



GreaterRome
convention & visitors bureau

2012 - 2013 Annual Report

Economic Impact

2011 Economic Impact of Tourism

2011 total impact of travel & tourism in Rome & Floyd County:

\$117,220,000

Estimates include travel expenditures, travel-generated employment and payroll income, as well as tax revenues for state and local government. In Floyd County, the tourism industry supported a payroll of \$22 million and supported 1,160 jobs throughout the service and hospitality industries. Travelers to Rome & Floyd County generated \$4.19 million in state tax revenue and \$3.38 million in local tax revenue. Estimates according to a study by the US Travel Association. *2012 estimates will be available from the US Travel Association in Fall 2013.

Trends

	Tourism Expenditures	Local Tax Generated	Tourism Jobs Supported
2002	\$82,900,000	\$2,500,000	1,130
2003	\$90,360,000	\$2,700,000	1,190
2004	\$92,720,000	\$2,790,000	1,160
2005	\$100,690,000	\$3,000,000	1,210
2006	\$109,180,000	\$3,240,000	1,250
2007	\$112,200,000	\$3,280,000	1,250
2008	\$113,920,000	\$3,380,000	1,230
2009	\$107,560,000	\$3,280,000	1,210
2010	\$110,120,000	\$3,270,000	1,150
2011	\$117,220,000	\$3,380,000	1,160
	41.3% increase	35.1% increase	2.6% increase

% Change from 2002 to 2011

2012 Economic Impact of Sports, Groups & Events

These numbers represent only events, conventions, meetings and other activities where the GRCVB was directly involved in planning, coordination, or assistance.

Total GRCVB Impact:	\$9,430,264
Meetings & Conventions:	\$503,448
Sports Events:	\$4,763,460
Weddings:	\$69,273
Reunions:	\$85,662
Group Travel (Day):	\$8,612
Group Travel (Overnight):	\$4,680
Films:	\$8,500
Events:	\$3,973,332
Corporate Travel:	\$13,297

People serviced:	110,223
Groups:	118

Market Mix of Sports, Groups & Events	
Sports Events:	50.51%
Events:	42.13%
Meetings & Conventions:	5.34%
Reunions:	0.91%
Weddings:	0.73%
Corporate Travel:	0.13%
Films:	0.09%
Group Travel (Day):	0.09%
Group Travel (Overnight):	0.05%

Local Tax Generated on Sports, Groups and Events:	\$282,907
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State Tax Generated on Sports, Groups and Events:	\$377,210
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Major Sports, Groups & Events in 2012

Event	Date	Estimated Impact
Wings Over North Georgia Air Show	September	\$2,785,855
NAIA Football National Championship	December	\$1,100,906
SSAC Basketball Tournament	March	\$416,096
Southern Closed Doubles Championships	August	\$352,800
Georgia Junior Open	July	\$332,966
Georgia State Junior Spring Open Championship	April	\$289,200
Georgia Junior Challenger	June	\$264,610
Southern 16 Tennis Tournament	June	\$200,400
USTA Adult League Georgia Championship	May	\$186,000
Atlanta Jr. Golf Tournament	June	\$161,344
Berry Half Marathon	February	\$155,280
RACE Rome Series (7 events)	Year-round	\$124,992
Gulf South Conference Baseball Championship	May	\$106,200
Pro Academy Soccer Camp	July	\$104,436

*This is not a complete listing of all events assisted or planned by the GRCVB - this includes only events that the GRCVB actively worked with and which generated at least \$100,000 of economic impact or more.

Marketing & Public Relations

Advertising

Leisure Travel Market - Print

America's Civil War
American History
Atlanta Magazine
Chattanooga Free Times Press
Civil War Times
Day Trip Get Aways
Enjoy Magazine
Georgia Backroads
Georgia EMC Magazine
Georgia Travel Guide
My Georgia Home
Newcomer Magazine

Leisure Travel Market - Radio

Georgia Public Broadcasting

Leisure Travel Market - Television

CBS College Sports Network
Georgia Public Broadcasting

Leisure Travel Market - Internet

Google Adwords Network
Civil War Network
Facebook Advertising
Georgia Public Broadcasting
Valueclick Network

Sports Events Market

Sports Destination Management
SportsEvents
College Fanz Sports Network

www.RomeGeorgia.org

Metrics

2012 Visitation	50,867
2011 Visitation	44,343
2010 Visitation	44,204
2009 Visitation	33,780

In 2012, GRCVB partnered with SAI Digital to develop a new website focused on user interactivity with the goal of driving new visitors to hotels, attractions, and restaurants. The modernized website launched in September 2012.

