

Georgia's Lome

OFFICE OF TOURISM

2022 Annual Report



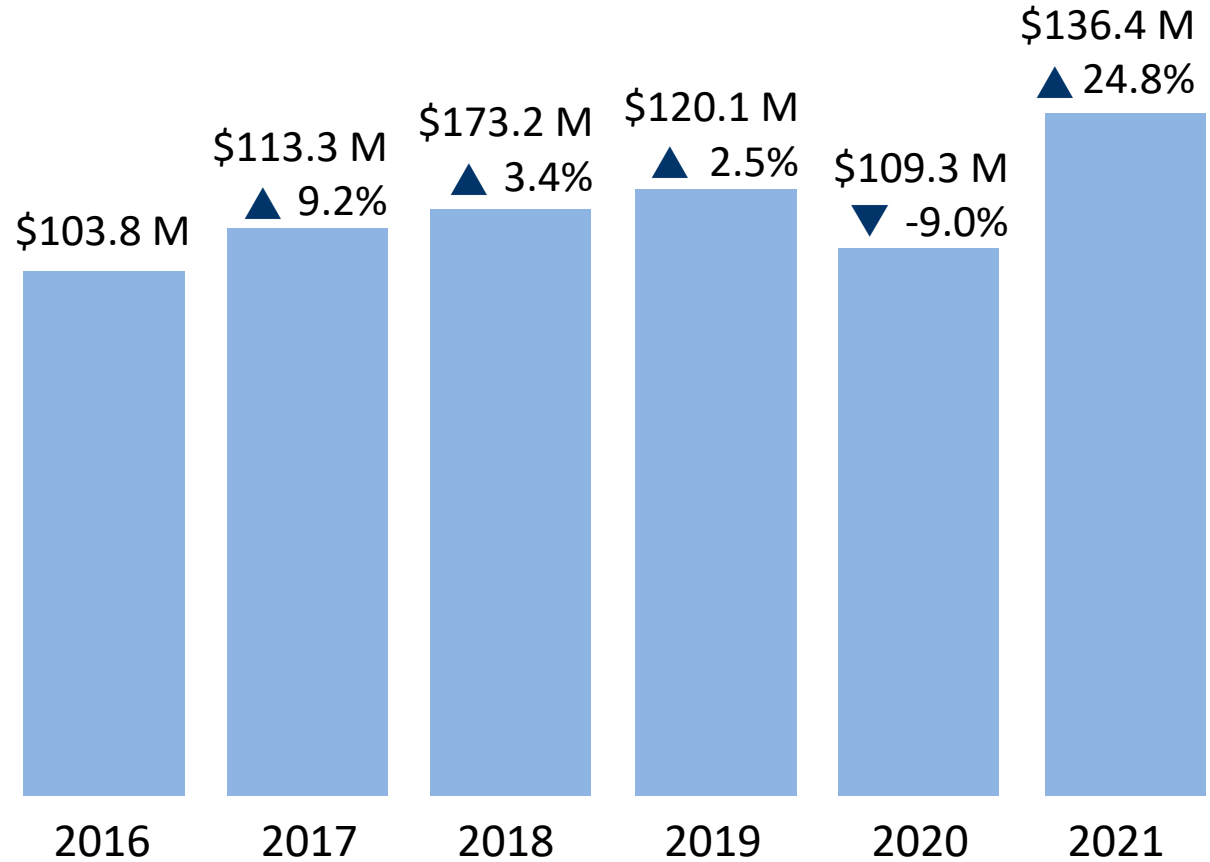
Visitor Spending

Actual & % change YOY



\$136.5M

Total Visitor Spending
YOY: ▲ 24.8%



Source: Tourism Economics, An Oxford Economics Company
Analysis is based on multiple data sources, including the US census, STR, Longwoods International, Georgia Department of Revenue sales tax data, employment and wage data from the Bureau of Economic analysis and Bureau of Labor Statistics. 2022 data will be available in Fall 2023.

