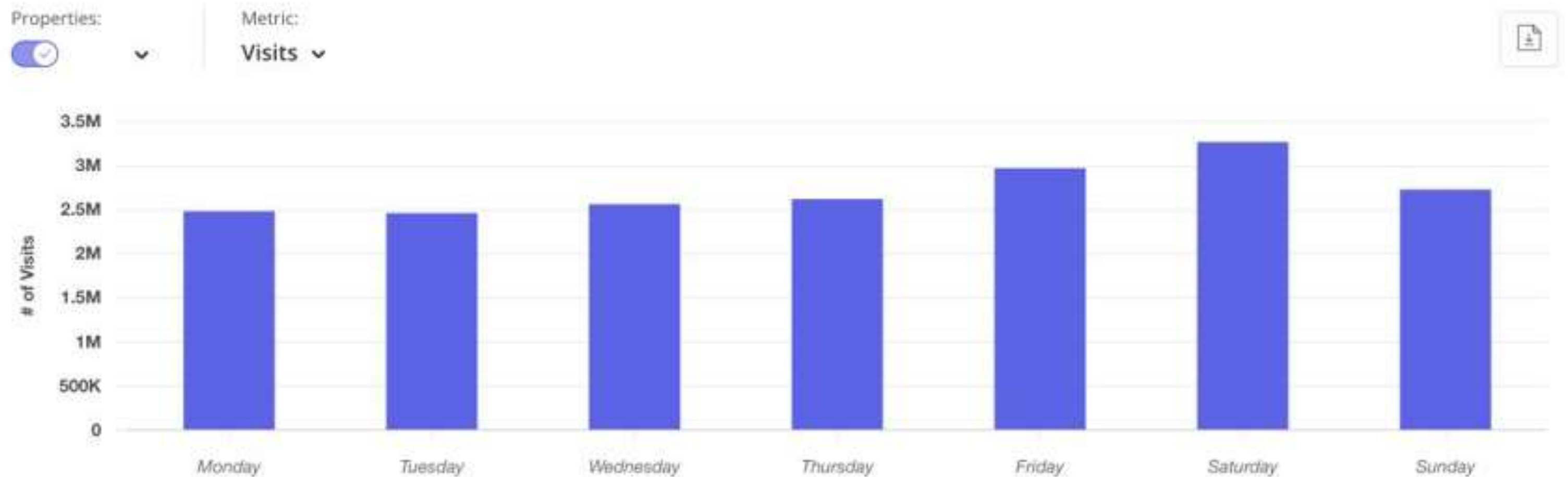
● Stonecrest, GA  
Stonecrest, GA



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



# Visits by day





# YTD 2023 Top 10 Visitor States

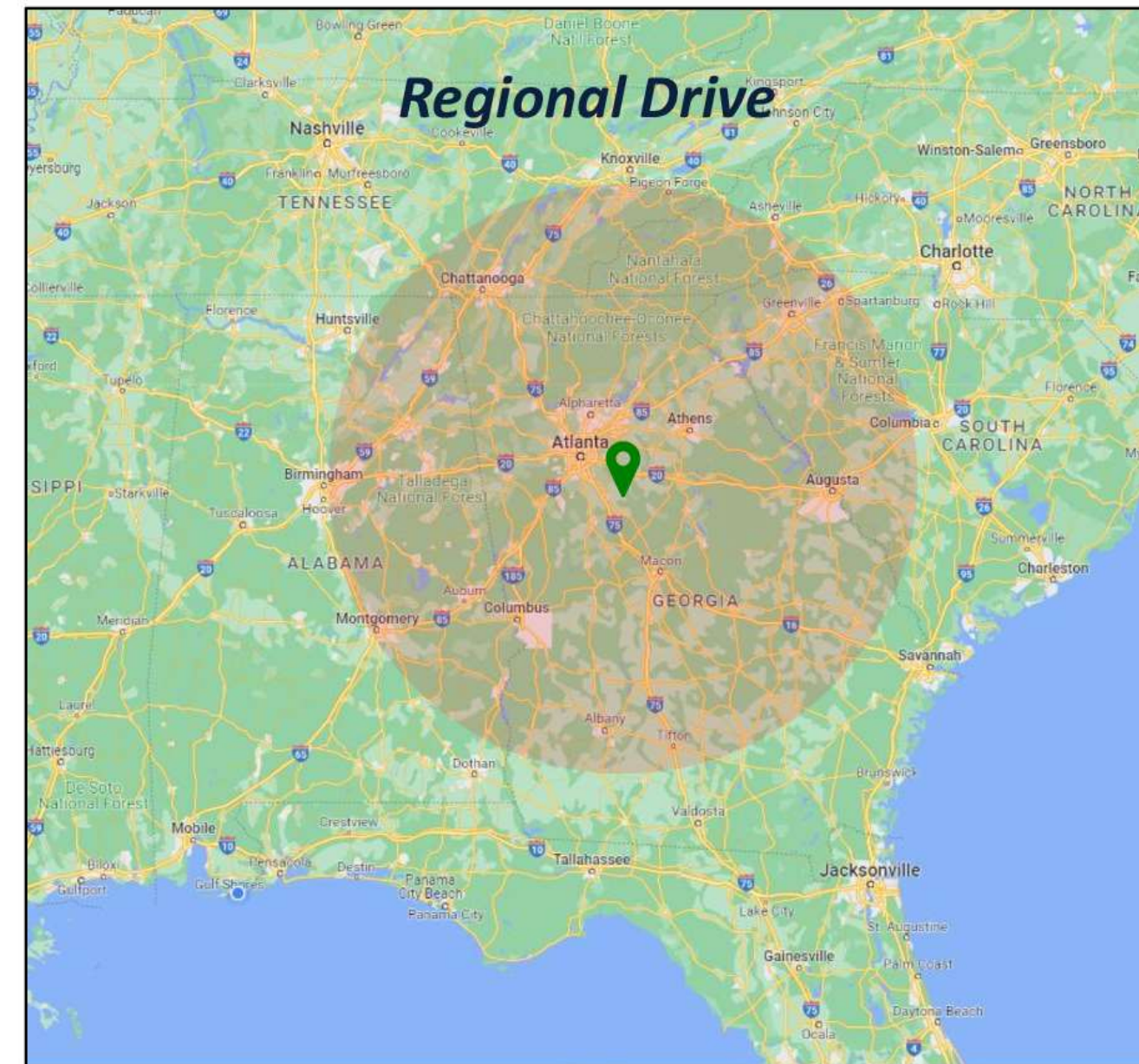
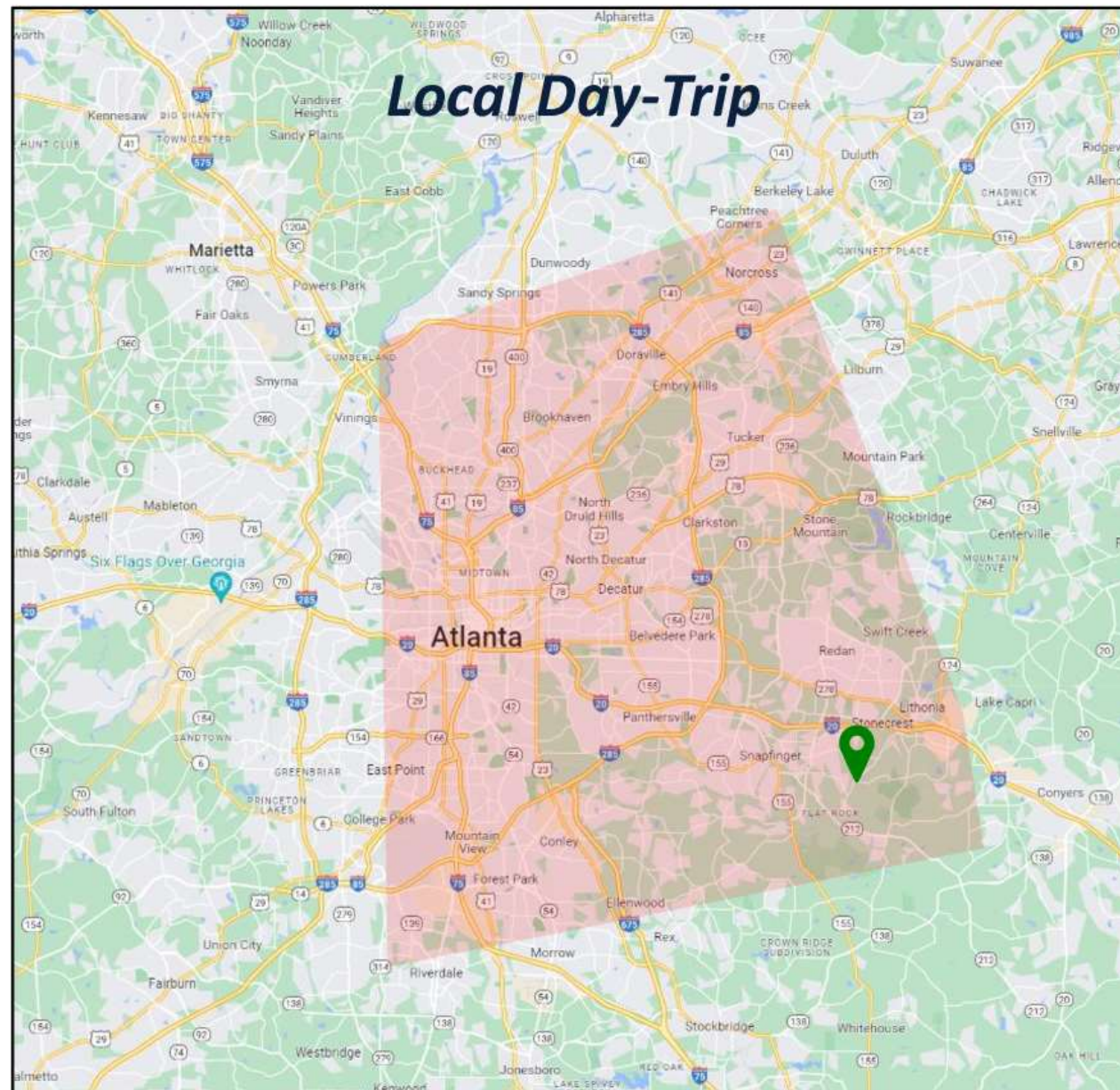
State	Visits (avg weekly)	Visits (avg daily)
Georgia	7511261	1073037
South Carolina	23050	3293
Florida	21513	3073
Alabama	19208	2744
New York	15367	2195
North Carolina	13062	1866
Tennessee	9220	1317
Texas	8452	1207
Illinois	6915	988
Virginia	6147	878

