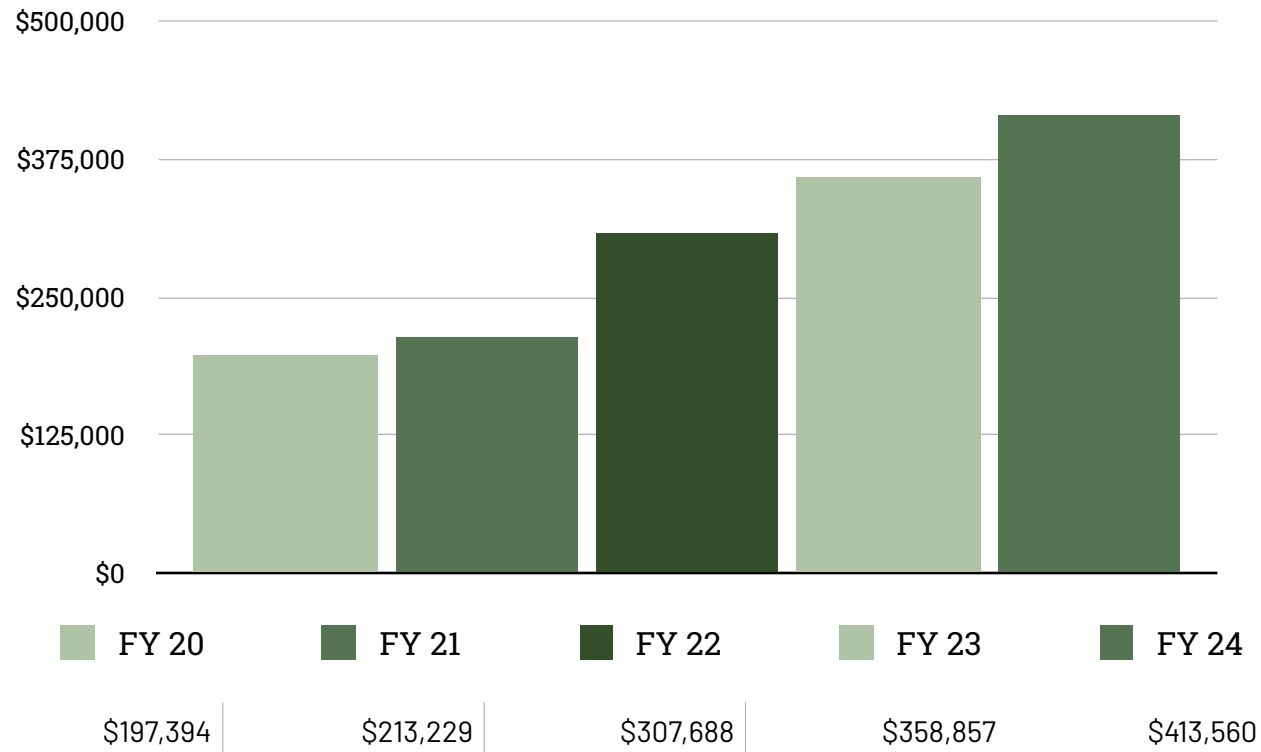




FY 24 Glance Back

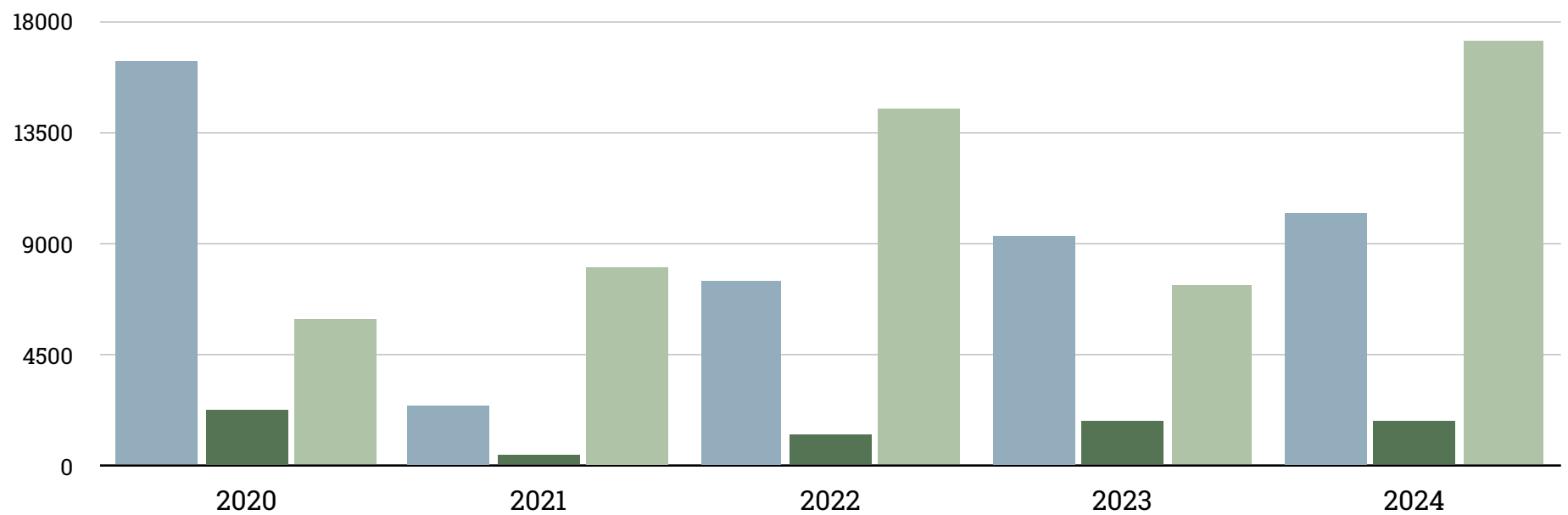
Hotel Tax Revenue



Hotel Tax Revenue has increased 15.24% over FY23.

Dublin Visitors Center

■ People Visitation
 ■ Pets Visitation
 ■ Leads & Brochures



	People Visitation	Pets Visitation	Leads & Brochures
2020	16394	2281	5899
2021	2445	412	8035
2022	7454	1285	14445
2023	9295	1872	7321
2024	10209	1811	17168

Accomplishments & Activities

Visitors Center:

- Open 6 days a week
- Participated in Youth Summer Works Program (1 student hired and trained at VC)
- Paw print stepping stones installed
- Replaced Visitors Center entrance, property signage & dog park signage
- Window Art by Local Artist
- Visitors Center renovation
- General building upkeep & maintenance

Ads & Mentions:

- Southbound Magazine: Fall 2023 & Spring 2024 Ads + restaurant feature list
- Good Grit Magazine August to October - People Visit Here 3 Page Feature
- Good Grit Magazine Fall For Dublin - Fall Events
- Good Grit Magazine Shop Small this Holiday - Dublin Locally Owned Businesses
- Georgia Magazine: December, February, March & May Ad, 12 event/destination mentions
- Atlanta Magazine: March & June Ads + bonus travel section - Market on Madison & St. Patrick's Festival
- SavorGA "Where Should I Eat" Ad & Mention of Company Supply, Brian's Subs, & La Joya

Conferences & Large Groups Rooms Assisted:

- GA Tandem Bike Rally 160
- USSSA softball 100
- GSSA Assemblies 3 times a year 200-400 (extended contracts through 2027)
- GMA Small Cities Conference 150

