



VISIT FORSYTH

CONVENTION & VISITORS BUREAU

TOURISM DAY LEADERSHIP MONROE CLASS OF 2026

March 5, 2026

WHAT'S INSIDE

- 1 About the CVB
- 2 Local Impact
- 3 A Year in Review
- 4 Looking Ahead

Visit Forsyth

YOUR BASECAMP FOR ADVENTURE



The image features a dark, textured wood background with horizontal planks. A white horizontal line is positioned in the lower third of the frame, extending from the left edge towards the center. To the right of the line, the word "OVERVIEW" is written in a bold, white, sans-serif font.

OVERVIEW

OUR MISSION/VISION

The Forsyth Convention & Visitors Bureau (CVB) is the official destination marketing organization for Forsyth, Georgia. We are responsible for promoting the city of Forsyth as an attractive destination and helping to develop it and the surrounding community as a dynamic place to visit.

WHAT IS A CVB?

“Convention & Visitors Bureau”

A CVB is a destination marketing organization that is funded through local hotel/motel tax to promote the area in a travel-related context to help keep “heads in beds” coming (and growing), bringing an influx of outside dollars to invest in the local economy. Leisure tourism, conventions, business travel, sports tournaments—anyone outside the area coming to the area is a CVB’s potential customer. In addition to providing information, a CVB actively advertises and markets the destination, as well as maintains relationships with local “tourism partners” to create and enhance the “product package.”

ABOUT US:

- Established in 2015
- Serving City of Forsyth and Surrounding Area
- Led by 9 Authority Members and 3 Full-time Staff
- Our area collects hotel/motel tax from 12 hotels, 1 KOA campground, and Airbnbs.
 - *42.85% goes to our budget (CVB)*
 - *42.85% goes to the city's budget*
 - *14.28% goes to Tourism Product Development*



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LOCAL IMPACT

**Tourism Puts
Money in
YOUR Pocket!**

Visitors spend money with...

- Hotels & Motels
- Conventions/Venues
- Restaurants
- Tourist Attractions
- Retail Stores
- Entertainment Places
- Service Stations

...Who spend their money with...

- Hardware Stores
- Grocery Stores
- Insurance Agencies
- Real Estate Firms
- Repair/Maintenance Firms
- Drug Stores
- Utility Companies
- Doctors and Dentists
- Florists

...Who then re-spend tourism dollars in the same circles! *What goes around, comes around.*

In 2024, visitors spent ***\$80.3 million*** in Monroe County
(a 5% increase from 2023!)

\$18.7m

Lodging

\$25m

Food &
Beverage

\$11.5m

Recreation

\$13m

Retail

\$12.1m

Transportation

In 2024, tourism
provided ***869*** jobs
in Monroe County:

6.5%

of county
employment

\$21.4m

labor income

In 2024, visitors generated
\$5.8 million in state and local
taxes, which is equivalent
to ***\$555*** in tax savings
for every household in
Monroe County!

Note: 2025 Data Not Yet Available)

A DECADE IN REVIEW

- **In the last 10 years (2014-2024), visitor spending in Monroe County has increased by 167.94%** *(or 102.22% adjusting for inflation).*
- Comparatively, in the previous decade (2004-2014), visitor spending increased by 39.33% *(11.20% adjusting for inflation).*
- **This shows the significant impact brought by the Forsyth Convention & Visitors Bureau, which was established by an act of legislature in 2015.**
- Interestingly, Bibb County, one of our largest competitors, only grew by 44.99% in the same 2014-2024 period *(or 9.4% adjusting for inflation).*
- Two other neighboring counties, Jones and Crawford, actually saw a decrease in visitor spending for the same 2014-2024 period.
- Additional data for other neighboring counties has just been provided by the state's research dept. after our inquiry, so we will have an updated comparison table in the coming weeks.



Note: The City of Forsyth CVB was founded in 2015.

	2024	2014	% Change 2014 to 2024	2014	2004	% Change 2004 to 2014	2024	2004	20-Year % Change 2004 to 2024
Monroe County (Forsyth)									
Direct Tourism Expenditures (DTE)	\$80.30 million	\$29.97 million	167.94%	\$29.97 million	\$21.51 million	39.33%	29.97 million	21.51 million	273.30%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$39.71 million	102.22%	2004 adjusted for 2014	\$26.96 million	11.20%	2004 adjusted for 2024	\$35.72 million	124.80%
Number of Tourism Provided Jobs	869	280		280	280				
State and Local Taxes Generated by Visitors	\$5.80 million								
Bibb County (Macon)									
Direct Tourism Expenditures (DTE)	\$476.10 million	\$328.37 million	44.99%	\$328.37 million	\$229.10 million	43.33%	\$476.10 million	\$229.10 million	107.82%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$435.10 million	9.40%	2004 adjusted for 2014	\$287.11 million	14.37%	2004 adjusted for 2024	\$380.45 million	25.14%
Number of Tourism Provided Jobs	4860	3309		3309			4860		
State and Local Taxes Generated by Visitors	\$36.00 million	\$21.90 million		\$21.90 million			\$36.00 million		
Jones County (Gray)									
Direct Tourism Expenditures (DTE)	\$8.40 million	\$10.82 million	-22.37%	\$10.82 million	\$8.90 million	21.57%	\$8.40 million	8.9 million	-5.62%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$14.34 million	-41.42%	2004 adjusted for 2014	\$11.15 million	-2.96%	2004 adjusted for 2024	\$14.78 million	-43.17%
Number of Tourism Provided Jobs	97						97		
State and Local Taxes Generated by Visitors	\$0.70 million						\$0.70 million		
Crawford County (Roberta)									
Direct Tourism Expenditures (DTE)	\$3.60 million	\$4.77 million	-24.53%	\$4.77 million	\$3.03 million	57.43%	\$3.60 million	\$3.03 million	18.81%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$6.32 million	-43.04%	2004 adjusted for 2014	\$3.80 million	25.50%	2004 adjusted for 2024	\$5.03 million	-28.43%
Number of Tourism Provided Jobs	33						33		
State and Local Taxes Generated by Visitors	\$0.20 million						\$0.20 million		
Baldwin County (Milledgeville)									
Direct Tourism Expenditures (DTE)	\$86.50 million	\$83.03 million	4.18%	\$83.03 million	\$49.33 million	68.32%	\$86.50 million	\$49.33 million	75.35%
DTE Adjusted for Inflation	2014 adjusted for 2024	\$110.02 million	-21.38%	2004 adjusted for 2014	\$61.82 million	34.31%	2004 adjusted for 2024	\$81.92 million	5.59%
Number of Tourism Provided Jobs	904						904		
State and Local Taxes Generated by Visitors	\$6.50 million						\$6.50 million		

* Notes: 1) The Hotel/Motel Tax collection rate in the City of Forsyth increased from 5% to 7% in 2024. 2) These counties were chosen for the availability of data for a ten-year comparison and their proximity to Monroe County. As other county data becomes available (a request has been submitted to the state), this table will be updated to reflect a more complete picture of Monroe County and its immediate neighbors. 3) The COVID-19 pandemic of 2020 saw a significant negative impact on tourism not only in our area and statewide, but in the world at large. Some areas are still seeing lingering effects.