Tourism Supported Direct Employment

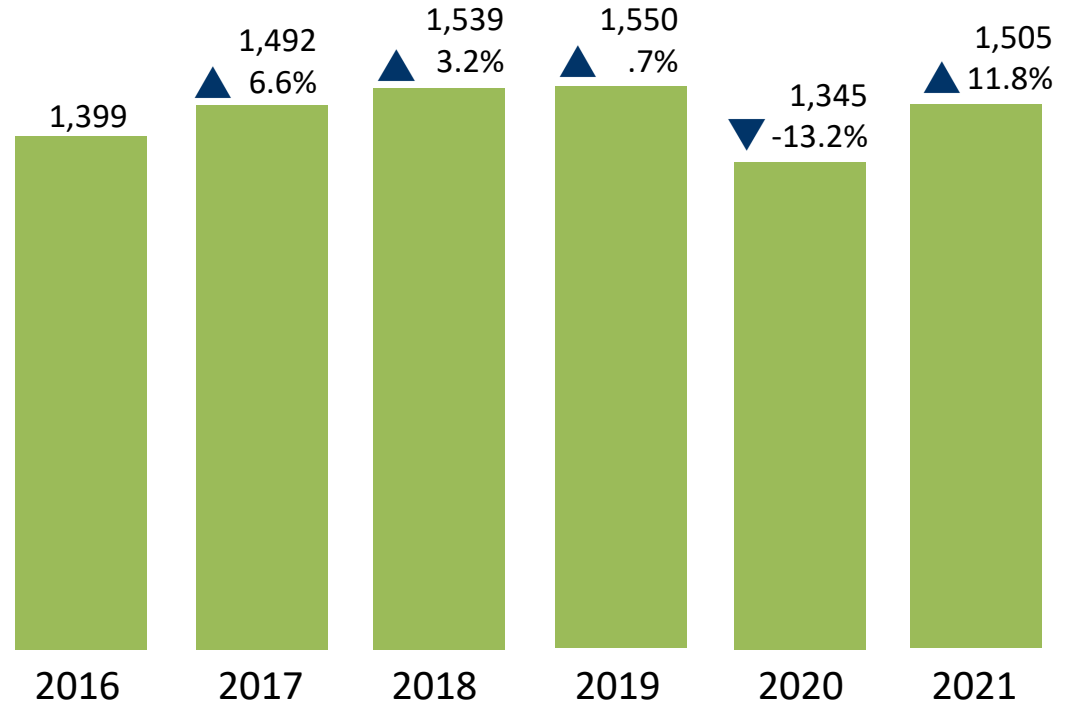
Actual & % change YOY



\$36.5M

Labor Income

YOY: ▲ 21.2%



2.9% is the share of jobs directly sustained by visitor spending in Floyd County.

Source: Tourism Economics, An Oxford Economics Company
Analysis is based on multiple data sources, including the US census, STR, Longwoods International, Georgia Department of Revenue sales tax data, employment and wage data from the Bureau of Economic analysis and Bureau of Labor Statistics. 2022 data will be available in Fall 2023.

