

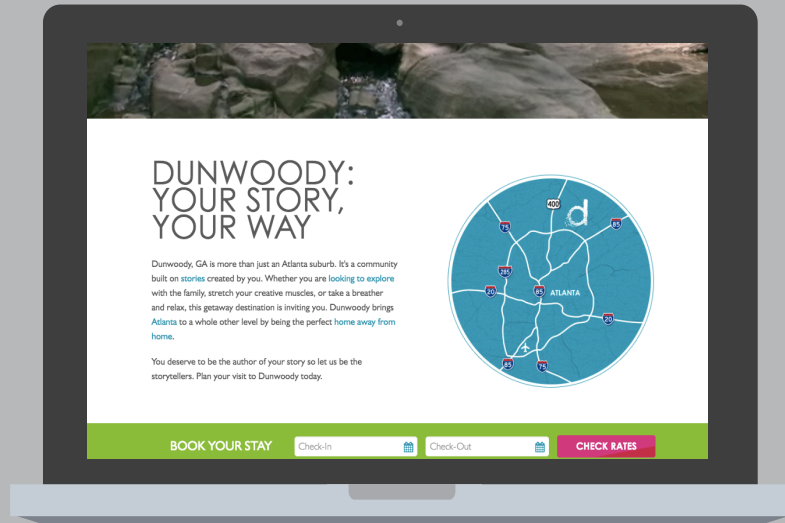
182,847
total web sessions

326,255
total pageviews

1.3
average pages per session

Top 5 Pages
homepage
your holiday haven
restaurant week
dunwoody defined
hotels

27MM
cross device impressions
through digital advertising



33 blogs published
22 email newsletters sent

165 total media placements
7 hosted media
83,580,099 circulation

Promotions & Campaigns



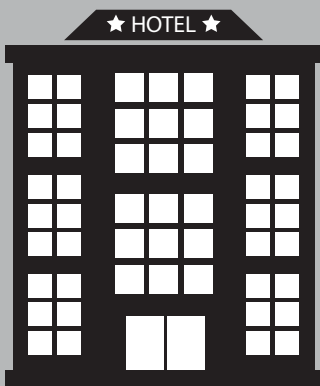
Dunwoody Restaurant Week
(garnered over 61,700 social media impressions)

Arts & Culture Month
(earned a reach of 28,581,675 readers/followers)

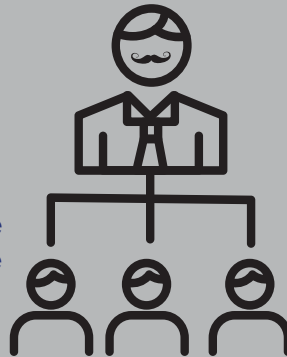
Your Holiday Haven
(new for 2019! generated 25,851 unique pageviews)

Dunwoody Defined part 2
(generated 17,222 unique pageviews)

Be A Tourist In Your Own Town
(print advertising campaign to generate local love)



launched the **Dunwoody Ambassador Program** to engage the City's front line personnel.



8,354
total room nights booked

29
groups booked at Dunwoody hotels

219
total leads distributed to Dunwoody hotels

12.5%
average conversion rate

attended 24 tradeshow & conferences
conducted 353 one on one appointments

new group markets.
motorcoach & sports groups added to the sales strategy.



above and beyond