** SOURCE: Georgia Department for Economic Development, Tourism Division

OBSTACLES TO TOURISM

- *We are seeing the impact of not being “tourism ready”, i.e.*
 - Poor directional and parking signage
 - Lack of parking (particularly for vans and buses)
 - Poor interstate lighting
 - Lack of shopping and dining options beyond M-F, 11am-7pm
 - Need for newer hotels of higher tier
 - (Can see the corollary growth in Butts and Lamar counties/ exits 201 and 205)
 - Brown water (bad reviews; hotels loss of revenue; ruined laundry - including guest laundry)
- Tourism partners remain concerned about downtown parking, suggested signage near CFA, etc.





Bill Ragsdale

Local Guide · 163 reviews



★☆☆☆☆ a day ago

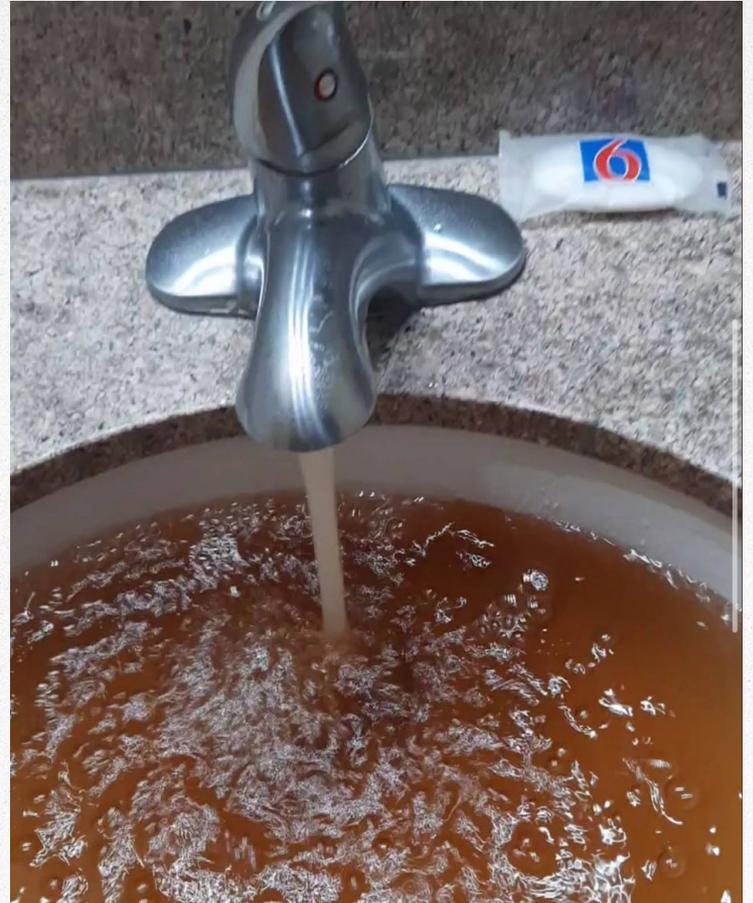
Business | Couple

We have stayed here before and the conditions seem to be deteriorating. Each time things get worse. This time we couldn't use the water. It was full of rust and after letting it run for over 30 mins. it was still unusable. There was mold on the ceiling of the bathroom too.

I don't know if management has changed, but conditions have.

We won't be back.

Rooms: 1 | Service: 2 | Location: 4



RISING TO THE CHALLENGE

WE CANNOT AFFORD TO BE PARALYZED WAITING FOR OTHERS TO TAKE ACTION

- Developing Attraction Assets & Promo Materials
- Providing 1-1 Consults
- Building and Nurturing Partnerships
 - *City of Forsyth Economic Development, Community Development, Parks & Rec, Fire, and Police Depts*
 - *GPSTC*
 - *MCHS*
 - *1823 Artisan Guild*
 - *Public Arts Committee*
 - *High Falls Folk Festival*
 - *Georgia Power Volunteer Services*
 - *Department of Corrections*
 - *All Seasons Guide Service*
 - *City of Culloden*
 - *Community of Bolingbroke*
 - *Forsyth Golf Club*
 - *Upright Family*
 - *Samantha Holley Productions*
 - *Local Businesses*
 - *And of course, providing information and resources to our tourism partners (hoteliers, shops and restaurants, attractions...) and collaborating on opportunities for media attention and group business!*



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2025 IN REVIEW

**WE
MOVED!
AGAIN!**



WE STARTED TWO NEW CAMPAIGNS

MEET YOUR GUIDE
 Jeff Mooney, Owner-Operator of All Seasons Guide Service in Juliette, GA

Get hooked on Forsyth with the ultimate guys' getaway! Spend the day fishing for largemouth bass, striped bass, hybrid bass, catfish, crappie and more at iconic spots like the Ocmulgee River, Lake Juliette, High Falls Lake and Dames Ferry with your buddies, then head to another kind of watering hole to relax with a nice, cold pint at Fox City Brewing—or grab a slice at Jonak's on Johnston.

FISH. BEER. REPEAT.

Make your next mancation a REEL good one—scan the QR code for information about our Fishing Adventure packages (complete with overnight accommodation and private fishing guide) and we'll upgrade you to the VIP treatment with goodies and your own reserved spot at the bar! Have we HOOKED you yet?



BOOK YOUR NEXT FORSYTH ADVENTURE TODAY AT [VISITFORSYTHGA.COM!](http://VISITFORSYTHGA.COM)

FISH. BEER. REPEAT.

BOOK NOW!

FISH. BEER. REPEAT.

BOOK NOW!

FISH. BEER. REPEAT.

BOOK YOUR NEXT FORSYTH ADVENTURE TODAY AT [VISITFORSYTHGA.COM!](http://VISITFORSYTHGA.COM)

FISH. BEER. REPEAT.

BOOK NOW!

ROOTS TO TABLE

FORSYTH GEORGIA



ROOTS TO TABLE

Award-winning chefs from the big screen blend local-grown ingredients fresh from the farm into delicious heritage dishes stemming from generational roots. Gives a whole 'nother meaning to "Roots to Table"!