# 2023 Discover DeKalb and Advance Travel Plan





# Target Markets.



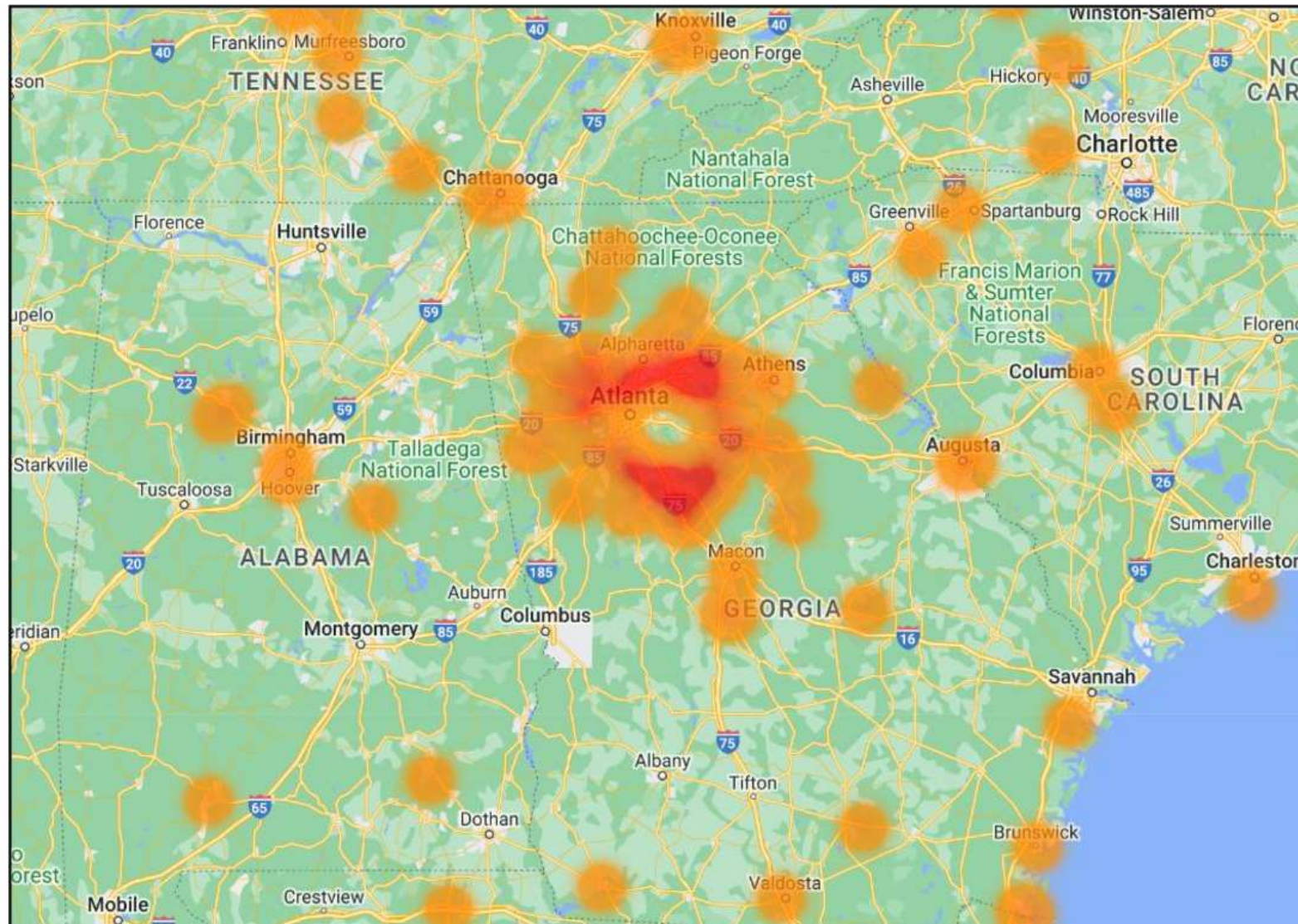
2023 Stonecrest



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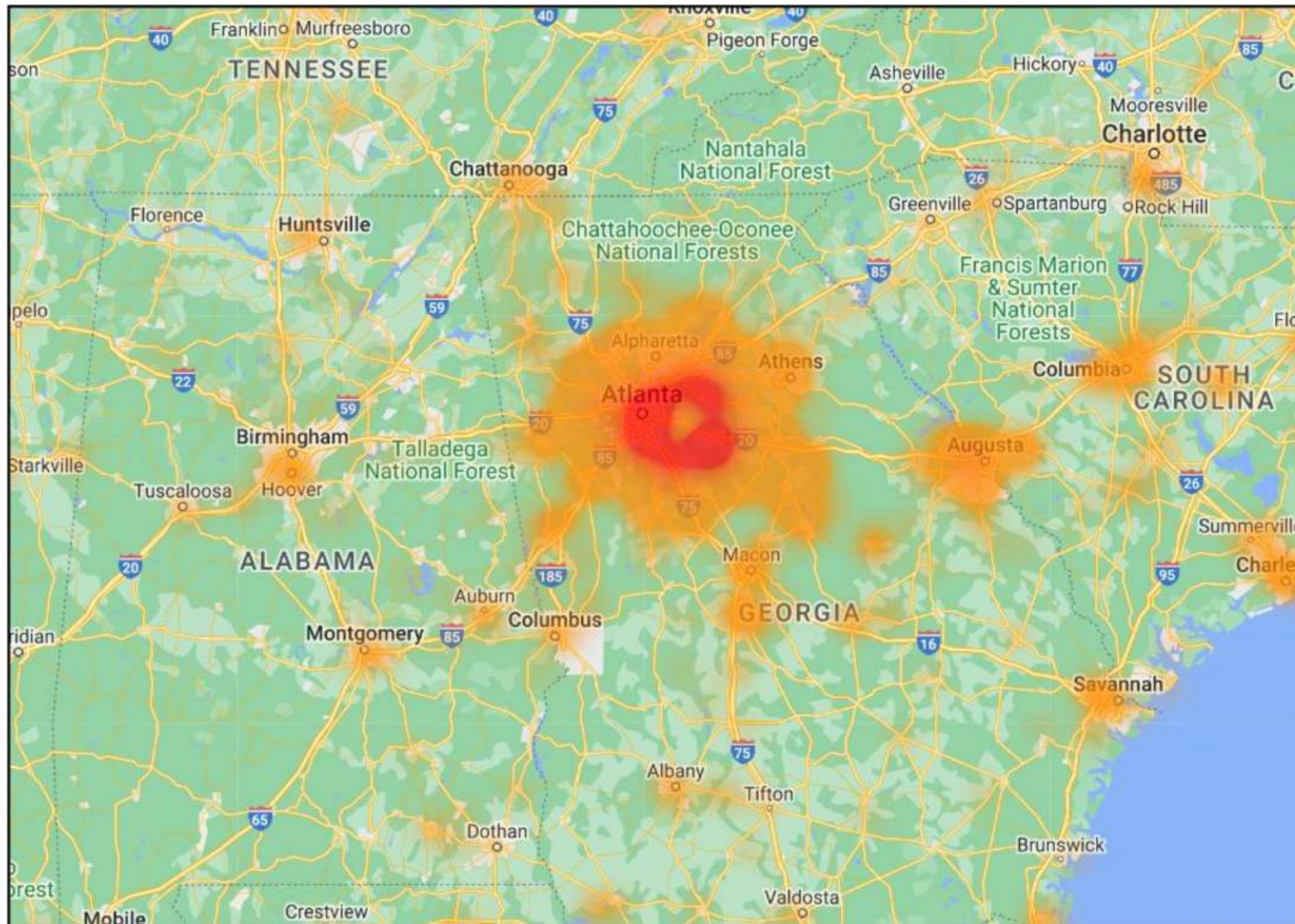
# Mobile Visitation Data.