State & Local Tax Revenues



Visitors generated **\$10.8M**
in state and local taxes

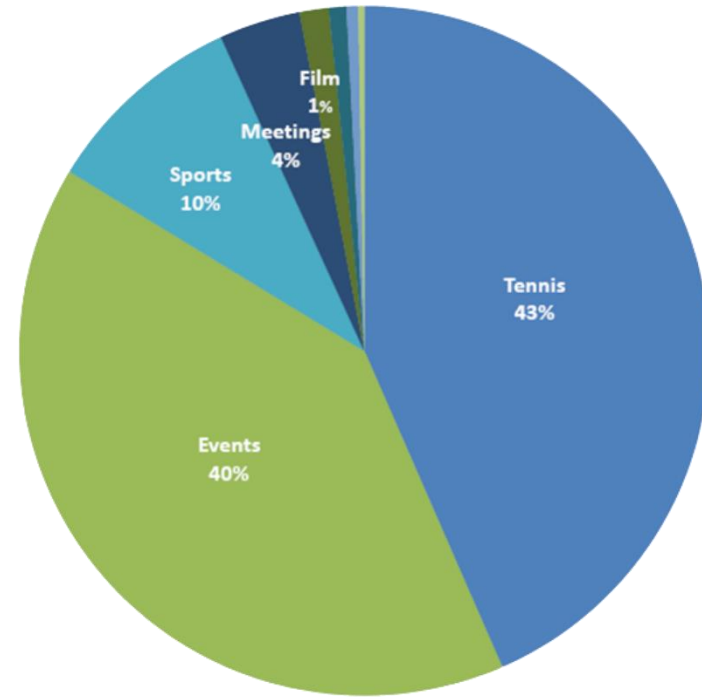


Each Floyd County household would
need to be taxed an additional **\$297**
per year to replace taxes generated by
tourism economic activity.

2022 Economic Impact of Sports, Groups & Events: \$13,830,243*

GEORGIA'S ROME TOURISM OFFICE IMPACT

Tennis	\$6,009,862
Events	\$5,567,583
Sports	\$1,309,540
Meetings	\$527,336
Film	\$188,893
Weddings	\$113,816
Reunions	\$75,620
Tours/Site Visits	\$37,593
Local Tax Generated	\$387,763
ELOST	\$129,254
SPLOST	\$129,254
LOST	\$129,254
State Tax Generated	\$517,016
People Serviced:	120,599



*Note: Impact numbers represent only events, conventions, meetings and other activities the Georgia's Rome Office of Tourism was directly involved in planning, coordination, or assistance. These numbers reflect activities from 2022, whereas the state impact numbers pulls from the most recent tax, statistic and research data of 2021. *2022 Economic Impact is \$6M less than 2021 due to lower attendance at the top two events.*

2022 Major Sports, Groups & Events*

Event	Estimated Impact
Wings Over North Georgia	\$ 2,303,682 (2021: 4,609,468, ▼ 50% YOY)
Rome River Jam	\$ 1,521,772 (2021: 4,615,619, ▼ 67% YOY)
Chiaha Harvest Fair	\$ 590,000
ACC Men's & Women's Tennis Championships	\$ 546,724
USTA GA Adult League Championships	\$ 492,886
Going Caching	\$ 486,658
USTA Southern Adult League Mixed Chmps	\$ 389,244
Georgia Elite Classic (8th-12th graders)	\$ 349,095
ITA CUP	\$ 305,999
Fiddlin' Fest	\$ 295,000
USTA Southern Tennis On Campus Championships	\$ 294,462
USTA Rome Junior Open Level 5	\$ 219,677
USTA Level 4 Open // BG 16/18	\$ 217,828
USTA Southern Junior Team Tennis Championships	\$ 211,689
USTA GA Junior Spring Open - National Level 5	\$ 199,662
USTA Southern Ozaki Cup	\$ 198,213

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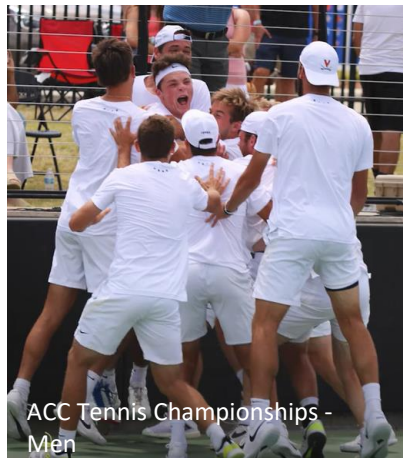
Events



