

# OCONEE COUNTY TOURISM & VISITORS BUREAU OVERVIEW



VISITOCONEE.COM

# OCONEE TOURISM: TEAM MEMBERS



Casey Deming  
Chairman



Dean Bright  
Co - Chairman

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A  
R  
D



Kristy Curtis  
Executive Director of Tourism



Stephanie VanDyck  
Secretary



Candice Meeler  
Treasurer

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Y  
E  
E  
S



Jeff Hood



Sarah Cumuze



Deesha Hagwood



Joann Hubert  
Marketing & Tourism Assistant



## OCONEE COUNTY TOURISM & VISITORS BUREAU: MISSION

With genuine hospitality, the Oconee County Tourism & Visitors Bureau is committed to promoting the area's facilities, attractions, events and small businesses to visitors and locals year-round. Therefore, resulting in an increase in business activity, overnight stays and economic growth.

# OCTVB: 5 PILLARS



1

HISTORY



2

ART



3

EVENTS



4

ACTIVITIES



5

SHOPPING/DINING

# EXPLORE

## OCTVB: WHY IT MATTERS



ECONOMIC  
GROWTH

TOURISM:  
the promotion or  
encouragement of  
touring; the  
accommodation  
of tourists



TAX  
RELIEF



JOB  
SUPPORT

# TOURISM

# OCTVB: VISITORS PROFILE & IMPACT

## Average Age

52 years

## Average Length of Stay

1.5 days

## Average Distance Traveled

233 miles | 80% Leisure

20% Visiting Family & Friends

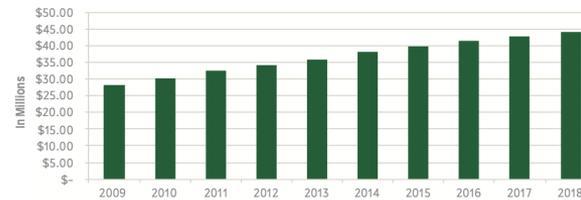
## Average Per Person Spending

\$92.40



Direct Tourist Spending <sup>1</sup>	\$44.32 million	
Jobs Supported <sup>1</sup>	418	
Payroll <sup>1</sup>	\$11.78 million	
State Tax Revenues <sup>1</sup>	\$1.89 million	Each Oconee County household would need to be taxed an additional <b>\$230</b> per year to replace taxes generated by tourism economic activity.
Local Tax Revenues <sup>1</sup>	\$1.12 million	
Unemployment Rate <sup>1,2</sup>	3.0%	Without the jobs supported by the tourism industry, it would have been <b>5.1%</b> .

Visitor Expenditures



Sources: <sup>1</sup>U.S. Travel Association; 2018 Travel Economic Impact on Georgia State, Counties, and Regions; <sup>2</sup>U.S. Bureau of Labor Statistics; Local Area Unemployment Statistics.

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Explore Georgia, the state tourism office of the Georgia Department of Economic Development  
75 Fifth Street, NW, Suite 1200 | Atlanta, Georgia 30308 - USA  
To obtain data for other counties, please visit: [Industry.ExploreGeorgia.org](http://Industry.ExploreGeorgia.org)

# IMPACT

## OCTVB: 2020 PLAN

Network with local production companies and scouts. Keep updated information on ReelScout & in Oz.

- ✓ Long term stays
- ✓ Increases economic growth
- ✓ Potential for earned media

### FILM

Network with local organizations & colleges.

- ✓ Opportunity for community involvement
- ✓ Keeps payroll down

### VOLUNTEERS

Work closely with motor coach tour companies offering customized group tours.

Offer visitors customized tours & guides.

- ✓ Increases revenue
- ✓ Increases tourist spending
- ✓ Increases visitation numbers & overnight stays
- ✓ Increase chances of visitors going to more than one location

### GROUP TOURS

Sell souvenirs unique only to the welcome center.

- ✓ Increases revenue
- ✓ Supports local artists
- ✓ Promotion opportunity

### MERCHANDISING

# GOALS

OCTVB: 2020 PLAN

# GOALS

## EVENTS

Host specific events at the Welcome Center & Eagle Tavern.

- ✓ Brings foot traffic
- ✓ Another way to promote the Welcome Center

## EAGLE TAVERN

Utilizing the museum in more ways & provide a wow factor.

- ✓ Self guided audio tour
- ✓ Back In Time Fall Gathering
- ✓ Christmas Tours
- ✓ Period Appropriate Dinner
- ✓ 360 Video

## MARKETING

Finding new ways to reach potential visitors and draw them in.

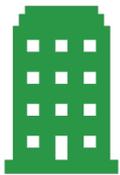
- ✓ New guides and updated brochures
- ✓ Signage on high traffic roads
- ✓ Print Ads in magazines that promote to our demographic
- ✓ Updated website
- ✓ Social Media
- ✓ E-Newsletters
- ✓ (SMS) Text Messaging Services
- ✓ PR Firm - Earned Media

## OCTVB: FINANCIALS

County Finance Department has estimated that \$182,542 in hotel/motel tax will be collected for 2019-2020 FY.



STATE LAW  
Spending Restrictions



HOTEL / MOTEL TAX



COLLECTED BY COUNTY



SPENT BY 501(c)6  
Destination Marketing  
Organization

# FUNDING

# THE EXPERIENCE



# ACTIVITIES

OCTVB: FREQUENTLY REQUESTED SPOTS

Eagle Tavern

Elder Mill Covered Bridge

Classic City Clydesdales

Washington Farms

Antique Row

OCAF

## OCTVB: WHAT'S HAPPENING

### JAN 2020

Total number of visitors at welcome center	113
Total number of visitors at Eagle Tavern	44
Total Visitors <i>(up compared to Jan 2019)</i>	157
Welcome Packets Distributed	25
Leads Received	37
Group Tours	1

### **Radio Spot**

2/11 Classic City Today

### **Events**

2/25 OC Birthday Celebration

3/19 Business Expo

4/4 Spring Fling – Book Signing Event

5/22 "GA on My Mind" Day – State Visitor Center

### **Tours Groups**

2/12 FAM Tour – Antebellum Trail

2/13 Rocky Branch ES Tour

3/13 MBMS Eagle Tavern Showcase

3/14 Carolina Tours

# OVERVIEW

## OCTVB: FUTURE OF TOURISM

Locals & visitors alike want experiences, they want the wow factor, they want something unique.

### **SUGGESTIONS:**

- Outdoor activity park
- Multi-use / interactive park
- Wall murals / selfie stations throughout the county
- Southern cuisine cooking classes
- Boutique hotel representing the area
- Glamping

# WOW

## OCTVB: CONTACT INFORMATION



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# OCTVB