- 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

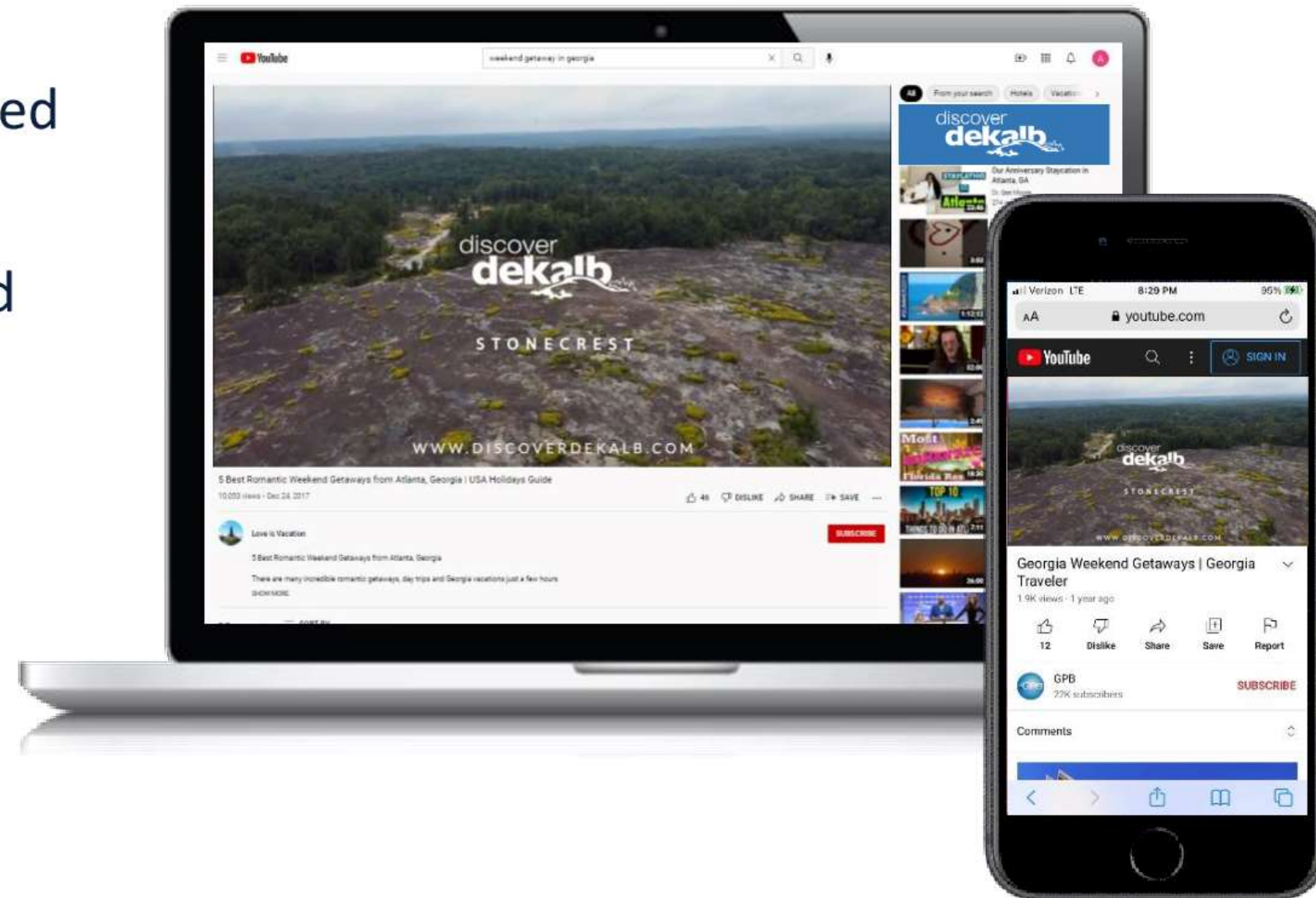
## Engagement Tactics

- 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.