Air show



River Jam



ACC Tennis Championships - Men



ACC Tennis Championships - Women






Golfing



SOCIAL FOLLOWERS

% YOY INCREASE

Georgia's Rome

	34,969	12%
	10,300	5%
	1,400	



Gift Shop

	3,278	22%
	1,527	27%
	157	





History Center

	4,781	35%
	201	

Tennis

	2,300	24%
	465	

City of Rome

	16,030	11%
	2,449	11%
	2,867	4%
	85,300	

Facebook Highlights

- _ Georgia's Rome Facebook Page Total Post Reach: **2,187,090**
- _ Georgia's Rome Average Reach Rate: **24%**
*(Benchmark: Facebook Industry Average Reach Rate: 8.6%)**
- _ Percentage of Georgia's Rome Facebook posts that perform above industry average: **77%**

Instagram Highlights

- _ Georgia's Rome Instagram Page Total Post Reach: **100,193**
- _ Georgia's Rome Average Reach Rate: **25%**
*(Benchmark: Instagram Industry Average Reach Rate: 13.51%)**
- _ Percentage of Georgia's Rome Instagram posts that perform above industry average: **99%**

Note: Reach does not include Reels & Stories.

*Source: Socialinsider Social Media Reach Data for 2022

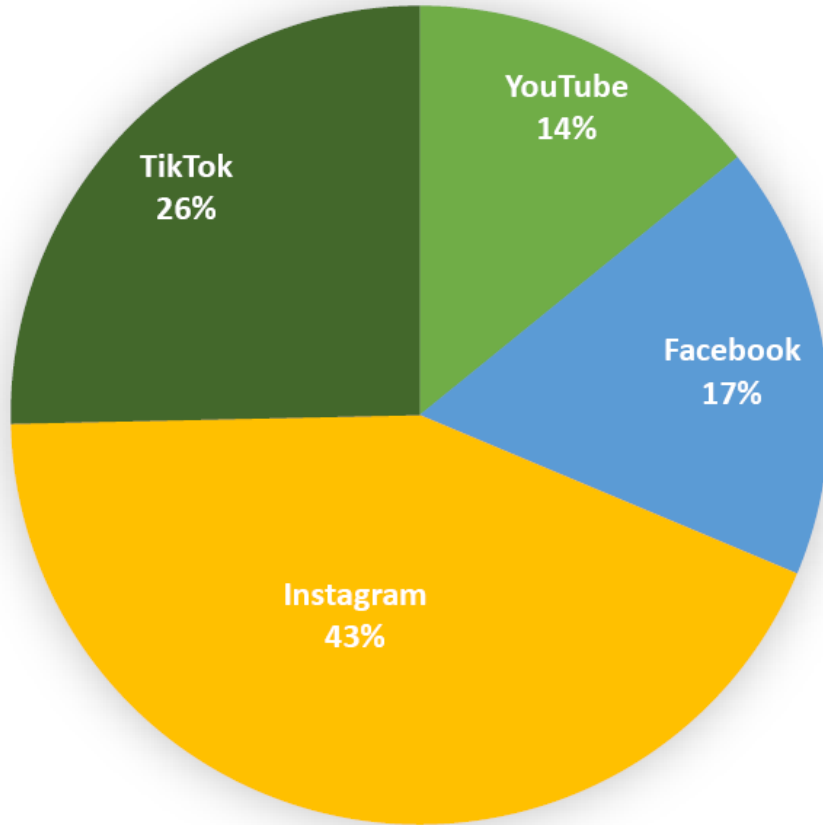


VIDEO PRODUCTION

- Chuck produced **280** videos for Tourism/ Rome/Floyd/ Library Partners
- Produced Channel 46/CBS Commercials for Corky Kell & GA Elite airing throughout the Georgia High School Football Season
- SHRL-TV Launched on **Apple TV, FireTV & ROKU**
- Local Comcast Viewership: **40K**
- **68** affiliates across the U.S. share our content
- Doug produced **74** videos for the City of Rome

27 videos & video reels generated 260,935 views

Share of Views



- The total video reach is **2.6 X More** than the total reach of our Instagram posts
- Video length averages 15-30 seconds
- Most videos are produced on TikTok and distributed to our social media channels

