

# Scorecard. The Quarterly Report

*Augusta*  
CONVENTION &  
VISITORS BUREAU

April - June 2015

## Masters Week Familiarization Tours



Left to Right: Augusta CVB President and CEO, Barry White, and Convention Sales Managers, Michelle Bovian and Jamie Boatwright, entertain meetings planners. Yuri Kato, creator of Fruitland Augusta Vodka, creates craft cocktails during a mixology night for meeting planners and travel writers.

Masters week gave the Augusta CVB an opportunity to host several travel writers and meeting planners from various print and online publications and associations. Our special guests were shown that we are also masters of hospitality.

Their familiarization (FAM) tours included Augusta's unique attractions, a taste of Augusta's many chef-owned restaurants, and a day at the tournament.

Complementing the heritage of the tournament, Fruitland Augusta's founder Yuri Kato offered CVB guests a special demonstration and tasting of Fruitland Augusta's Georgia Peach Vodka and Georgia Peach Tea recipes along with a fun history lesson of Fruitland Nurseries.

Masters week FAM tours result in site visits and bid prospects for meetings and conventions as well as advertising and publicity value through published stories and other media.

### 2015 Second Quarter Direct Visitor Spending

Meetings and events working with the Augusta CVB

\$6,449,408.80

# Augusta Welcomes Travel Media Event

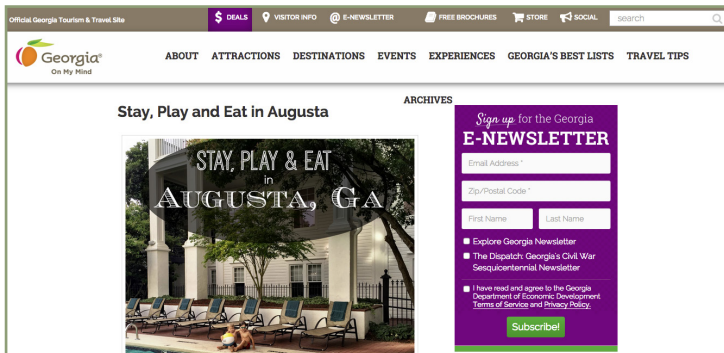
Each spring, the Georgia Department of Economic Development (GDEcD) hosts the state's annual Georgia Travel Media Marketplace. Travel Media Marketplace is an opportunity to bring travel media to Georgia's tourism destinations and share story ideas. For two days in June, 13 travel writers and state tourism staff members made Augusta a destination fieldtrip during this annual event.

The Augusta CVB collaborated with the state tourism department for the itinerary and welcomed the journalists at the Augusta Museum of History. The guests were treated to the Augusta Canal experience as well as a number of other local partner attractions and restaurants. Collectively, the writers contribute to over twenty publications and several online blogging sites. During their visit, they were given our Augusta CVB social media tags to share the love for Augusta through various online channels.



Travel writers aboard a Petersburg Boat on the Augusta Canal.

# Augusta Activities Attract Traveling Families



ExploreGeorgia.org blog features places to stay, play and eat in Augusta.

The Augusta CVB hosted travel blogger Lesli Peterson, her husband and their two children to promote Augusta as a destination for family-friendly travel. The family experienced three days of engaging experiences suitable for all family members.

Peterson is the official family travel voice for ExploreGeorgia.org and 365AtlantaFamily.com, and is a freelance writer for the Atlanta Journal Constitution. Since her visit in May she has produced more than 15 blogs about Augusta.

## You Might Have Seen Us...

365AtlantaFamily.com  
America's Best Vacations Spring  
Newspaper Insert  
*Bank News Today*  
ExploreGa.org  
2015 Georgia State Travel Guide  
Google Display Network  
*GSAE Connections*  
*Simply Buckhead*  
*Southbound*  
*Southern Living*  
Youtube Video Ads

## Upcoming Advertising

*Atlanta Magazine*  
*Encore Atlanta*  
ExploreGa.org  
2016 Georgia State Travel Guide  
Google DIsplay Network  
Georgia State Culinary Guide  
*Oxford American Magazine*  
*Simply Buckhead*  
*Southbound*  
*Southern Living*  
YouTube Video Ads

## 2nd Quarter ACVB Publicity

(Magazine, newspaper and on-line  
articles featuring Augusta)

Print Impressions  
3,700,000

Digital Impressions  
2,438,376

# Augusta CVB Marketing Team Research



Communications Manager, Staci Cooper (left), and Electronic Media Manager, Ashton Randall (right), with the Tallapoosa Georgia Visitor Center staff.