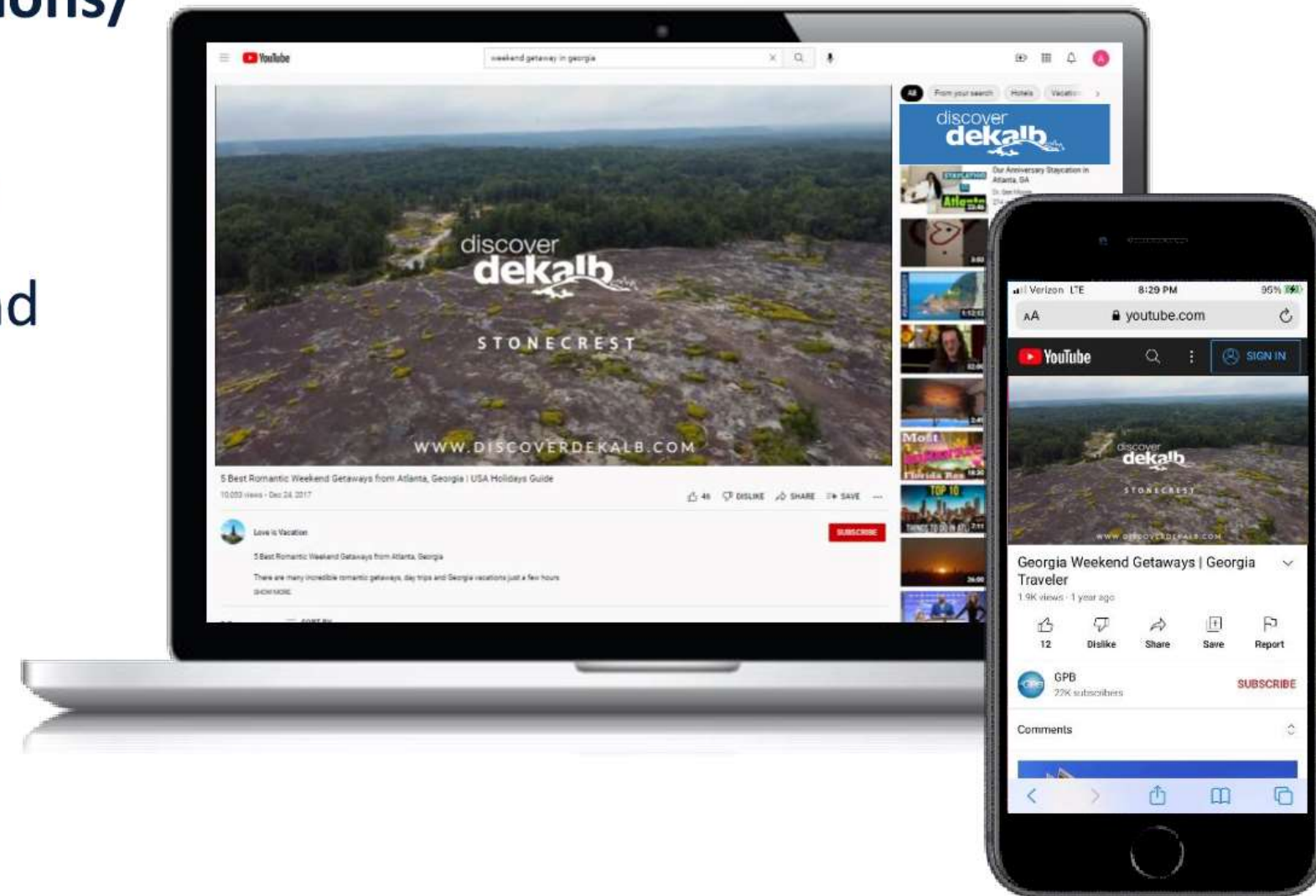




# Drive Awareness with Video.



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

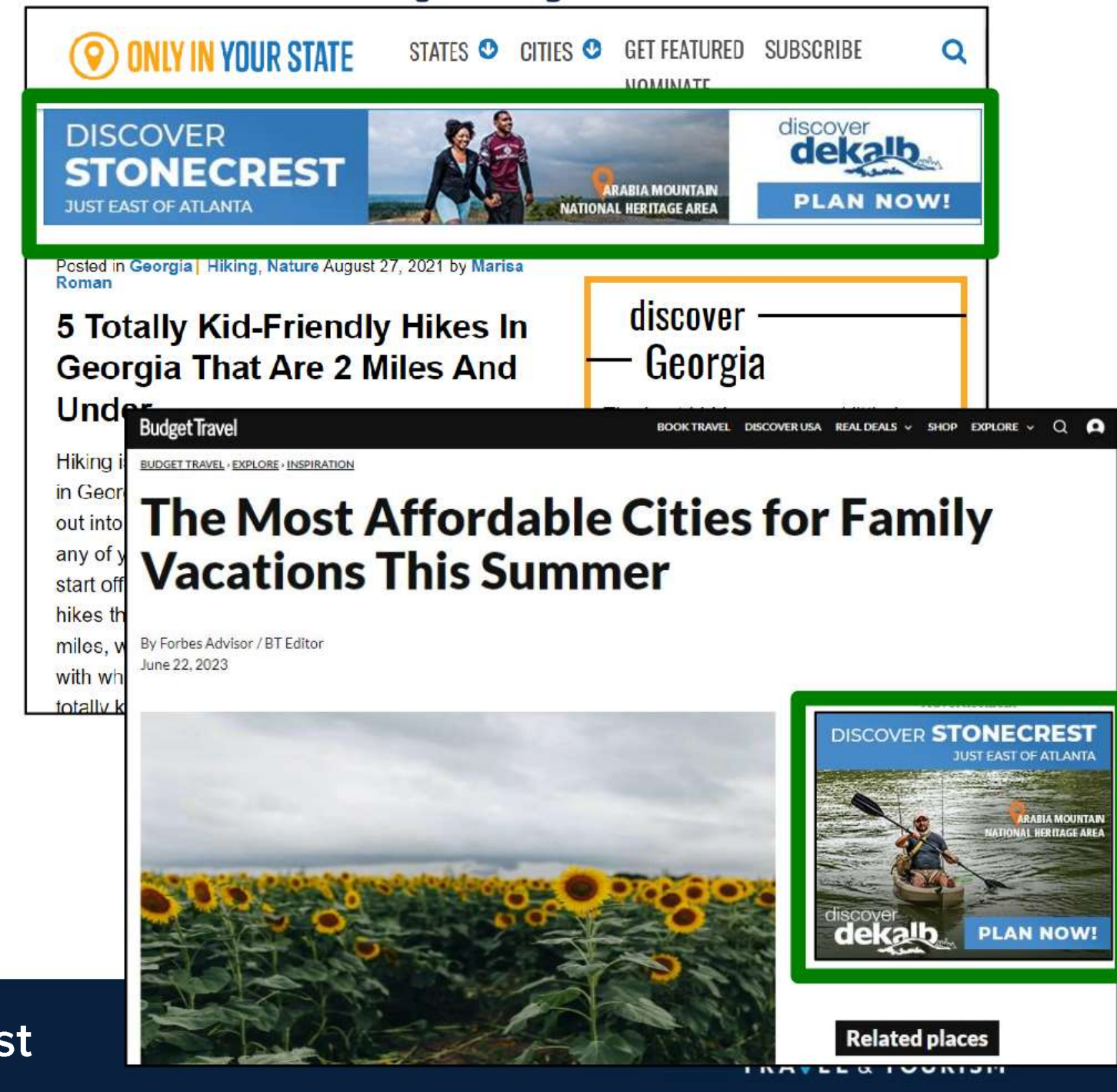