ROMEORGIA.ORG

378,906
PAGE VIEWS
21% Increase

166,274
UNIQUE USERS
31% Increase

- **Top Content:** 1)Attractions 2)Events 3)Lodging
- **Top GA Locations:** Atlanta 32%, Rome 35%, Cartersville 3%
- **Top States:** Georgia: 61% New York 7% Alabama: 4% Florida: 4%
- **Referrers:** Search 65%, Direct 17%, Social 9%, Other: 8%
- **Devices:** Mobile 71%, Desktop: 27% Tablet: 2%

Advertising/PR

LEISURE

- Atlanta Magazine
- Georgia Magazine
- State Travel Guide
- Bandwango
- Explore Georgia: 1,937 referrals
- State Visitor Center video
- GA State Parks & Historical Sites: 1,006 Referrals
- Channel 4 Video PSAs
- Northwest Georgia Travel Guide
- Channel 46 CBS
- Social media ads generated 175,688 Impressions and reached 79,515 accounts

FILM

- OZ Publishing
- REEL Scout
- Choose Georgia Film

SPORTS/MEETINGS/GROUP/WEDDING

- SPORTS Conference, GA SPORTS
- GSAE
- Small Market Meetings
- Wedding Wire, The Knot
- ALTA
- ACC Press Room

MEDIA & TRAVEL WRITER ARTICLES

- Southern Lady Magazine
- TravelAwaits.com
- Georgia Magazine
- TheTravel.com
- 365 Atlanta Traveler
- Travel Lens
- Trip101.com
- Trail Link
- 60+ Stranger Things stories (Including MSN, TMZ, People, Fox News, USA Today, AJC)



Sep-Dec 2022: Launched Sep 15

Sign-ups: 835

Check-ins: 2,072

Engagement Rate: 39% (Industry benchmark 25%)

Geographics: 25 different states including GA

29% from zip codes outside of Floyd County

Most Check-ins: 1)ECO Center & 2)Clocktower & Mt. Berry

Prize Redemptions: 133 prizes redeemed

Website Page Views: 11,484

Avg PV Per Visit: 10 pages (2.41 pages benchmark)

Avg Time on Site: 4.07 minutes (1 m is benchmark)



WELCOME CENTER & GIFT SHOPS

WELCOMED | AVERAGING
8,541 VISITORS | 28 VISITORS A DAY
(3,474 Visitors in 2021)

at Downtown and Rome-Floyd Welcome Centers



19% ▲
YOY Gift Shop
Sales

- Downtown accounted for **71%** of all Welcome Center visits
- Gift shops represent 130 talented artists

Gift Shop Products – Produced In-House



10,927
Brochures
Distributed



1,774 online visitor guide
views/downloads

Produced:

- Visitor Guide
- Outdoor Guide
- Explore Rome Card
- Cave Spring Map & Guide

*Historic
Cave Spring*

Where the rivers meet & the mountains begin...

*Visit
Georgia's Rome*

*75+
Must See &
Do Ideas*

OUTDOOR
ROME, GEORGIA

Where the rivers meet and the mountains begin!



ECO Greenway Branding



Rome Youth Council Logo



Going Caching
Coin Design



Schnauzerfest
Registration Gift



Outdoor
Passport Prize



ROMAN ROSE



Completed 55 Trolley Trips



- Operated 50 weekends & select holidays
- 16 Rentals





ROME AREA
HISTORY
CENTER

- Hosted 14 events & 1,624 people
- Welcomed 5,828 visitors to the History Center
- Visitors traveled from 48 States & 14 countries
- Hosted 55 Public Tours
- Raised \$25,262 for funding programs
- Revenue from event rentals generated \$38,005

History Center



Haunted Trolley Tours



Storytelling



Clocktower Tours



Notorius Nights Lecture – Gary Mitchum Reeves



Haunted on Broad volunteers