

City of Forsyth

CONVENTION &
VISITORS BUREAU

LET'S RECAP THE FIRST QUARTER OF 2026

Supports the 2026 Goals Directive as Identified at the 2026 Annual Planning Meeting

1. Hosted 3 New Radio Show Episodes and Added 4 New Stories to the Website

- Interviews with:
 - Mr. Percy Freeman
 - Mr. Kevin Walters
 - Mr. Tim Lowrimore & Mr. Nipper Bunn
- Stories added to the Blog:
 - *What's Coming to Forsyth in 2026*
 - *Uncovering Ancestry with Percy Freeman*
 - *The Story Behind Dogwood Creek Hunting Preserve*
 - *Tree Talk with the Georgia Forestry Association*
 - *Stories From Hubbard Alumni (in the works)*

2. Continued the Visit Forsyth GA Monthly Newsletter

- Held Newsletter Plot and Plan Meeting
- January 13 - 2097 subscribers (52.6% open rate; 1.9% click rate)
 - Featured Story: Celebrating 250 Years of America (Monroe County's history)
 - Plus, 14 additional features and coming soon events supporting local partners!
- February 10 - 2280 subscribers (50.4% open rate; 2.1% click rate)
 - Featured Story: Celebrate Black History Month with a Tour of Forsyth's African American Heritage
 - Plus, 12 additional features and coming soon events supporting local partners!
- March 10 - 2330 subscribers (52.2% open rate; 4.8% click rate)
 - Featured Story: Celebrate Women's History Month with Visit Forsyth GA's Self-Guided 200 Years of HerStory Tour
 - Plus, 17 additional features and coming soon events supporting local partners!

* Industry Average Metrics = 27-30% open rate and 1-3% click rate

3. Published Ads in:

- *Southern Living Spring Co-Op*
- *Georgia Great Places Spring/Summer Issue*
- *Compass Media Spring Family Travel Campaign*
- *TRIPInfo*
- *Atlanta Magazine's Official FIFA World Cup Program*

4. Held or Attended the Following Meetings/Presentations:

- January CVBA Business Meeting + Annual Planning & Review Meeting
- Presented at February 16th City Council Meeting
- February CVBA Meeting
- Tourism Partners Meeting
- Newsletter Plot and Plan Meeting
- Planned and Hosted Chamber's Leadership Monroe Tourism Day
- Chamber's Forsythia Committee Planning Meetings
- Meetings with Representatives from the City of Culloden, Department of Juvenile Justice, Stellantis, and Oglethorpe Power
- GACVB Annual Conference
- Buckarama Planning Meeting

5. Nominated for the Following Awards:

- GACVB Tourism Excellence Awards
- AIVA Communicator Awards

6. Developed a New "Reports" Page on Visit Forsyth GA Website with Reports Since 2022 Plus the Following New Reports Developed in Q1:

- 2026 Strategic Goals
- A Decade in Review
- 2025 Year in Review
- Leadership Monroe Tourism Day - What is a CVB?
- Q1 Recap

7. Revamped the Newsletter Presence on Visit Forsyth GA Website

- New CTA on Homepage + New Look for Newsletter Page

8. Launched "Embrace the Vibe" Monday Zen Series on Social Media

9. Developed Visit Forsyth GA's "Annual Tourism Impact Awards," Voted on 2026 Recipients (to be announced in May), and Began Concept Design with 3 Local Artists for the Award

10. Initiated New Collaborations with:

- Jarrell Plantation State Historic Site
- Dogwood Creek Hunting Preserve
- City of Culloden
- Georgia Outdoor Writers Association
- Explore Georgia Research Team (Bryan Berger)
- Georgia Forestry Association
- Chrysler/Stellantis
- Rob's Place Foundation
- Oglethorpe Power
- Department of Juvenile Justice
- Certified Public Manager Program through UGA's Carl Vinson Institute of Government and GPSTC
- DK Designs
- Firehouse Subs
- Pixel Market by Exxon
- Representative Rodney Miles of AM PM EV Inc.
- Fast Track
- Three Local Artists (Award Design)

11. Continued Collaboration with Samantha Holley on Tourism Partner Video Program

- And began planning *Americana Summer* video for Q2 release

12. Added Listings and Events to:

- *Georgia Magazine* (16)
- Explore Georgia (30)
- Community Calendar (16)
- Visit Forsyth GA Website (50)

13. New Collateral Developed:

- Shop & Dine Display Map Update (Exit 198 now added!) - *New distribution sites at High Falls State Park, Red Dog Outfitters, Jarrell Plantation State Historic Site, and Dr. Biggs/Forsyth Disc Center*
- 2026 Shop and Dine Like a Local Coupons
- Rose Theater Rack Card (*in the works*)
- Basecamp for Wellness Campaign 4x6 cards
- "Soundtrack of Visit Forsyth GA" Spotify Cards (*in the works*)
- City of Culloden Rack Card (*in the works*)
- Backpacket Guide to Adventure Update (*in the works*)
- City-County Map Update (*in the works*)