# Increase Reach with Contextual Display.



- 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***



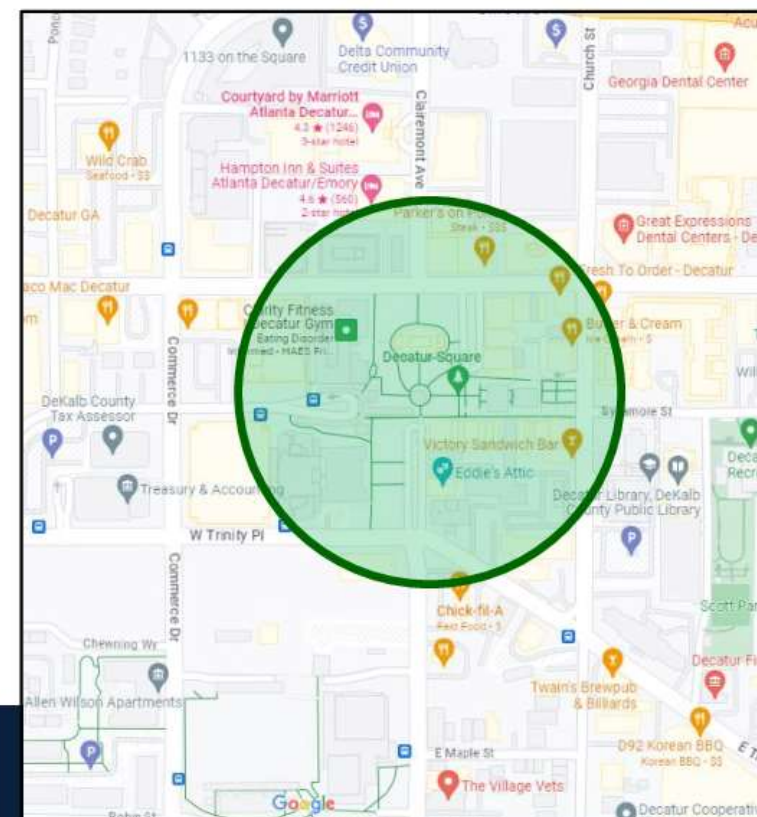
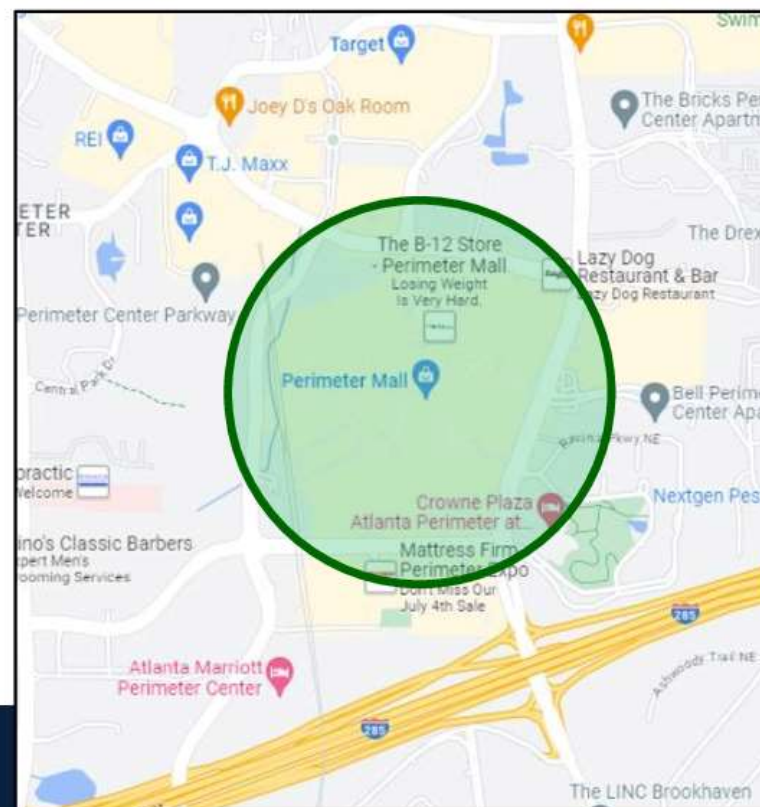
2023 Stonecrest