THE WHISTLE STOP CAFE
 Forsyth, GA
 Juliette, GA

Bringing the iconic film *Fried Green Tomatoes* to life, this beloved establishment offers delicious Southern favorites from Chef Liz that are sure to please!

GRITS CAFE
 Forsyth, GA

Located in one of the original downtown Forsyth storefronts, this local gem serves up Southern cuisine with an innovative flair by Chef Robert.

HER MAJESTY KITCHEN

Owned and operated by Chappell winner Chef Christa, this authentic Southern Creole restaurant experience represents the chef's heritage through creative plates.

Forsyth, GA

PLAN YOUR NEXT FORSYTH CULINARY ADVENTURE TODAY AT [VISITFORSYTHGA.COM!](http://VISITFORSYTHGA.COM)

VISIT FORSYTH GEORGIA

WE AIRED 12 EPISODES OF OUR RADIO SHOW

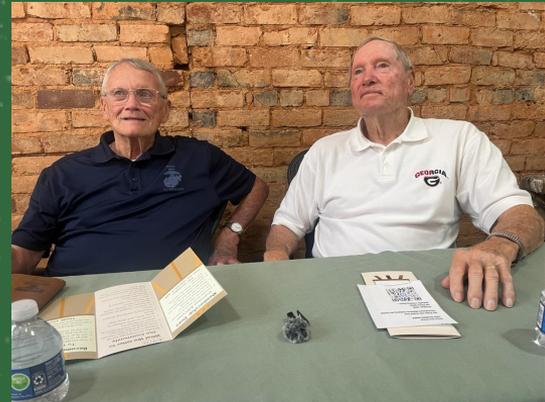


TUNE IN TO
Monroe Today
ON MAJIC 100FM

ON AIR

Hear us tell OUR STORY live on air!
Tune in to MAJIC 100FM radio's segment Monroe Today to catch our very own Convention & Visitors Bureau Director Gilda Stanbery host stories about our fabulous city. Missed the show? Just head on over to VisitForsythGA.com to hear more and check out the Q&A blog.

VISIT
FORSYTH
GEORGIA



WE PUBLISHED 28 NEW STORIES TO OUR BLOG



What's Coming to Forsyth in 2026



A Look Ahead With Dean Nelson



Clowning Around With Lee Andrews



Holiday Fun in Forsyth



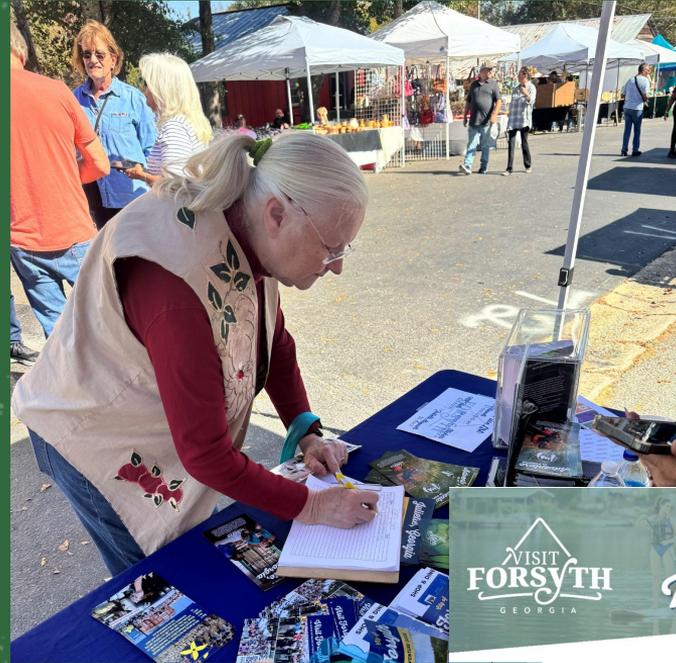
Exploring Forsyth's Artistic Side



Where Small Town Charm Meets Hollywood

[Load More](#)

WE LAUNCHED AN E- NEWSLETTER AND PUBLISHED 11 ISSUES



VISIT
FORSYTH
GEORGIA

Newsletter



Spotlight:



Monroe County Recreation Department

They Are Hitting It Out of the Park!

Last year the Monroe County Recreation Department hosted 500 VISITING TEAMS representing multiple sports in addition to providing top-notch recreation facilities to the local community. These tournaments and invitationals bring visitors to Forsyth from all over Georgia and the surrounding states.

The Rec Department is embracing the opportunities that come from hosting these events while also expanding their programs for local families. Work is well underway on their brand new 18,000 square foot



Recreation Director, Landon Sparks, stated "With this expanded capacity we will be well situated to attract larger tournaments and invitationals". The

Industry Average Open Rate: 33%
Industry Average Click Rate: 1%

NEWSLETTER ANALYTICS

Subscribers Increased From 649 in February to 2,090 in December – +221.88%

93% were added manually from signups at events

Month	Subscribers	Open Rate	Click Rate
February	649	53%	3.4%
March	737	58.5%	1.5%
April	816	55.1%	3.3%
May	1,015	45.4%	1.4%
June	1,109	50.1%	2.2%
July	1,174	48.3%	2.5%

Month	Subscribers	Open Rate	Click Rate
August	1,231	48.9%	2.0%
September	1,619	55.9%	2.7%
October	1,696	54.4%	4.1%
November	2,047	51.8%	2.3%
December	2,090	50.7%	2.1%

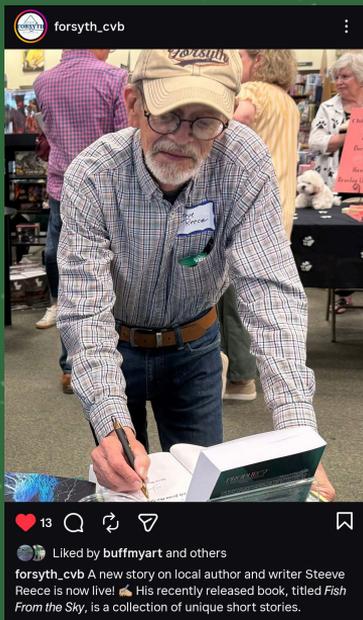
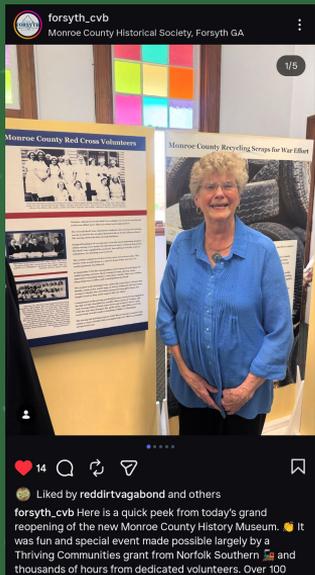
2025 Total Emails Sent: 20,249

(including resends to non-opens)

2025 Average Open Rate: 50%

2025 Average Click Rate: 2.0%

WE POSTED 265 TIMES TO SOCIAL MEDIA



FACEBOOK ANALYTICS

Views breakdown ?

