

Quarter 1

January-March 2022



Visitor Touches

267 Incoming Info Request Calls
117 from outside of Georgia

Gift Store Sales:
\$3,068

Marketing, Advertising & PR

DIGITAL MARKETING

- 365 Degree Marketing – Braves Trophy Tour fb & google ads – *March*
- American Road Itineraries – *Jan, Feb & March*
- American Road Featured Logo with link Fun & Games Sweepstakes – *Jan, Feb & March*
- American Road Virtual Hit the Road – Road Trips- Video – *Jan, Feb & March*
- American Road South East Tab Visitor Guide – *Jan, Feb & March*
- GA State Park Digital Guide – Annual Web PTC Ad with Video

EDITORIAL ARTICLE

- Braves World Series Trophy arrives in Peachtree City on April 10 – *AJC (March 28, 2022)*

PRINT ADVERTISING

- American Road - *Winter Issue*
- Guide to Georgia - *Spring Issue*

M&C Group Sales

NEW LEADS

- Tri4Gold, Inc., Peachtree International Aquabike, *April, 2022*
- BMX, 2023 USA BMX National Event, *April/May, 2023*

SERVICING

- Atlanta Braves Championship Trophy Tour, *April 2022*
- The Camp, *May, 2022*
- BMX Regional Qualifier, *June, 2022*
- Corvair Club Convention, *July, 2022*
- GMOA/AMA/SCMA Regional Meeting, *July, 2022*
- Steen/Gowin Wedding, *July, 2022*

DEFINITE BOOKINGS

- Steen/Gowin Wedding, *July, 2022*
- Atlanta Braves Championship Trophy Tour, *April 2022*
- Int'l Christian Apostolic Fellowship (ICAF) 2022 National Conference, *October, 2022*

LOST BUSINESS

- Licensed Professional Counselors Association of Georgia, *May 2023 Annual*. Looking to be in another part of the state, out of cycle

Website

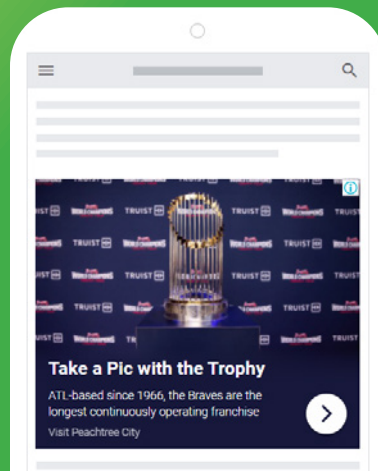
Total Sessions: **12,202**

- Mobile - **7,246**
- Desktop - **4,671**
- Tablet - **285**

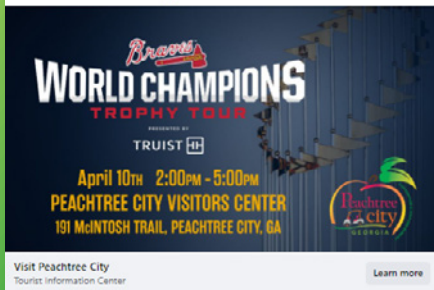
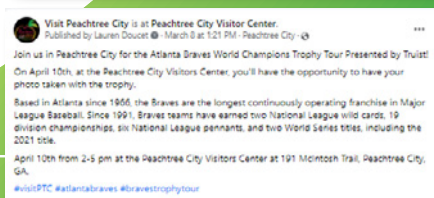
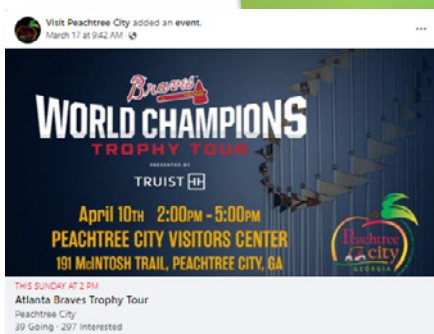
Unique Users: **10,354**
Pageviews: **18,745**

Google

Display Ad Campaigns:



Impressions: **82,349**
Link Clicks: **81**
Total Ad Spend: **\$107.38**



Facebook

2 campaigns:

- Event Awareness
- Event Responses

Impressions: **44,913**
Reach: **31,232**
Link Clicks: **91**
Ad Spend: **\$104.37**
Reactions, Comments, Shares and Saves: **120**
Event Responses: **150**

