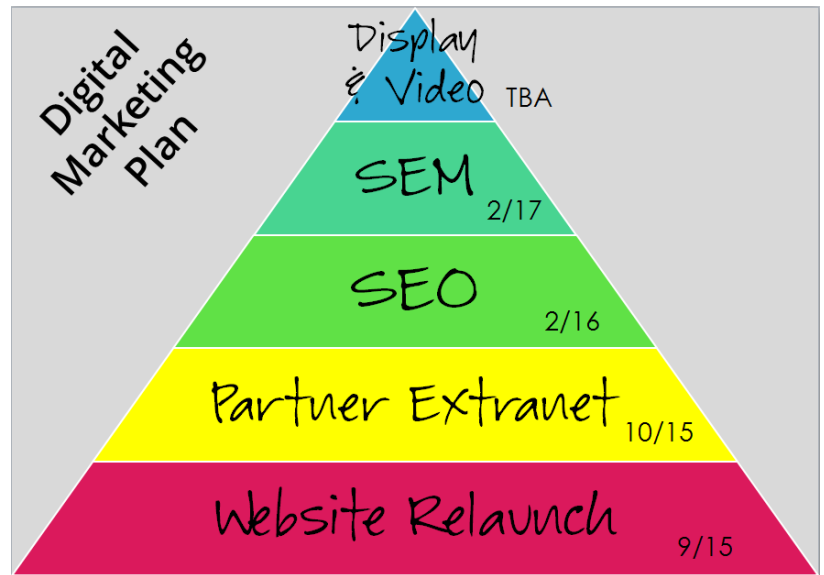


# FY16 HIGHLIGHTS & FY17 INITIATIVES



## MARKETING & COMMUNICATIONS

<b>112.8 mil.</b>	Editorial coverage impressions
<b>3,600</b>	Visitors assisted at new office
<b>15</b>	Press visits
<b>13.5 mil.</b>	Potential reach, Twitter + Facebook
<b>143%</b> ↑	Instagram followers
<b>18%</b>	Website sessions



## FY 17 Top Initiatives:

- Increase Weekday Room Nights
- Increase FAMS
- Increase Participation in Trade Shows
  - PYM Atlanta
  - Connect Georgia
  - SPORTS
  - RCMA
  - GSAE

## SALES

<b>71,537</b>	Future booked room nights
<b>6.5%</b>	Above goal, future booked room nights
<b>60,908</b>	Actualized / Consumed room nights
<b>71</b>	Site inspections, w/ <b>over 74%</b> look-to-book conversion rate
<b>671</b>	New hotel rooms anticipated
<b>250</b>	GSAE attendees hosted in June 2016
<b>10</b>	Sporting tournaments & events (Akins Arena at The Classic Center)

Make the Most of Our

**PARTNER EXTRANET**  
[VisitAthensGA.com/partners](http://VisitAthensGA.com/partners)

Don't Miss Out

- |  |  |
|--|--|
| • Reference upcoming convention calendar   | • Discover grant & promotional opportunities |
| • Manage VisitAthensGA.com website listing | • Submit events to community calendar        |
| • Submit special offers                    | • Respond to leads                           |
| • View CVB news & reports                  | • Reference website listing traffic reports  |

# ATHENS TOURISM

## IS SERIOUS BUSINESS

Athens Tourism's  
Economic  
Impact  
in  
2015

**\$281**  
**MILLION**  
TOURISM SPENDING

**GENERATED**  
**\$7.77** MILLION  
IN LOCAL TAXES &  
**\$11.27** MILLION  
IN STATE TAXES

A TAX SAVINGS EQUIVALENT TO **\$452** PER ATHENS  
HOUSEHOLD

**TOURISM  
SUPPORTED**

MORE THAN  
**2,660**  
LOCAL JOBS  
WITH A PAYROLL OF  
**\$56.13** MILLION

**Athens**  
**LIFE UNLEASHED**  
Athens Convention & Visitors Bureau

"Economic Impact of Domestic Travel on Georgia  
by Region and Industry, 2015"  
U.S. Travel Association & Georgia Department of Economic Development

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