Custom: Jan 1 - Dec 31 ▼

463,508

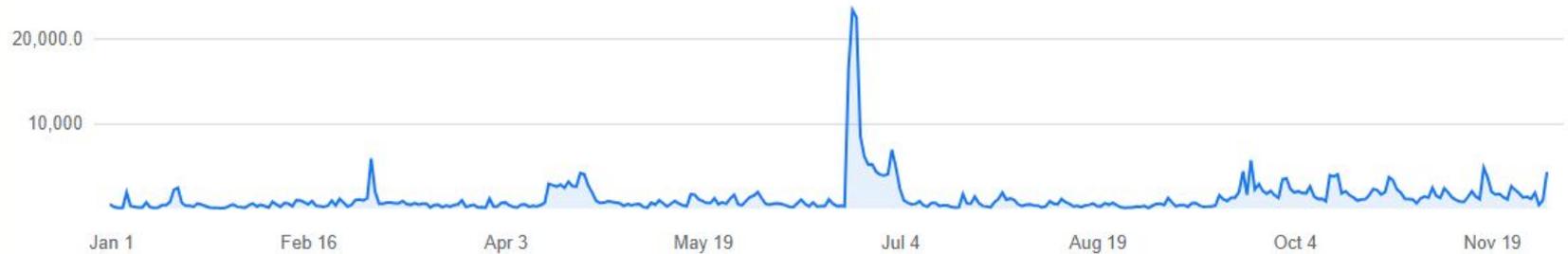
Views ?

7,641 ↑ 13,545%

3-second views ?

9 ↑ 200%

1-minute views ?

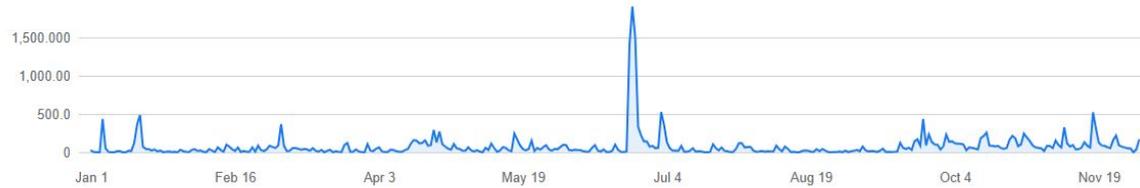


Engagement overview ?

Custom: Jan 1 - Dec 31 ▼

27,944 Engagement ?

+28.6% from previous 365 days



9,091

Reactions ?



821

Comments ?



660

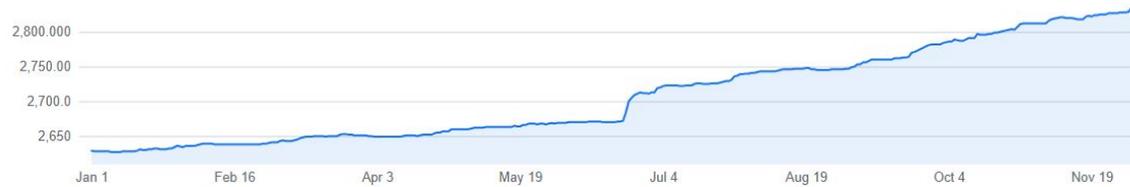
Shares ?

Audience overview ?

Custom: Jan 1 - Dec 31 ▼

2,847 Total followers ?

+7.8% from previous 365 days



198

Net follows ?



77

Unfollows ?

WE STARTED A NEW VIDEO SERIES WITH SAM HOLLEY

Shorts

YouTube



A Gilmore Girls Day in Forsyth, Georgia

92 views



The Perfect Date Night in Forsyth, Georgia

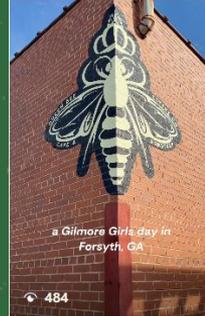
142 views



Family-Friendly Fun in Forsyth, Georgia

1.2K views

Instagram



a Gilmore Girls day in Forsyth, GA

484



date night in Forsyth, GA

1,339



9,698

Reels

facebook

Forsyth Convention & Visitors Bureau's Reels



a Gilmore Girls day in Forsyth, GA

2.3K



date night in Forsyth, GA

6.9K



8.8K

**WE DEVELOPED & PRINTED
OVER 40 NEW PIECES OF
COLLATERAL, SWAG, &
DISPLAYS**

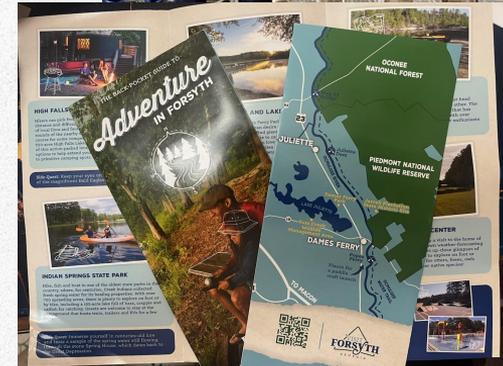
2025 NEW COLLATERAL + SWAG

➤ Outdoors Theme:

- *Fish.Beer.Repeat. Rack Card (x2)*
- *Backpocket Guide to Adventure*
- *Outdoors/FBR 9 Square Trade Show Backdrop*
- *FBR, Fishing and Outdoors Themed Stickers*
- *FBR Coasters*
- *FBR Hats*
- *Golf Stickers*
- *Golf Club Anniversary Towels*
- *Pickleball Stickers*
- *Cooling Towels*

➤ Culinary Theme:

- *HMK/Roots to Table Silent Auction Package*
- *HMK Chopped Champion Banner*
- *Ms. Dull Recipe Postcard*



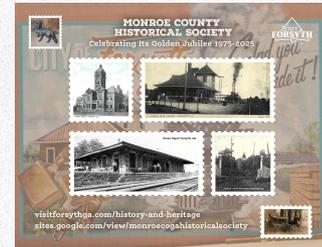
2025 NEW COLLATERAL + SWAG

➤ Juliette/Fried Green Tomatoes Theme:

- *Backpocket Guide to Juliette*
- *FGT Rack Card Refresh*
- *Juliette Bucket List + Map Update*
- *GTF Brag Board*
- *Fried Green Tomatoes Pitch Deck*
- *Juliette Magnet*
- *Juliette Stickers*
- *Juliette Wristbands*