14. New Swag Developed:

- Namaste Fox Drawstring Bags for Basecamp for Wellness Campaign
- Namaste Fox Hot/Cold Packs for Basecamp for Wellness Campaign
- Namaste Fox Stickers for Basecamp for Wellness Campaign
- 5-4-3-2-1 Grounding Technique Keychains for Basecamp for Wellness Campaign
- Money Plant Seeds for Mindfulness for Basecamp for Wellness Campaign
- Ordered More: Campfire Mugs, Squishy Foxes, and Gone Fishing Stickers
- Telling Our Story Black History Museum Stickers (*in the works*)
- Historic Hubbard Alumni Magnets

15. Hosted the following Giveaways:

- (From Q4) Governor's Conference Silent Auction Roots to Table Gift Basket – Winner hosted at Her Majesty Kitchen and Hampton Inn hotel for Valentine's
- Fisharama Gift Basket Giveaway – Winner from Columbus Received FBR Hat, *Fish From the Sky* Signed by Steve Reece, Stickers, Campfire Mug, Cooling Towel, and Other Visit Forsyth GA Swag
- Newsletter Anniversary Plus One Raffle – Winner from Locust Grove Received Two Tickets to 3/21 Rose Theater Performance + 2 Scoops Vouchers
- Forsythia Festival Basecamp for Wellness Basket Giveaway – Winner from Forsyth will Receive Namaste + FBR Swag

16. Exhibited/Provided Outreach and/or SWAG at the following events:

- 2026 Fisharama/Turkeyrama - spoke to 700+ people
- Leadership Monroe Class of 2026 Tourism Day - 16 students + staff
- Forsythia Festival - Engaged with 359 people
- Bruce Green Tift Talk (speaker gift + newsletter/social promotion)
- Rob's Place Foundation - Contributed to 150 swag bags + Raffle Basket
- GPSTC/2026 DJJ Wellness Symposium - Engaged with and distributed Namaste swag and visitor information materials to 280 attendees, plus provided 5 speaker gifts
- Chamber Golf Tournament - Contributed 60 golf towels and 60 stickers (30 of each design/item)
- Hops & Props Beer Festival - Contributed 150 FBR stickers, 100 Gone Fishing stickers, and 200 FBR coasters via Fox City Brewing (exhibitor)

17. Provided Support for the following:

- MCHS / City of Culloden Exhibit Ribbon Cutting
- Forsyth-Monroe Chamber / Forsythia Festival (Billboard and Flyer Design/Distribution; Promotion on Social Media, Website, Newsletter, Digital + Print Calendars)
- Chrysler/Stellantis Move from Morrow and Orlando to Rumble Road—21 Hello Neighbor packets plus other materials + resources
- Working with Georgia Outdoors Writers Association to Host Fall Meeting + FAM Tours

18. Drove 16k Visits to the Website January 1 - March 31

- 10.1% decrease from Q4 2025
- 264.4% increase from Q1 2025
- A huge spike in bot traffic from China and Singapore was identified in Google Analytics starting October 2025 – data adjusted with the removal of China/Singapore numbers are:
 - 11.2k sessions in Q1 2026
 - 14.5% increase from Q4 2025
 - 158.75% increase from Q1 2025
- That means that despite bot traffic, we are keeping up with last quarter's gains and have more than doubled our traffic year over year.

19. Hosted an Average of 5.1 visitors/day (312 over 61 days) to the Welcome Center from January 1 to March 31

20. Posted 62x to Facebook, 64x to Instagram, and 183x to Stories, Plus Added Gilmore Girls Short Video to YouTube and TikTok, Resulting in:

- 217,055 page views on Facebook (31.5% increase from Q4 and 300.5% increase from Q1 2025)
- 1,667 interactions on Facebook (44% decrease from Q4 but 9% increase from Q1 2025)
- 113,403 accounts reached on Facebook (Q1 2025 data unavailable, but 105.6% increase from Q4)
- 73 net new followers on Facebook (2.7% decrease from Q4 but 204.2% increase from Q1 2025)
- 17,959 views on Instagram (2025 data unavailable for comparison)
- 7,659 accounts reached on Instagram (2025 data unavailable for comparison)
- 484 interactions on Instagram (2025 data unavailable for comparison)
- 13 net new followers on Instagram (2025 data unavailable for comparison)

21. Received 12,767 Impressions and 255 Clicks to Website From TRIPInfo Campaign January 1 - February 28 (March Results Pending)