# 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

2023 Stonecrest

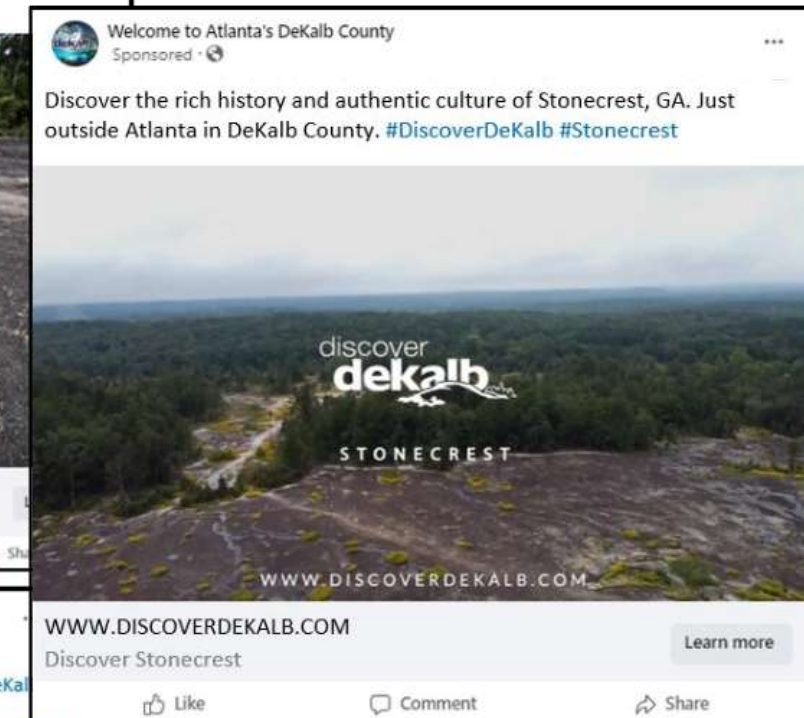


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# Drive Awareness & Engagement with Social.

- 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***



2023 Stonecrest



**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)

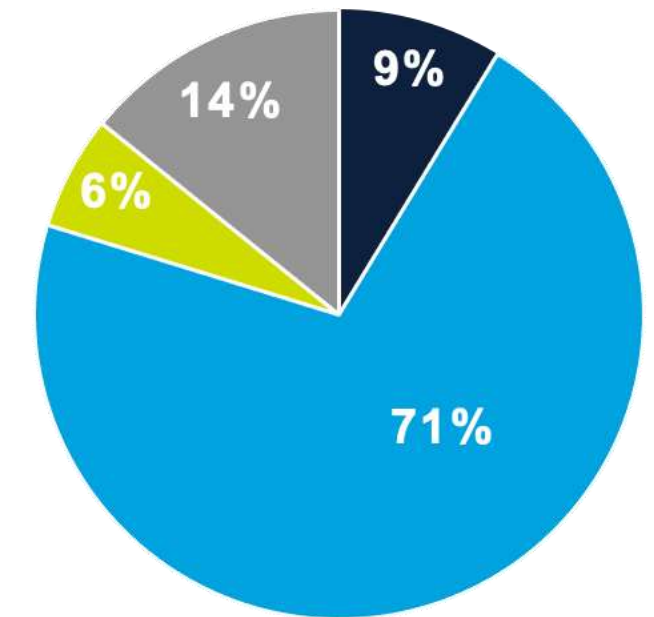
**201,259**

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 Stonecrestpage



# 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**  
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](https://www.youtube.com)

👤 Emuesiri Emereje and 2 others      1 repost

### Flatrock Archives

Total Impressions: 19,908

Total Watch Time: 1,914

Minutes (31.9 hours)



