



VISIT FORSYTH

GEORGIA

FISH. BEER. REPEAT. CAMPAIGN

2025

OVERVIEW

Forsyth, Georgia is a small, historic town in central Georgia that is often overlooked by visitors thinking there is nothing to do there, opting for the more exciting City of Macon a few miles further south or the classic charm of towns like Madison and Monticello with their picture-perfect white-columned mansions over unassuming miles of hay fields and trees. However, besides the fact that Forsyth has grown in recent years with award-winning chefs making the area a culinary haven, Forsyth has long been at the center of “the great outdoors,” surrounded by lakes, rivers, forests, natural hot springs and even a waterfall that pose endless opportunities for adventure. With downtown Forsyth offering a place to rest after a day of play with several hotels and its dining scene, the question then came to us how we could package such an itinerary to remind people sometimes all you need is to get out of the hustle and bustle of the city and recharge with some old-fashioned fun in nature without sacrificing on the comforts of home. Thinking back on some of our own favorite days in Forsyth, the idea for “Fish. Beer. Repeat.” came to us—a getaway with no time schedules to keep, no responsibilities or expectations, just relaxing with good friends while fishing and drinking beer, and repeating it all over again.

The package brought together several community partners, including local fishing guide Jeff Mooney of All Seasons Guide Service as our expert fishing guru, providing the “Fish,” and local craft brewery Fox City, providing the “Beer.” Adding in hotel rooms from several of our local hotel partners, meal vouchers from pizza house Jonah’s on Johnston, and even a signed book, “Fish from the Sky”, from local author Steve Reece and themed swag from our tourism office, Fish. Beer. Repeat. was born. While it started as a campaign targeting the male market—in many ways our primary target was persuading the public safety professionals (usually men) who come from all over Georgia to receive training at the Georgia Public Safety Training Center in Forsyth (but never leave the campus) to stay an extra day or two and turn their visit into a “mancation”—we quickly realized this was a campaign that was appealing to a wider audience of outdoors enthusiasts looking for a day of peace, and adapted our messaging accordingly.



FISH. BEER. REPEAT.



METRICS

After only 3 months in circulation:

- It is the **3rd most-visited page** on the Visit Forsyth website this year
- It is responsible for almost **10% of all site traffic**
- Digital ads have earned **over 175k impressions**
- Data is up across the board–
 - ⚙ Site users in Q2 are up **70%** from Q1, and **39%** from Q2 2024
 - ⚙ Site sessions in Q2 are up **66%** from Q1, and **43%** from Q2 2024
 - ⚙ Site event count in Q2 is up **61%** from Q1, and **47%** from Q2 2024
 - ⚙ Direct traffic is up **60%** from Q1, and **36.5%** from Q2 2024
 - ⚙ Organic search traffic is up **56%** from Q1, and **35.5%** from Q2 2024
 - ⚙ Organic social traffic is up **47%** from Q1, and **242%** from Q2 2024
 - ⚙ Referral traffic is up **153%** from Q1, and **32.5%** from Q2 2024
 - ⚙ Profile visits on Facebook are up **27%** from Q1 (and **21%** from Q2 2024), and **17%** from Q1 on Instagram
 - ⚙ Reach is up **124%** on Facebook from Q1 (**144%** from Q2 2024), and **89%** from Q1 (**119%** from Q2 2024) on Instagram

PRINT



VISIT FORSYTH GEORGIA

FISH. BEER. REPEAT.

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 Jonah's on Johnston.

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

Make your next mancation a REEL good one—scan the QR code for information about our Fishing Adventure package (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!



VISIT FORSYTH GEORGIA

FISH. BEER. REPEAT.

Get hooked on Forsyth with the ultimate fishing 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 Jonah's on Johnston.

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Make your next trip a REEL good one—scan the QR code for information about our Fishing Adventure package, complete with overnight accommodation and private fishing guide. Have we HOOKED you yet?

BOOK YOUR NEXT FORSYTH ADVENTURE TODAY AT VISITFORSYTHGA.COM!

PACKAGES INCLUDE:

- 1-night accommodation at a local hotel *
- Guided fishing excursion on Lake Juliette with Jeff from All Seasons Guide Service *
- Fox City Brew Tour
- Gift Certificates for dinner at Jonah's at Johnson and Fox City Brewing
- VIP Goodie Bag
- ...and more!

Starting at \$555 + tax per person **

MEET JEFF MOONEY
An avid outdoorsman with a passion for fishing, Jeff Mooney is the owner-operator of All Seasons Guide Service, located in Juliette, Georgia.

All Seasons has been offering charters on Lake Juliette since 2011, targeting Striped Bass and Hybrid Bass. Mooney has two positions in his fleet that are set up perfectly for you and your friends to enjoy your day. It's a great way to enjoy life on the lake, soak up some sun, and make some memories!

Jeff has modified his boats/fishing experience to accommodate wheelchair accessibility.

LEARN MORE AT VISITFORSYTHGA.COM!



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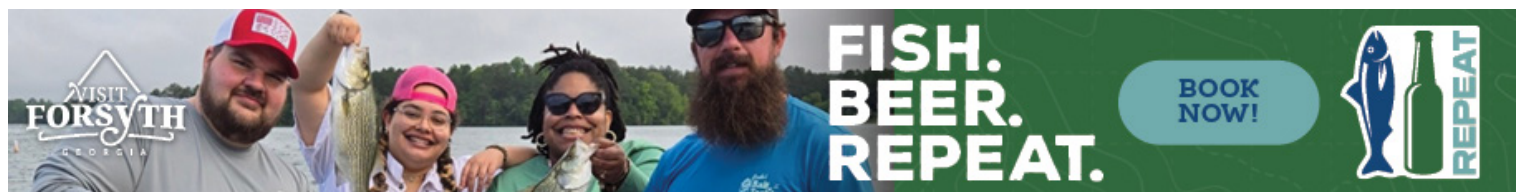
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DIGITAL







PACKAGES

Basic Bass Includes: 1 Captain's instruction on how to fish 1 hour and 30 min fishing trip 10 live bait fish 10 fishing lures 10 fishing hats 10 fishing shirts 10 fishing shorts 10 fishing socks 10 fishing shoes 10 fishing gloves 10 fishing sunglasses 10 fishing hats 10 fishing shirts 10 fishing shorts 10 fishing socks 10 fishing shoes 10 fishing gloves 10 fishing sunglasses Price: \$100 (1 person per person)	Fish Tails Includes: 1 Captain's instruction on how to fish 1 hour and 30 min fishing trip 10 live bait fish 10 fishing lures 10 fishing hats 10 fishing shirts 10 fishing shorts 10 fishing socks 10 fishing shoes 10 fishing gloves 10 fishing sunglasses 10 fishing hats 10 fishing shirts 10 fishing shorts 10 fishing socks 10 fishing shoes 10 fishing gloves 10 fishing sunglasses Price: \$100 (1 person per person)	Largemouth Special Includes: 1 Captain's instruction on how to fish 1 hour and 30 min fishing trip 10 live bait fish 10 fishing lures 10 fishing hats 10 fishing shirts 10 fishing shorts 10 fishing socks 10 fishing shoes 10 fishing gloves 10 fishing sunglasses 10 fishing hats 10 fishing shirts 10 fishing shorts 10 fishing socks 10 fishing shoes 10 fishing gloves 10 fishing sunglasses Price: \$100 (1 person per person)
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BOOK YOUR NEXT FISHING ADVENTURE TODAY AT
VISIT FORSYTHYA.COM



MERCH

Stickers, shirts, hats, can koozies, coasters, and more!





THANK YOU!