To better understand how 2015 travelers are making travel decisions, you just have to ask. On June 4th and 5th the Augusta CVB Marketing and Communications team visited three (of Georgia's eleven) state visitor information centers (VICs) in Tallapoosa, Columbus, and West Point.

The goal was to conduct visitor intercept surveys, study current distribution of Augusta promotional guides and brochures, and meet and greet with state VIC staff members – our front line to domestic and international Georgia travelers.

Survey results included information on potential visitor profiles, decision making trends, technology use in vacation planning, interest in specific activities, and level of Augusta familiarity. The Augusta CVB plans to continue the study visiting additional state VICs in October.

## National Travel and Tourism Week

In celebration of the 2015 National Travel and Tourism Week (recognized annually the first full week of May), the Augusta CVB team hosted a local Media Trivia Night on Tuesday, May 5th, U. S. Travel Rally Day.

Wearing the nationwide travel rally red colors, the Augusta CVB staff welcomed six local media teams at a local restaurant for the fun, networking event.

Produced by the Augusta CVB, the event provides an opportunity to build relationships with our local media and share the importance of both the Augusta CVB and local tourism industry.

**MEDIA vs MEDIA**  
Find out which news outlet knows the most about Augusta at the

**MEDIA TRIVIA SHOWDOWN!**

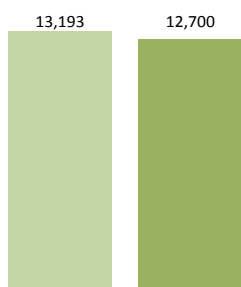
To celebrate National Tourism Week, join the Augusta Convention & Visitors Bureau for the FREE Media Trivia Showdown at Somewhere in Augusta Tuesday, May 5, 2015 from 7-8:30 p.m. Compile teams of up to 8 and compete to win prizes! Enjoy FREE dinner on us for Cinco di Mayo!

Contact Staci Cooper at 706.823.6604 or Staci@VisitAugusta.com for details or to register your team!

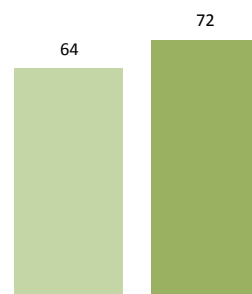
## Convention and Event Arrivals

These charts only reflect those conventions, meetings, sports groups and events the Augusta CVB worked with in the second quarter of 2014 and 2015.

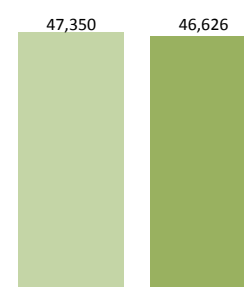
Room Nights



# of Groups



# of Attendees



■ 2014  
■ 2015



# Augusta Visitor Center Promoted Locally



Augusta Visitor Center facebook promotion.

The Augusta Visitor Center is working hard to inform locals that the Visitor Center is not just for tourists. It's a great place to purchase gifts for visiting friends and family, or to prepare your home for Masters week with a variety of Augusta and golf-themed items.

In June, the Augusta CVB promoted the Augusta Tervis Tumbler in the monthly Insider's Guide eblast that is sent to local residents each month highlighting events, local restaurants and retailers, and general Augusta information.

The electronic Insider's Guide sent visitors to a blog promoting the Augusta Visitor Center and the Tervis Tumbler. This resulted in an open rate of 26 percent and a click thru rate of 26 percent.

The Augusta CVB also featured the item on Facebook, which resulted in 178,435 views and 3,309 post engagements.

## Third Quarter Arrivals - 2015

Here is a look at a few of the larger events in Augusta through the third quarter.

<u>Group</u>	<u>Month</u>	<u># of Attendees</u>	<u>Visitor Spending</u>
Church of God by Faith	July	1,200	\$696,946.60
National Baptist Deacons Convention of America, Inc.	July	1,000	\$965,314.00
Nike Peach Jam	July	7,800	\$2,274,300.00
Armed Forces Communications & Electronics Association	August	2,000	\$543,305.00
National Wild Turkey Federation	August	900	\$325,983.00
World Triathlon Corporation	September	8,000	\$4,050,781.00

## Augusta Visitor Center Number of Guests