Metrics Since Website Relaunch

Visitation:	6% Increase
Page per visit:	61.4% Increase
Average Time:	34.5% Increase
Bounce Rate:	18% Decrease



Social Media



www.romegeorgia.mobi



www.facebook.com/romegeorgia



www.twitter.com/romegeorgia



www.youtube.com/romegeorgia1834



www.roamingromea.blogspot.com



www.pinterest.com/romegeorgia

Facebook/RomeGeorgia Metrics

2012 Total Likes: 11,471
2011 Total Likes: 9,009
Social Reach: 2,857,655
Users outside county: 76%
Conversion to website: 49% increase over 2011

Facebook/LastStopGiftShop Metrics

2012 Total Likes: 395
2011 Total Likes: 166
Social Reach: 158,767



Scan to download Georgia's Rome Mobile Visitor Guide App on Android or iPhone

Top Achievements

Greater Rome Convention & Visitors Bureau

Marketing & Public Relations

- Published 64 Press Releases
- Hosted 11 travel writers with various print, electronic and radio mediums
- Developed public / private partnership with VenueDog event management company to maintain and populate RomeGeorgia.org calendar of events
- Won "Georgia Tourism Smackdown" marketing proposal competition between other members of the Georgia tourism industry
- Entered international market with 40 meetings at Travel South International
- Promoted quality customer service with *Superstars of Service* award program

Civil War 150th Anniversary Marketing

- Hosted two Civil War series throughout year: Spirits of the Civil War and Civil War Symposium
- Developed partnerships with Civil War associations for co-op and marketing opportunities
- Promoted Myrtle Hill through Civil War-themed cemetery tours
- Hosted the return of an authentic Noble Cannon to Rome and firing demonstration

Sports Marketing

- Developed continued partnership with Georgia Sports and National Association of Sports Commissions
- Recruited new sports events at SPORTS Trade Show in Oklahoma City, Ok.
- Clocktower Classic and NAIA Football National Championship nominated for 2012 SportsTravel Best Events Awards

Product Development

- Continued development of Jackson Hill Trail System and Redmond Connector Trail
- Partnered with the City of Rome to develop the ECO River Education Center as a tourism attraction with consistent branding and regular public hours

Staff Advancement

Conference & Training

- 2012 Georgia Governor's Conference On Tourism: Lisa Smith, Chris Cannon, Ann Hortman and Luke Chaffin
- Southeast Tourism Society Marketing College: Chris Cannon
- NAIA Host City Conference: Ann Hortman
- 2012 Winter Chautauqua: Chris Cannon & Luke Chaffin
- GACVB Winter Meeting: Lisa Smith

Leadership

- Lisa Smith retired from the Georgia Association of Convention & Visitor Bureaus following 12 years of service.
- Chris Cannon served as President of Historic High Country Travel Association.
- Ann Hortman served as Vice-Chairman of the US Handcycling National Board of Directors

Advocacy

- Lisa Smith, Chris Cannon and Luke Chaffin attended 2012 Tourism Day at the Capitol

Last Stop Gift Shop & Rome - Floyd Visitor Center

Visitation

- Total visitation for 2012: 2,267
- Brochures distributed: 60,045

Personnel

- Summer intern assisted with marketing, sales and events

Gift Shop Sales and Marketing

- 23% increase in sales from 2011 (\$36,443 to \$47,554)
- Tracked customer emails and expanded email marketing and e-newsletter
- Developed Facebook presence and expanded users from 166 to 395

Programs & Events

- Spring and Winter Art Markets launched and generated over \$20,000 for local artists
- Expanded Winter Art Market schedule included a private VIP reception
- Hosted two open houses, seven book signings, and five artist trunk shows in the Rome-Floyd Visitor Center and several off-site special events

Expanded Product Line

- Over 30 new consignment artists, authors and craftsmen now displaying their products
- New unique food items from around Georgia

2013 Outlook

2013 Objectives

Marketing & Public Relations

- Redevelop markets in Chattanooga, Tenn. and Birmingham, Ala.
- Develop hotel research program for targeted marketing
- Increase international exposure through advertising, marketing and travel shows
- Recruit new travel writers and increase national editorial exposure
- Continue partnerships and co-ops focused on both broad and niche markets
- Institute specialized marketing campaigns to drive seasonal traffic in spring, summer and fall

Meetings, Conventions, & Groups

- Continue targeting associations, civic & professional organizations for annual meetings
- Concentrated sales of group travel