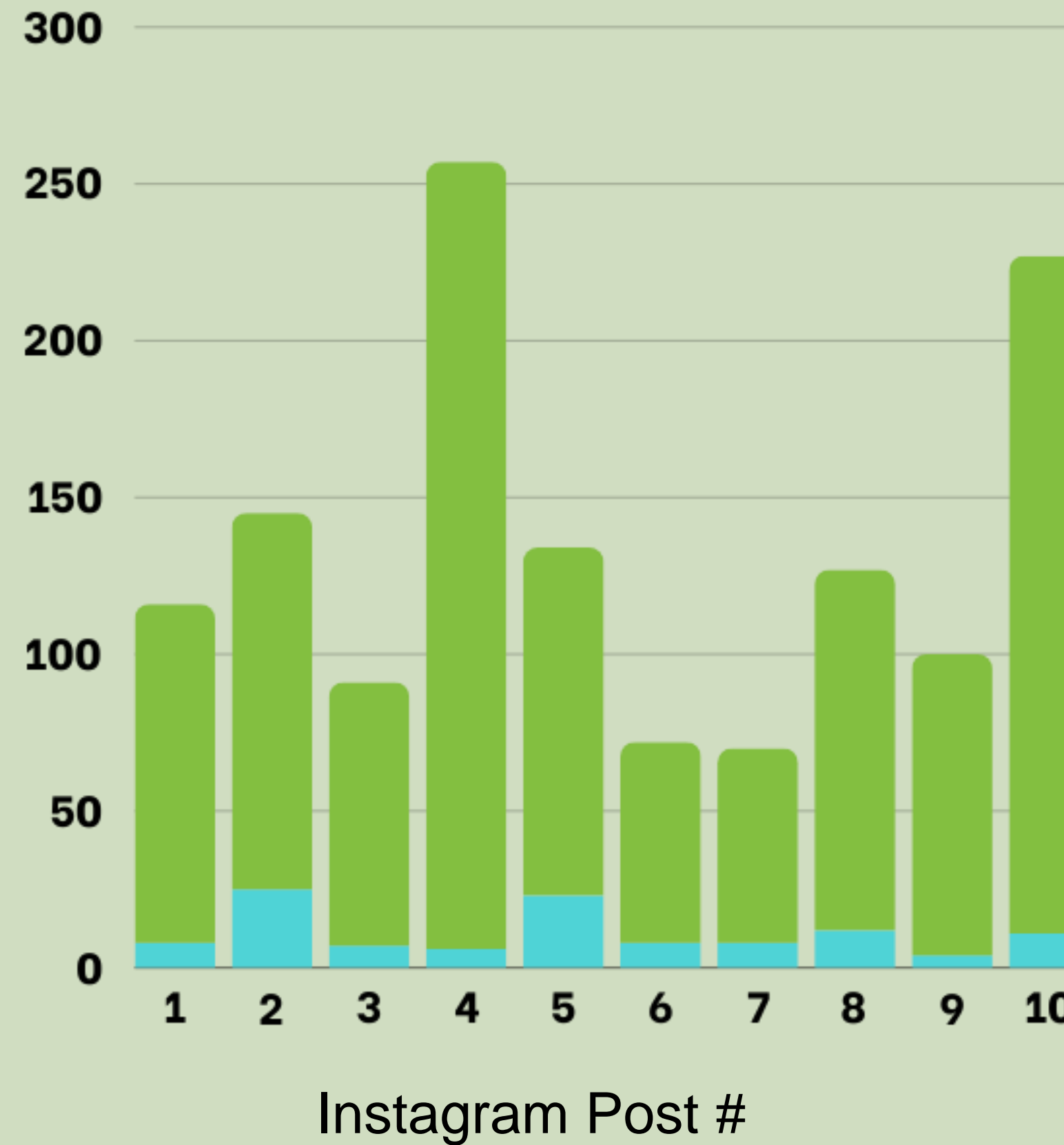
# FLAT ROCK ARCHIVES

(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

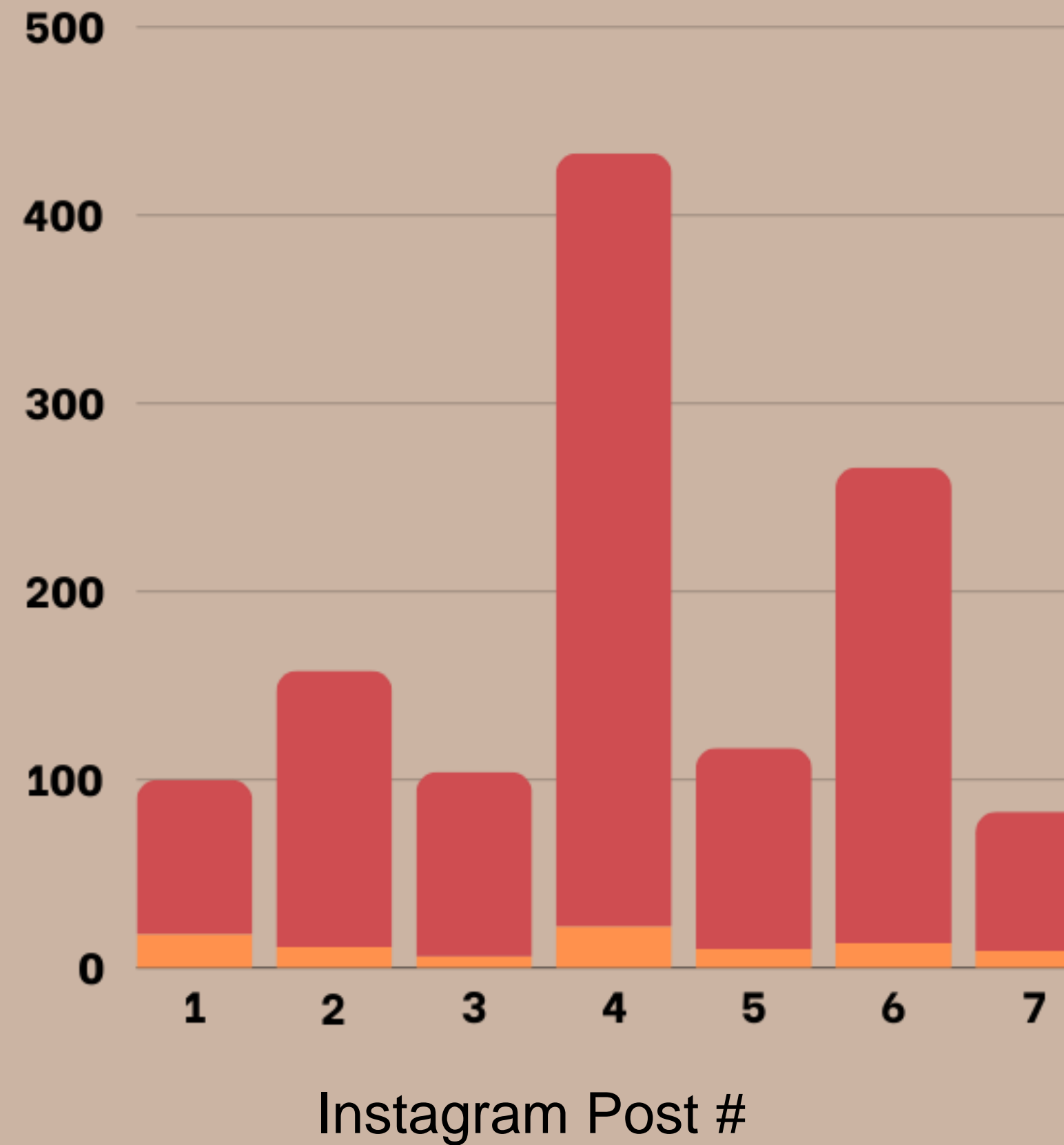
(INSTAGRAM CONTENT AS OF 11/28/23)

Impressions

Engagement

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, featuring a yellow and red color scheme. It lists activities like live music, vendors, food trucks, and a fireworks show, and provides the date 'JUNE 17 | 4PM' and location '5845 Hillvale Road | Stonecrest, GA 30058'. Logos for Discover DeKalb, the City of Stonecrest, and Black Dot are included. The bottom billboard is for the 'ATLANTA DEKALB CARNIVAL', featuring a green and blue color scheme with colorful fireworks. It describes the event as 'THE ULTIMATE CARNIVAL EXPERIENCE' and provides the location '2994 Turner Hill Rd, Stonecrest, GA', event times for the parade and festival, and the website 'Atlantadekalbcarnival.com'.

**CELEBRATION OF FREEDOM**  
**JUNETEENTH**

**LIVE MUSIC AND PERFORMANCES | VENDORS | FOOD TRUCKS | KIDZ ZONE**  
**PETTING ZOO | BOUNCE HOUSES | FIREWORKS SHOW @ DUSK**

discover **dekalb**  
**JUNE 17 | 4PM**  
**5845 Hillvale Road | Stonecrest, GA 30058**