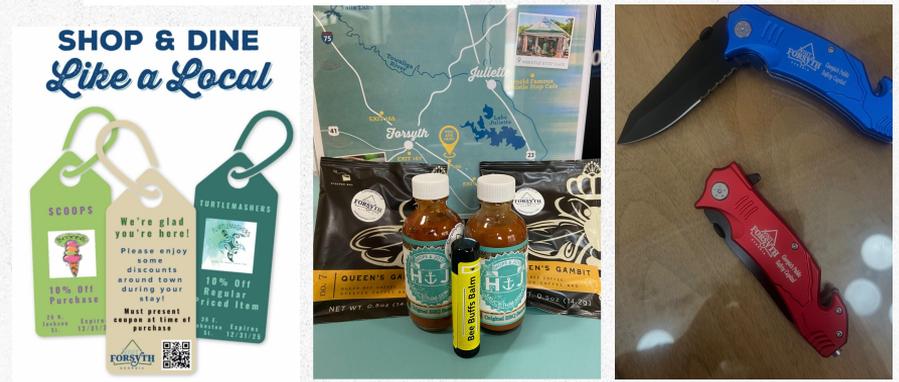
➤ History Theme:

- *MCHS Jubilee Commemorative Program*
- *MCHS (3) Jubilee Display Boards*
- *MCHS Pens*
- *Historic Forsyth Magnet*



2025 NEW COLLATERAL + SWAG

- General/Overall Destination:
 - Overall Destination 9 Square Trade Show Backdrop
 - 2025 Shop/Dine Coupons
 - Illustrated Padded Map
 - Hello Neighbor Packet Update
 - Shop/Dine/Events Postcard
 - Shop/Dine/Events Posters
 - QR Code Window Cling
 - Local Made Swag - H+J BBQ Sauce, Queen Bee Coffee, Bee Buff Honey and BBH Lip Balm
- Misc/other:
 - Forsythia Brag Board
 - Tactical Knives
 - Camo Ducks



COLLATERAL DISTRIBUTION

The CVB distributes visitor guides, rack cards, and other materials promoting Forsyth and its tourism partners in the following places:

- Forsyth Welcome Center
- 1823 Artisan Guild & Gallery
- GPSTC (mult. locations)
- Forsyth City Hall
- Monroe County Annex lobby
- 12 hotel & KOA lobbies
- State Regional VICs
 - *Augusta*
 - *Columbus*
 - *Lavonia*
 - *Port Wentworth*
 - *Ringgold*
 - *St. Mary's*
 - *Tallapoosa*
 - *Valdosta*
 - *West Point*
- SWAG bags for groups/events
- Chamber office
- Industrial Development Authority Office
- Whistle Stop Cafe in Juliette
- Honeycomb and shops in Juliette
- Hello Neighbor packets for newcomers

2025 Visitor Guide Distribution

Total Number of Guides Given Out ~5-6k

2025 SWAG Distribution

Total Number of Swag Bags Given ~5,500

Total Number of Groups Distributed to 71



WE GREW OUR PARTNERSHIP W/ GPSTC + DEPT OF CORRECTIONS + MORE



Welcome to GPSTC!

GREAT PLACES TO EAT:
Including 15 restaurants just 5 minutes away downtown!

Grab a business card to scan for local shopping and dining options in Forsyth and the surrounding area!

QR CODE SCANS		
Eat	240	Lifetime 553
Shop	55	Lifetime 140



WE CONTINUED OUR SUPPORT LOCAL CAMPAIGN

FEATURING A SHOP/DINE
COUPONS FOR GROUP TRAVEL
DISTRIBUTION & VISITORS AND
LOCAL MADE SWAG



DISTRIBUTED:	
Coupons	5000+
Local Swag	972 items

WE REACHED THOUSANDS THROUGH EVENT OUTREACH:

2025 Event Outreach

of
Events
Attended

37

Total
Reach

38,525

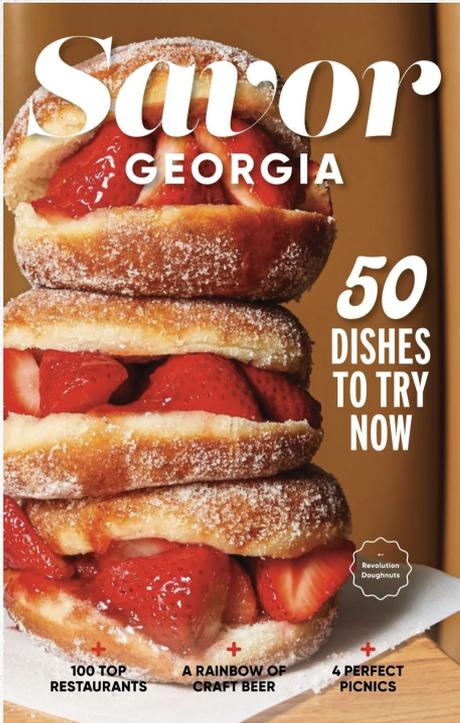
Total
Interactions

7,705

*Compared to 15 events
attended in 2024*

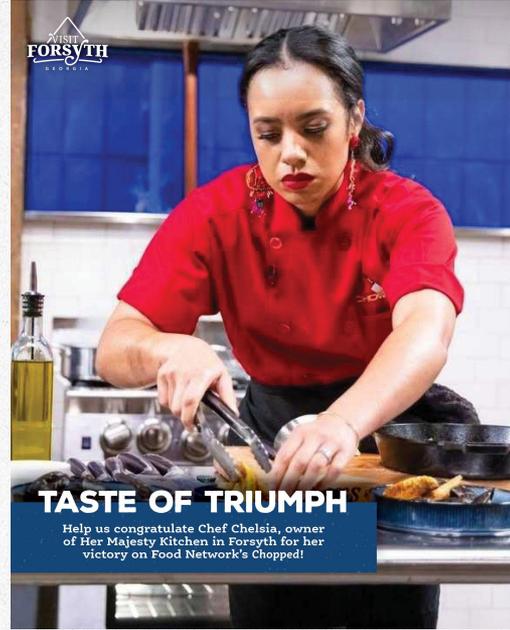


**FORSYTH RECEIVED MENTIONS
AND STORIES IN COUNTLESS
LOCAL, STATE AND REGIONAL
PUBLICATIONS, WEBSITES/
BLOGS, SOCIAL CHANNELS, TV,
ETC.**



The 2025 issue of *Savor Georgia* included two of Forsyth's food destinations — Fox City Brewing Company and Queen Bee Coffee Company!