Sports Marketing

- Establish Rome - Floyd Sports Commission
- Produce Standard Operating Procedure for Special Events
- Continue development of partnerships with local organizations RFPRA, Rome Braves and RACE Rome and expand partnerships with regional / national organizations Georgia Sports, NCAA, NJCAA, & NCCAA
- Increase sports trade show participation for event recruitment

Last Stop Gift Shop

- Expand success of local artist partnerships
- Increase gift shop sales through awareness and product development
- Expanded special events in visitor center and gift shop with local artists and writers
- Expand Winter and Spring Art Markets with new artists and increased sales

Product Development

- Continued expansion of the downtown trail system
- Development of Boswell Cabin into outdoor visitor center and trail-head
- Continue to advocate for development of West Third Corridor into a major full-service hotel property and potential for major increase in meeting and convention business
- Develop partner sponsorship program for events in Rome & Floyd County

Events booked for 2013

Date	Event	Expected Attendees
January	Trumpet Festival of the Southeast	300
March	Berry Half-Marathon	2,000
	Winter Chautauqua	150
	SSAC Track and Field Championships	600
April	Tri-for-the-Kids Youth & Olympic Triathlon	500
	RFPRA Gymnastics State Meet	1,500
May	USTA Georgia Adult League Tennis Championship	1,000
	Rome River Jam	6,500
	Clocktower Classic Handcycle Race	400
	Roman Roast on the River	6,800
	North Georgia JR Open Tennis Tournament	600
	Georgia Jr Challenger	600
	Southern Closed 16	640
July	Georgia Jr Open	800
	John Isner Tennis Camp	50
August	River Revelry	400
September	Running Water Pow-Wow	7,500
	Seven Hills Three Rivers Adventure Race	125
	Rome Beer Festival	700
	Rome International Film Festival	400
October	Wings Over North Georgia Air Show	30,000
	RACE Rome Sprint & Youth Triathlon	250
	Chiaha Harvest Festival	5,000
November	Assail the Trails Mountain Bike Race	100
December	NAIA Football National Championship	5,000
	Rome 30k, 30k Relay & 5k	1,500

**This is not a complete listing of all events assisted or planned by the GRCVB; this listing only includes events which are expected to generate at least \$25,000 of economic impact or more.*

About the CVB

GRCVB Staff

Lisa Smith	<i>Executive Director</i>	Charlene Mathis	<i>Visitor Center & Gift Shop Manager</i>
Kathy Mathis	<i>Deputy Director</i>	Luke Chaffin	<i>Special Projects Coordinator</i>
Chris Cannon	<i>Director of Communications</i>	Robin Shamblin	<i>Customer Service Specialist</i>
Ann Hortman	<i>Sports & Events Coordinator</i>		
Linda Smith	<i>Sales & Event Coordinator</i>		

2013 GRCVB Board of Directors

Sandra Lindsay, Chair	<i>Community Volunteer</i>
Mike Burns, Vice Chair	<i>Hillshire Brands</i>
Larry Arrington	<i>Shorter University</i>
Jennifer Beard	<i>Berry College</i>
John Bennett	<i>City of Rome</i>
Paula Blevins	<i>C&S Trophies</i>
Harry Brock	<i>Greater Rome Chamber of Commerce</i>
Gary Burkhalter	<i>Floyd County</i>
Kim Canada	<i>Rome City Commission</i>
Chris Darwin	<i>Quality Inn</i>
Richard Garland	<i>Rome Floyd Parks & Recreation</i>
Vickie Hill	<i>Synovus Mortgage</i>
Kristen Kinsey	<i>Georgia Northwestern Technical College</i>
Larry Maxey	<i>Floyd County Commission</i>
Gay Nichols	<i>Hawthorn Suites</i>
Anil Patel	<i>Country Inn & Suites</i>
Vivian Richmeier	<i>Coosa Country Club</i>
Jay Shell	<i>333 on Broad and Brewhouse</i>
Joyce Smith	<i>Fairview & E.S. Brown Heritage Corporation</i>
Trey Smith	<i>Cycle Therapy</i>
John Spranza	<i>Georgia Highlands College</i>
Alice Stevens	<i>Oak Hill & the Martha Berry Museum</i>

About the GRCVB

Mission:

The Greater Rome Convention and Visitors Bureau's mission is to strengthen the economic fabric of the community through tourism development.

Purpose:

The purpose and objectives shall be to promote the tourism, motorcoach, sporting events and convention industry and encourage the development of tourism activities in Rome and Floyd County and vicinity. The bureau shall promulgate the highest principles and best practices of civic promotion, showing no favor or affection to any special interest or group, and working only in the best interest of all of the citizens of Rome and Floyd County.

Contact

GreaterRome
convention & visitors bureau

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