THE CITY OF **STONECREST** GEORGIA  
BLACK DOT CULTURAL CENTER & BOOKSTORE

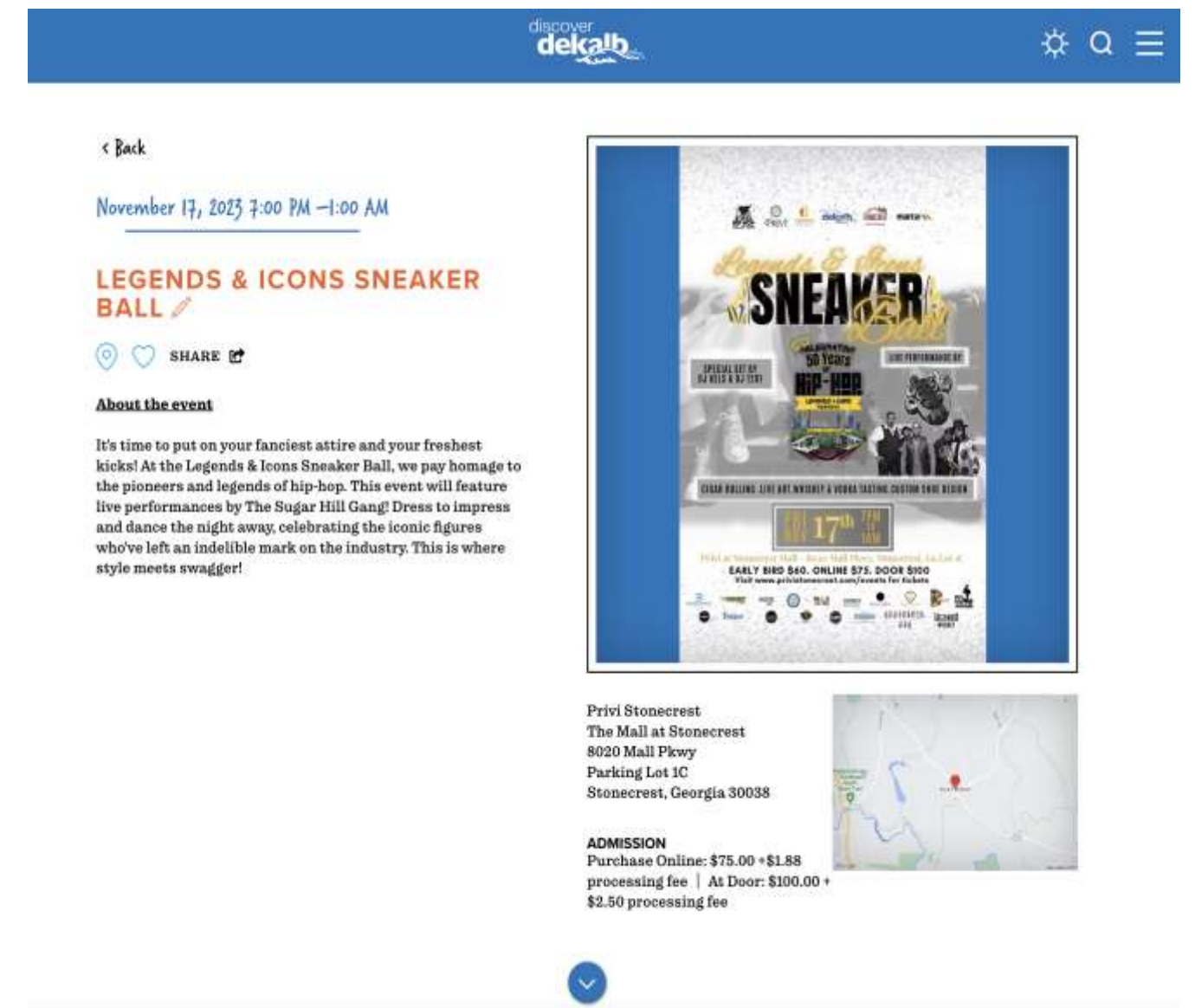
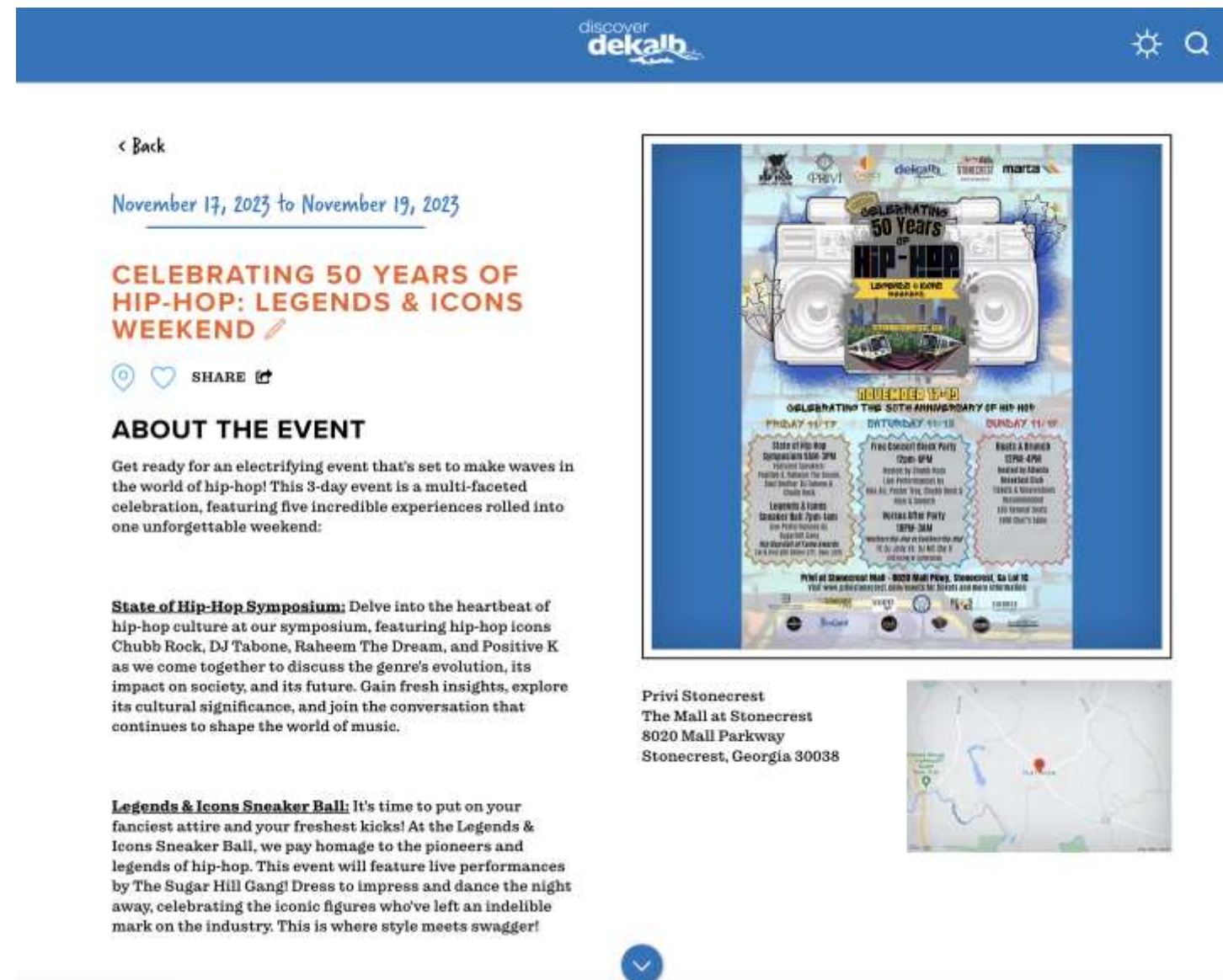
**ATLANTA DEKALB CARNIVAL**  
"The Hottest Carnival in North America"

**THE ULTIMATE CARNIVAL EXPERIENCE**  
**2994 Turner Hill Rd, Stonecrest, GA**  
**MUSIC | FOOD | CULTURE**  
Parade: 12:00PM  
Festival: 2:00PM - 10:00PM  
[Atlantadekalbcarnival.com](http://Atlantadekalbcarnival.com)

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 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*