Chef Chelsia Green Ogletree of Her Majesty Kitchen appeared on and WON *Chopped*, and appeared on *Good Day Atlanta*!! She was also named a 2025 Georgia Grown Executive Chef by the Georgia Department of Agriculture and the Georgia Restaurant Association.

FLASH SALE 3 months for \$1.99 Don't miss another breaking headline—subscribe before the story moves on. SUBSCRIBE NOW

Uniquely

Closed nearly a year after a fire, this historic Forsyth theater makes a comeback

By Carly Lenhardt

Updated July 8, 2025 8:59 PM



13WMAZ

News Weather Sports



ADVERTISE WITH US MORE THAN A NUMBER ELECTIONS CENTRAL GEORGIA EATS

BREAKING NEWS Watch 13WMAZ live on 13WMAZ

LOCAL NEWS

'Love and support has been overwhelming' | Forsyth chef wins 'Chopped' episode

Owner of Her Majesty Kitchen, Chef Chelsia Ogletree, "Chopped" title, \$10k on an episode showcasing her community-focused work.



Uniquely

Forsyth chef wins \$10K prize on reality cooking show. See her reaction here

By Lucinda Warnke

Updated July 15, 2025 12:22 PM



WGXA NEWS

NEWS WEATHER LIFE SPORTS GAME CENTER WATCH

ADVERTISING SALES

Her Majesty Kitchen owner and chef wins \$10K prize on Food Network's 'Chopped'

by Leah Kincaid | Tue, July 8th 2025 at 8:48 PM Updated Wed, July 9th 2025 at 8:46 AM



Middle Georgia Chef Chelsia Ogletree's "Chopped" watch party event poster at Her Majesty's Kitchen in Forsyth, Ga. on July 8, 2025 (Photo credit: Brittany Miller, WGXA)

TOPICS: FOOD NETWORK CHOPPED CULINARY ARTS HER MAJESTY KITCHEN \$10,000 PRIZE CHEF CHELL

FORSYTH, Ga. (WGXA) — The owner of Her Majesty Kitchen in Forsyth won \$10,000 on the Food Network's reality cooking show "Chopped" on Tuesday.

'This has been long overdue' | Forsyth golf course undergoing \$700K renovation

The \$700,000 project is designed to revamp the entire 90-acre course with changes ranging from redesigned greens to new amenities.



the biannual issue 2015

journey

GEORGIA

Georgia Road Trips

For Your Bucket List
Georgia's Top 5 Scenic Routes

20 Waterfalls
in **30 Minutes**
A Hobby Hiker's Guide to Helen

PLUS:
THE SEASONAL
TRAIL GUIDE
FOR CYCLISTS

3 Quirky Sites
Uncovered

HOMEOWNERS
FAVORITES
TO SAVOR

springs, falls & muscadine summers

BY NICOLE NEWBOLD
Photo Provided by Cheryl CVR

High Falls State Park
If you're a fan of waterfalls, then High Falls is one of the most beautiful muscadine year over the rocky banks of the Youngs River (pronounced: jig-ee-by-un-kah) for a span of 22 feet, forming the largest waterfall north of Astoria. You can hike the 1.5-mile New Trail, a 1.5-mile trail following alongside the falls and taking you through a rocky forest space with the ethereal sound of water. The trail is a seamless blend of Mother Nature and man-made maintenance and is a popular area for those who love to hike. The trail is lined with boulders. For this reason, the trail is labeled as a "hike" and the falls part of the trail starts right away—just across the street from the parking lot—and you can see quite a bit before having to go too far. Please note, while you may see people walking out on the rocks in the river, I don't recommend following—be the park but that we stay off the rocks and out of the water for safety reasons.

Two of my favorite places to visit near Forsyth are High Falls State Park and Indian Springs State Park. High Falls is just 10 minutes drive up I-77, and Indian Springs is just 10 minutes east of High Falls park and is steeped in history and full of waterfalls.

GE — Cheryl CVR

while you're here...

TRUCKEE COUNTRY RESTAURANT
Just before Indian Springs, Truckee Creek is one of my family's favorite restaurants, with seasonal amuse-bouche and gourmet comfort food.

TRUCKEE COUNTRY
Serving delicious Southern in Truckee, GA is a special treat whether you're celebrating an occasion or just because.

TRUCKEE COUNTRY
One of the most beautiful views in the world is the Truckee Creek. The area was a beautiful resort town, and during the Civil War, the Civilian Conservation Corps built a new spring house to help visitors easily camp the water—something you can still do today! If you're looking for a scenic view, you can see the water (and air around it) from an overlook on the road.

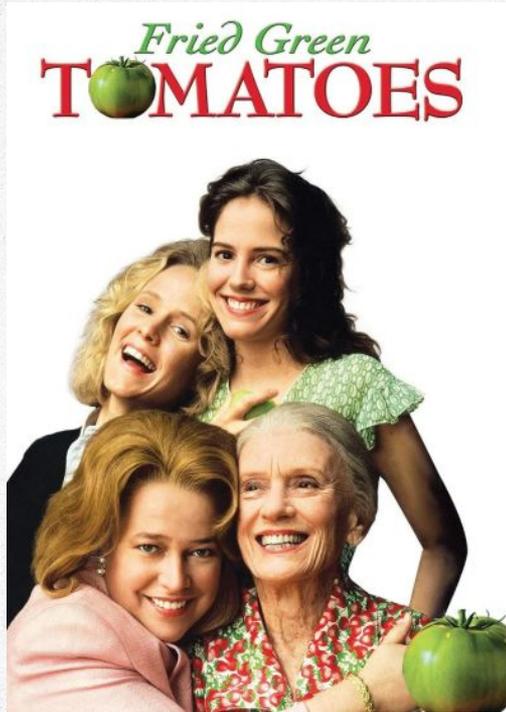
Indian Springs State Park
Once an important site for the Creek Indians, who used the spring as a natural mineral water for centuries to heal their sick, the 760-acre Indian Springs is one of the oldest state parks in the United States. During the 1930s, the area was a bustling resort town, and during the Civil War, the Civilian Conservation Corps built a new spring house to help visitors easily camp the water—something you can still do today! If you're looking for a scenic view, you can see the water (and air around it) from an overlook on the road.

Indian Springs State Park
While view of the spring is beautiful, a popular shallow wading basin is popular with hikers and people. The creek can get crowded in summer, and people to walk and the off-season which may be a bit cooler but is definitely more peaceful. There is also a small museum at the park highlighting Indian Springs' rich history, as well as walking and fishing trails, playgrounds, campgrounds, picnic shelters, geocaching, and a miniature golf course. And like High Falls, there is a 925-acre lake that allows fishing, boating, and paddling.

Juliette
Whether or not you're seen the movie 'The Hot Chick', you'll love the scenic views of small shops (transformed from the old) in north a visit.