Professional Development, Networking & Community Involvement:

- Dublin Laurens Chamber of Commerce
- Carl Vinson Institute Destination Leadership Fundamentals of Tourism Training
- Friends Of The Carnegie board
- MLK Oratorical Contest sponsorship
- GACVB membership & conferences
- Georgia Governor's Tourism Conference
- GACVB Tourism Talks Luncheons
- GACVB membership board
- Staff volunteered in Downtown Dublin events
- GACVB's Leadership Excellence Certification training
- Leadership Dublin Laurens County board of directors
- Dublin-Laurens St. Patrick's Festival Honorary Leprechaun
- News interviews - 1 41 NBC, 2 13 WMAZ, & 2 TV35

Presentations & Panels:

- GACVB Grant Program panel
- Dublin City Council presentation
- Leadership Dublin Laurens panel

Projects:

- Designed & launched Dublin's Community Advocate Program (CAP)
- MLK Monument Park improvements
- Content curation of bi-monthly newsletter
- Launched redesigned website
- Digital marketing
- Brochure & Map Creation
- Launched text marketing

- Awarded Dublin Tourism Grant programs
- Maintained geocache locations (6)
- Facilitated the planning and stay of GA Tandem Rally
- Scheduling & facilitating video shoots, photo shoots & curating content creator shot lists
- Monthly website features- Where to Eat, Where to Stay, Things To Do
- Riverview Golf Course 13 WMAZ commercial - partnership with RGF & City of Dublin
- Spring/St. Patrick's video filmed during Super Saturday
- Began redesign of (3) wireframes - DublinStPatricks.com, HistoricBellevueTour.com, and DowntownDublinTour.com

Tours:

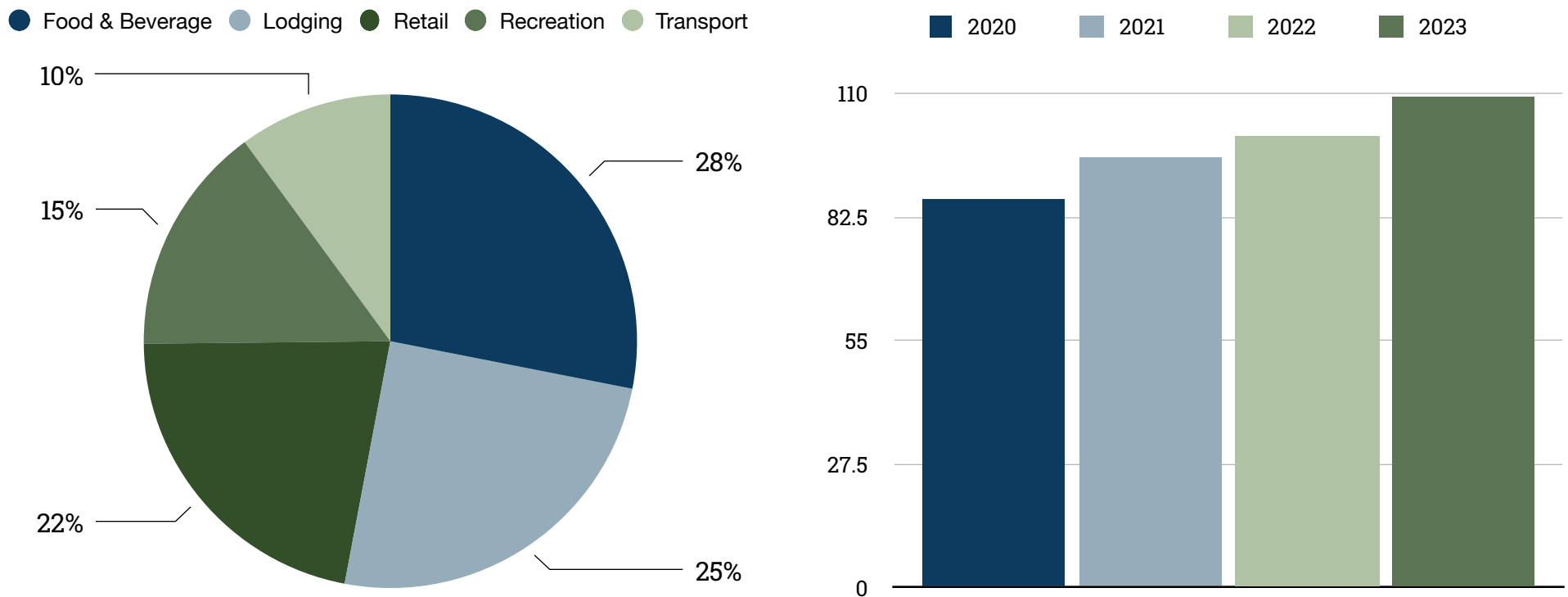
- Dublin 4-H toured Visitors Center Pollinator Garden

Dublin Mentions & Awards:

- Georgia Magazine Hard to Beat Biscuits - Lou Ann's
- Food & Travel Magazine
- Explore Georgia's Taste the Best of Fall - Chili Cook Off and Fall Festival
- TrueSouth - Dublin episode on SEC Network (aired November 2023)
- Explore Georgia 9 Winter Getaways that will Conquer Your Cabin Fever - Page House
- Georgia Magazine Burrito Feature - La Joya & Library Feature
- Guide to Georgia - 6 event mentions
- Explore Georgia 5 Martin Luther King, Jr. Day Parades - Dublin MLK Parade
- Southern Hospitality Magazine Social Media Post - Uncover History Blog
- AARP MLK Locations Newsletter - MLK Monument Park & First AB Church
- Statewide Tourism Director Jay Markwalter shares newsletter w/ EG department heads & state VIC managers
- Explore Georgia Best Things to Do This Spring - MLK Monument Park
- Explore Georgia 10 Amazing Rooftops to Try - Flybridge
- Explore Georgia Where to Go Fishing - Hugh Gillis PFA
- Explore Georgia Your Georgia Summer Family Adventure List - River Bend WMA
- Explore Georgia 10 Best Things to Do This Summer - Market on Madison
- Explore Georgia Juneteenth Celebrations - A Taste of Juneteenth
- Explore Georgia Best 4th of July Celebrations - Independence Day Celebration at Southern Pines

Laurens County Tourism Works

2023 Symphony Tourism Economics Visitor spending reports provided by Explore Georgia.



In 2023 visitors in Laurens County generated \$8.2 million in state and local taxes, which is equivalent to \$462 in tax savings for every household.