22. Picked Up/Named by the Following Publications/Social Media Profiles:

- *Savor Georgia* - FOUR restaurant features
 - Her Majesty Kitchen | Soul Food Egg Roll featured as one of the *50 Dishes You Must Try*
 - The Den | featured as one of the *100 Hot Spots for "Cocktails"*
 - Scoops | featured as one of the *100 Hot Spots for "Ice Cream"*
 - Jonah's on Johnston | featured as one of the *100 Hot Spots for "Pizza"*
- *Explore Georgia State Travel Guide* - features a full page editorial on Monroe County's own Juliette and The Whistle Stop Cafe, in an article titled, "Four Real-Life Towns for Film Fans to Visit." It goes on to name additional local tourism partners, such as Dames Ferry, Hamlin Hills and the Rose Theater.
- Monroe County Reporter Articles
 - *Forsyth CVB Board plans for 2026* - February 11
 - *What's more romantic than a love letter?* (Juliette love letters) - February 18
 - *Businesses share challenges, success at tourism meeting* - February 25
 - *Tourism Partners get update on 'brown water'* (from Councilman Hill) - February 25
 - *Bagpipes hail opening of Culloden exhibit* - March 25
 - *FORGOTTEN PLACES OF MIDDLE GEORGIA: Culloden a birthplace of modern medicine* - March 25
- Juliette/Whistle Stop Cafe Featured on:
 - *Hidden Gems USA Travel* Facebook - 1/16 and 3/30 posts
 - *All Georgia Things* Facebook - 2/23 post
 - *Small Town Finds* Facebook - 3/5 post
 - *I Love Georgia* Facebook - 3/12 post
 - *Small Town USA* Facebook - 3/13 post
 - *Travel Georgia Blog + Facebook* - 3/18 post - *7 Old-School Georgia Diners That Time Forgot*
 - *Georgia Uncovered Blog + Facebook* - 3/24 post - *14 Adorable Small-Town Restaurants In Georgia That Are Worth The Drive*
- Bolingbroke/The Iron Rail Featured on:
 - *Visit Middle Georgia* Facebook - 2/10 post
 - *I just tried Iron Rail restaurant in Bolingbroke. Here's what I thought of the food and more* - 3/3 article in *The Telegraph/Macon.com*
- Indian Springs State Park Featured on:
 - *All Georgia Things* Facebook - 2/25 post
 - *Friends of Georgia State Parks and Historic Sites* Facebook - 1/19 and 3/28 posts
 - *Georgia State Parks* Facebook - 3/18 post
 - *Scenic Affairs* Facebook - 3/27 post
- High Falls State Park Featured on:
 - *Friends of Georgia State Parks and Historic Sites* Facebook - 1/18 and 2/22 posts

- Caitlyn's Adventure Blog - 1/28 post - *Hiking High Falls: The Most Impressive Waterfall South of Atlanta*
- Middle Georgia Times Facebook - 1/29 post
- Explore Georgia Blog + Facebook - 2/19 post - *The Best Adrenaline-Pumping Adventures in Georgia*
- Women's Wine Hiking Society Facebook - 2/27 post
- Georgia State Parks Facebook - 3/9 post
- Scenic Affairs Facebook - 3/26 post
- Georgia Family Fun Facebook - 3/31 post
- Jarrell Plantation State Historic Site Featured on:
 - Explore Georgia Blog + Facebook - 1/16 post - *Visit these Museums for Free on Super Museum Sunday*
 - Travel Georgia Blog + Facebook - 3/23 post - *10 Historic Sites That Tell The Story Of Georgia*
 - Friends of Georgia State Parks and Historic Sites Facebook - 3/22 post
- Forsythia Festival Featured on:
 - 3/10 article, *Forsyth's Favorite Bloom Bash, in The Georgia Business Journal*
 - 3/14 TV Spot on 13 WMAZ
 - 3/14 post on *Georgia Main Street Program* Facebook page
- Chef Chelsia and Her Majesty Kitchen Featured on:
 - 2/7 episode of *Talk of the Town* on 13 WMAZ
 - 2/23 post on *United Way of Central Georgia* Facebook page
- Grits Cafe Featured on 2/16 post on *I ♥ McDonough, Georgia* Facebook page
- Forsyth, Georgia Featured on 2/1 post on *Small Town Discovery* Facebook page
- Culloden, Georgia and Monroe County Historical Society Featured on 3/12 post on *Georgia Humanities* Facebook
- Culloden, Georgia and Jo Ann Gibson Robinson Featured on 2/16 post on *The Georgia Page* Facebook

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Nothing says summer like slow days in Forsyth, Georgia. Picnic blankets on the grass, catching fireflies as the sun sets and melting ice cream from Scoops Ice Cream on sticky fingers. Explore the waterfalls at High Falls State Park or cast a line at Lake Juliette. Don't forget a stop at The Whistle Stop Café for a taste of Southern charm.

Hot days, starry nights and simple joys — Forsyth summers are made for memories that last a lifetime.

Plan your Americana Summer at VISITFORSYTHGA.COM



23. Acquired and Fulfilled 261 New Travel Leads From Partner Vendors January 1 through March 31

FOR QUESTIONS...

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