DAVID GREGG — G2

Journey GA Outdoors Feature (in print) + Juliette Feature online



The Story of Hollywood & Juliette

NICOLE NEWSOM

If you're staying in Forsyth and have a couple of hours, I highly encourage you to take Juliette Road over

[READ MORE](#)



Journey GA Outdoors Feature (in print) + Juliette Feature online

DESTINATIONS > UNITED STATES > GEORGIA

Georgia's Scenic City Near Atlanta Brims With Small-Town Charm, Artsy Vibes, And Delicious Cuisine

By Brandy Jo Hastings ~ Oct. 24, 2025 10:25 pm EST



[Islands.com](https://www.islands.com) Feature

OUTDOORS

Sip & Savor in Forsyth: A Foodie's Paradise



Newest Posts



Odessa on the Horizon/ Your Cozy West Texas Road Trip

Winter Finds Its Wonder In Susquehanna County, PA



Winter Adventures in Cherokee County, Alabama



Why Your Next Vacation Should Be a Dude Ranch



SIP & SAVOR

Small Town Magic Awaits in Forsyth, Georgia this Winter!



Newest Posts



Odessa on the Horizon/ Your Cozy West Texas Road Trip

Winter Finds Its Wonder In Susquehanna County, PA



Winter Adventures in Cherokee County, Alabama



Why Your Next Vacation Should Be a Dude Ranch



Travel, Taste + Tour Fall and Winter Features



2 Features of Juliette in Shell Rotella's 2026 Calendar

WE APPLIED TO* & WERE AWARDED 6 GRANTS

(1) Central Georgia EMC - MCHS

(1) Southern Rivers EMC - MCHS

(2) Norfolk Southern Grants - MCHS

(1) Georgia Power Foundation - MCHS

(1) Georgia Council for the Arts - 1823 Artisan Guild & City of Forsyth

**We wrapped up these grants in 2025.*

...and a whole lot more.

2025 WELCOME CENTER VISITOR LOG

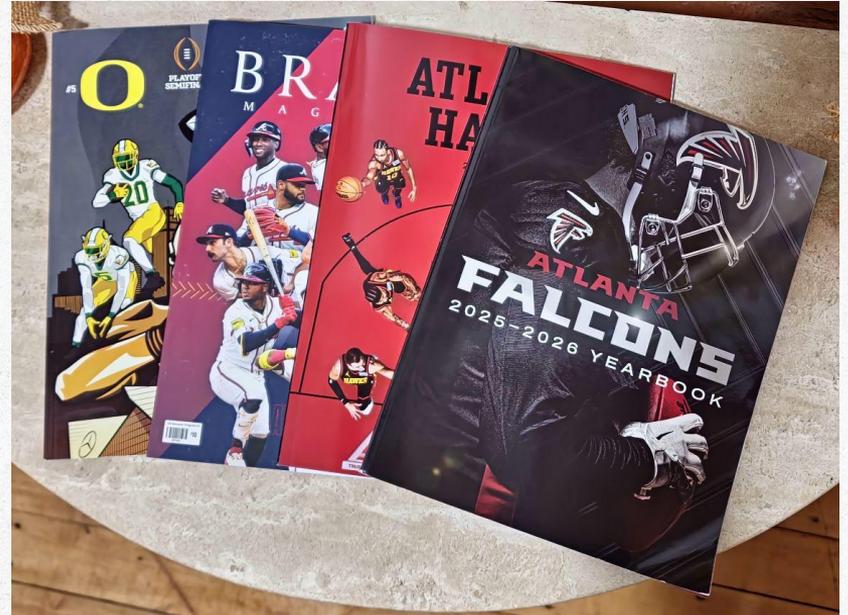
January	26	July	158
February	99	August	115
March	164	September	103
April	165	October	132
May	149	November	97
June	156	December	150
Q1+Q2	759	Q3+Q4	755
<i>(compared to 649 in 2024)</i>		<i>(compared to 415 in 2024)</i>	

2025 TOTAL: 1514

(compared to 874 in 2024)

ADVERTISING

- *Savor Georgia*
- *Southbound Magazine*
- *Southern Living Magazine*
- *Georgia Magazine*
- Georgia State Parks
- *Georgia Great Places*
- Atlanta Falcons Yearbook
- Atlanta Braves Yearbook
- Atlanta Hawks Yearbook
- MLB All Star Game Program
- Chickfila Bowl Program
- Discover Georgia Outdoors
- USA Today
- TRIPinfo.com
- Welcome Home magazine (local)
- Forsyth KOA Guide (local)
- High Falls State Park Guide (local)



ADVERTISING

- Monroe County Reporter (local)
- Majic 100 Radio (local)
- Dames Ferry State Park Guide (local)
- Georgia Grown magazine
- Compass Media Geofencing Campaign
- Fall Getaway Integrated Campaign
- Culinary/Holiday Integrated Campaign
 - Includes Print Ads in *Women's Day*, *Food Network Magazine*, and *Pioneer Woman*
- *Travel, Taste, + Tour*
- ExploreGA.org
- Festivals.net
- Willingham Billboard at MM 184
- AMS Outdoor Media Solutions Vertical Billboard at MM 186
- Travel Lead Follow Ups
- Welcome Center Visitors
- Visit Forsyth GA Social Media



Southern Living Travel Leads

January	68	July	88
February	62	August	77
March	97	September	74
April	452	October	366
May	186	November	258
June	138	December	83
Q1+Q2	1003	Q3+Q4	946
<i>(compared to 895 in 2024)</i>		<i>(compared to 891 in 2024)</i>	

2025 TOTAL: 1949
(compared to 1786 in 2024)

Other 2025 Travel Leads

Georgia State Parks 57

Compared to 110 in 2024

**2025 TOTAL PRINT-SOURCED
LEADS: 2006**

(compared to 2080 in 2024)

PRINT + DIGITAL

SL Co-op April + Oct 5298

Travel Planner 2787

Click Throughs 500

Travel, Taste + Tour

Fall Social Ad Campaign Stats

Facebook	Views	45,673
	Interactions	475
Instagram	Reach	4,514
	Views	3,535
Pinterest	Impressions	8,050
	Clicks	105
X (Twitter)	Impressions	66,410
	Engagement	3,251

Compass Media

Summer Geofencing Campaign for
Fish. Beer. Repeat.

