



2023 - 2024 Marketing Plan Summary

Visit Columbia County's one-year marketing plan has been developed using extensive visitor information data. The plan is based on market research from secondary research sources in the tourism industry and in-house research derived from our visitors and tourism industry partners.



The Columbia County Convention and Visitors Bureau (CCCVB), DBA Visit Columbia County, is the contracted Destination Marketing Organization for Columbia County, Georgia. The organization serves the interests of Columbia County’s tourism economy by marketing the communities of Appling, Evans, Grovetown, Harlem, and Martinez as visitor destinations.

GOALS

- Increase the demand for overnight stays, attraction visits, retail sales, restaurant receipts, local transportation, and other events and activities that positively affect the economic impact of the local tourism industry. Drive growth by focusing on need periods.
- Gain regional and national media exposure for Columbia County’s diverse attractions, natural resources, and outstanding quality of life.
- Support and contribute to the enrichment of Columbia County’s multicultural, performing and visual arts, historic, recreation, business, and entertainment communities.
- Through strong community outreach and with recognized expertise in the tourism industry, actively participate in and contribute to the overall strategic planning for the growth and sustainability of the visitor industry in Columbia County.

OBJECTIVES

- Grow Lodging tax revenue by 5%
- Increase traffic to our tourism website by 15%
- Grow requests for printed publications by 10%
- Grow occupancy levels in November, December, January, & February
- Increase e-newsletter subscribers by 10%
- Increase social media audience (across all platforms) by 15%



Target sectors include but are not limited to :
Digital & Social Media; Film Columbia County; Nature/Adventure Tourism (including Active Tourism, Ecotourism, and Adventure Tourism); Arts, Culture, and Heritage; Dining; Wellness.

METHODS

- Print & Digital Ads
- Video Ads
- Website Marketing & Maintenance
- E-Newsletter
- Photo/Video Library
- Social Media

STRATEGIES

Visit Columbia County will use various media to promote Columbia County as a travel destination, reaching diverse geographic and demographic markets, with the goal of acquiring new and repeat visitors as well as increasing their length of stay and brand awareness.

KEY CUSTOMERS

POTENTIAL VISITORS

- Leisure Travelers
- Business & Corporate Travelers
- Sports Event Participants & Organizers
- Niche Travelers seeking activities such as fishing, kayaking, or mountain biking

TOURISM INDUSTRY STAKEHOLDERS

- Columbia County, State, and National elected officials
- Hotels, attractions, restaurants, shopping venues, and other tourism industry partners

TRAVEL INFLUENCERS

- Journalists, writers, bloggers, & Influencers
- Meeting Planners
- Sports and special events promoters
- Film location scouts



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