Impressions	312,312
Clicks to Website	303
CTR (Click-through Rate)	0.10%

QR Code Scans on FBR Print Ads

- 123 - Georgia Magazine
- 50 - Atlanta Braves
- 3 - Atlanta Hawks
- 7 - Georgia Great Places
- (28 - FBR collateral)

TRIPinfo December 2025 Contextual Marketing ROI Report

Featured	Content Marketing	Impressions	
		Current Month	Campaign to Date
TRIPinfo.com Online	Display Ads (inc National Page Bonus), Featured Listings, Video	2,391	18,568
Weekly Newsletters	12/03/25, 11/05/25, 10/08/25, 09/17/25, 08/13/25, 07/23/25, 06/25/25, 05/21/25, 04/30/25, 04/09/25, 03/19/25, 03/05/25, 02/05/25, 01/08/25	2,047	37,921
Quarterly Digital Magazines	Group Tours, Festivals, Dining, Destinations	193	4,602
Total Impressions		4,631	61,091

	Clicks	
	Current Month	Campaign to Date
Clicks to our website and video from TRIPinfo	88	1674
The USA travel industry average CTR is 0.05%. Ours is 55x that.	Click-through Rate = 2.74%	
Media Package	Investment	
	Cost-Per-Click	Campaign to Date
2025 Desktop & Mobile Ad w/Video on 1 TRIPinfo Page + Featured Text Ads & Book Buttons + Full Page Ad in 1 Digital Issue + 3 Newsletter Features	\$3.58	\$6,000

24/7/365 Multi-Media Campaign-to-Date Recap

- Average CTR 2.74% is 55x the 0.05% travel marketing norm
- Monthly ROI Reports' 3rd-party analytics...1,674 clicks at \$3.58 CPC (net/net)
- Group Booking power 10x-375x consumers is comparable to \$0.36-\$0.01 Consumer CPC

WEBSITE

In 2025, the website experienced significant growth in traffic and visibility.

- Overall traffic increased 78% year-over-year, with users up 74%, reflecting a growing presence and reach.
- While user engagement dipped 27%, while pageviews increased by 60%.
- Organic search remained the primary driver of traffic, generating 18K sessions, an 88% increase year-over-year.
- The home page continued to be the top landing page, followed by the event calendar, which achieved 3.2K sessions and a 73% engagement rate.
- The average ranking for tracked keywords was in the top 3 positions.
- The search term "Forsyth GA" generated 84K search impressions in 2025.

Overall, 2025 was a year of significant growth in visibility and audience reach, with opportunities to enhance content and improve user engagement as we move into 2026.

Website Traffic (All Channels)

	2025	2024	% Change (2025 v. 2024)	2023	% Change (2024 v. 2023)
Total Sessions	38,506	21,625	+78.06%	34,050	-27.7%
Total Users	32,440	18,631	+74.12%	28,166	-33.9%
Total Pages Viewed	57,165	35,574	+60.69%	49,163	-27.6%
Engagement Rate	37.56%	51.76%	-27.45%	43.81%	+18.1%
Avg. Session Duration	1m 25s	2m 10s	-34.59%	1m 36s	+35.4%

Total Sessions by Month and Quarter							
	2025	2024	% Change		2025	2024	% Change
January	1155	1206	-4.23%	Q1	4381	3882	+12.85%
February	1361	1098	+23.95%				
March	1895	1573	+20.47%				
April	2432	1593	+52.67%	Q2	7436	5550	+33.98%
May	2124	1822	+16.58%				
June	3023	2193	+37.85%				
July	3272	1861	+75.82%	Q3	8703	4855	+79.26%
August	2459	1497	+64.26%				
September	2818	1409	+100%				
October	6004	3513	+70.91%	Q4	17,766	7502	+136.82%
November	5498	2041	+169.38%				
December	6314	1952	+223.46%				

SEO: Organic Search Traffic to Web

	2025	2024	% Change (2025 v. 2024)	2023	% Change (2024 v. 2023)
Total Sessions	18,378	9,775	+88.01%	9882	-1.08%
Pages per Session	1.66	1.60	+4.02%	1.65	-2.84%
Engagement Rate	55.06%	66.85%	-17.64%	74.86%	-10.70%
Avg. Session Duration	2m 03s	2m 31s	-18.77%	2m 56s	-13.93%

- **Our URL was seen 1.3 MILLION times in Google Search Results in 2025. Average position was 10.6 and generated 14.9k clicks.**

Keyword Rankings	Oct 16	Dec 31	Diff	Dec 2024	Aug 2024
forsyth events	1	1	n/a		
things to do forsyth ga	2	2	n/a	4	13
forsyth ga	4	4	n/a	4	19
shopping in forsyth ga	1	3	-2	4	9
city of forsyth georgia	4	5	-1	4	7
place to eat forsyth ga	2	1	+1		
restaurants in forsyth ga	5	2	+3	7	100
hotels in forsyth ga	8	7	+1	25	41
motels forsyth ga	5	4	+1	29	72

2025 Top Pages

Home	7.5k
Calendar/Events	3.2k
Green Tomato Festival	2.5k
Roots to Table (Culinary)	1.9k
Food & Drink	1.5k
Juliette	1.4k
Fish Beer Repeat	1.4k
Family Fun	1.1k
Twin Oaks Fun Farm	841
Explore Outdoors	702

2024 Top Pages

Home	3.4k
Food & Drink	2.9k
(old Home)	2.8k
Explore Outdoors	1.7k
(old Food & Drink)	1.65k
Summer Events	1.6k
Best Places to Visit in GA	1.2k
Spring Events	1.1k
Historic Forsyth	921
City of Forsyth	695

LOOKING

AHEAD:

2026 STRATEGIC

GOALS

Continue Maintaining
& Expanding
PARTNERSHIPS

NEW PARTNER INITIATIVES

- City of Culloden
- Ocmulgee National Park & Preserve Initiative
- Buc-ee's
- Red Dog Public Safety Outfitters
- Meadows Clay Sports
- Oglethorpe Power
- Electric Cities of Georgia
- High Falls State Park
- Other Community Partners

Need a Permanent
HOME

Tourism Impact **AWARDS**

AMERICANA
SUMMER

(FIFA / America 250)

Continue Leveraging
CAMPAIGNS

CAMPAIGN MESSAGING

- FISH. BEER. REPEAT. (continued)
- Roots to Table (continued)
- Meet in the Middle (continued)
- Basecamp for Adventure (continued)
- Americana Summer
- PADDLE. GOLF. REPEAT. / Choose Your Paddle
- With Love From Juliette
- Basecamp for Scenic Drives
- Embrace the Vibe
- Wellness Campaign (Untitled)

**CONTINUE
TELLING STORIES**

VIDEO + BLOG +

SOCIAL + NEWSLETTER

Create

HELLO NEIGHBOR

Business Packet

DOWNTOWN

Walking Tour & Living
History Program

PUBLIC ARTS

Tour & Webpage

KID-FRIENDLY INITIATIVES



QUESTIONS?