

City of Forsyth

CONVENTION & VISITORS BUREAU

LET'S RECAP THE SECOND QUARTER OF 2026

* Highlighted Items

Indicate Support for the 2026 Goals Directive as Identified at the 2026 Annual Planning Meeting

1. Hosted 3 New Radio Show Episodes and Added 5 New Stories to the Website

- Interviews with:
 - Ms. Bronwen Morgan, High Falls Naturalist
 - Mr. Richard Dumas, Sports Hall of Fame
 - Mr. Glenn Dorner, Author
- Stories added to the Blog:
 - Stories from Hubbard Alumni
 - Gearing Up for an Americana Summer with History & Traditions from around Forsyth, GA
 - Summer Fun at High Falls State Park
 - High Falls & The Weight of Time (Guest Blog)
 - The Story Behind the Forsyth-Monroe County Sports Hall of Fame
 - Picnic Spots In & Near Forsyth

2. Continued the Visit Forsyth GA Monthly Newsletter

- April 14 - 2,480 subscribers (49.9% open rate; 3.7% click rate)
 - Featured Story: Gearing Up for an Americana Summer - History & Traditions from around Forsyth
 - Plus, 15 additional features and coming soon events supporting local partners!
- May 20 - 2,949 subscribers (49.7% open rate; 1.6% click rate)
 - Featured Story: Celebrating 60 Years of Americana Summers at High Falls State Park
 - Plus, 16 additional features and coming soon events supporting local partners!
- June 9 - 3,126 subscribers (50% open rate; 2.1% click rate)
 - Featured Story: The Americana Summer Bucket List: Part I
 - Plus, 12 additional and coming soon events supporting local partners!

*Industry Average Metrics = 29% open rate and 0.96% click rate

3. Received 2026 Communicator Award of Distinction for Integrated Campaign for Fish. Beer. Repeat. Campaign

4. Published Ads in:

- TRIPInfo
- Atlanta Magazine's June Issue
- Atlanta Magazine's Official FIFA World Cup Program
- Atlanta Magazine's 40 Day Geofencing Campaign around Atlanta Stadium
- Southeastern Publications - State Park Guides at High Falls State Park, Dames Ferry Campground, and Indian Springs State Park
- Compass Media's Spring Travel Planner Campaign - social media, digital, and print in 15 metropolitan newspapers across the Southeast
- Compass Media's Family Travel Planner Campaign - social media, digital, and print in Woman's Day, Better Homes & Gardens, and Real Simple

5. Held or Attended the Following Meetings/Presentations:

April

- Presented at One Monroe Quarterly Meeting on April 2nd
- Presented at City Council Meeting on April 6th
- Attended Buc-ee's Groundbreaking on April 7th
- Hosted Historic Markers Tour Planning Committee Meeting on April 8th
- Attended First Steps Meeting for Pickled Okra Building at City Hall on April 8th
- Attended Meeting with Dillan Patel of Pixel Market to discuss collaboration on Visit Forsyth GA souvenirs on April 9th
- Attended Meeting with Explore GA Director of Strategic Partnerships and Executive Engagement, Laura Greenway to discuss participating in Explore GA's FIFA World Cup Activation on April 15th
- Hosted Civil Rights Tour Planning Committee Meeting with Explore GA Regional Tourism Manager, Nija Torrence on April 16th

- Attended Hubbard Alumni Association Annual Banquet on April 18th
- Attended Monroe County/City of Forsyth Joint Meeting on April 21st
- April CVBA Meeting on April 28th

May

- Met with Oglethorpe Power to discuss collaboration for their groundbreaking on May 7th
- Met with Monroe County Recreation Department to discuss Georgia Sports Tourism Index on May 7th
- Attended GADOT Hearings about Truck Lanes on I-75N on May 13th & May 14th
- Hosted Grits Cafe Director of Marketing, Peyton Jeter to discuss collaboration for summer campaigns on May 19th
- May CVBA Meeting on May 26th
- Hosted GA Power Volunteer Services Representatives, Shanice McLeish and Simone Washington to discuss Visit Forsyth GA exhibiting at the 2026 GA Power Softball Tournament on May 27th

June

- Hosted Workday with Jeff Mooney of All Seasons Guide Service to prepare for FIFA World Cup Exhibit on June 2nd
- Attended Planning Meeting with Explore GA for *Georgia, The Whole Day Through* Activation on FIFA World Cup Match Days on June 5th
- Hosted Workday with CVB Volunteers for FIFA World Cup Activation on June 5th
- Presented at City Council Meeting on June 15th
- June CVBA Meeting on June 30th

6. Revamped Visit Forsyth GA Website

- Created *Americana Summer* campaign landing page
- Added buttons to homepage that link directly to campaign landing pages

7. Continued Collaboration with Sam Holley on Tourism Partner Video Program and *Americana Summer* Videos

- Launched *Treats With Lenise* video collaboration - April
- Launched *Americana Summer Days* video - May

8. Added Listings and Events to:

- *Georgia Magazine* (10)
- *Explore Georgia* (10)
- Community Calendar - Forsyth Monroe County Chamber of Commerce & Monroe County (12)
- Visit Forsyth GA Website (15)
- Welcome Center Windows (25)
- Art Connects Community Kiosk at Country Club Park (25)

9. Initiated New Collaborations with:

- Explore GA - *Georgia, The Whole Day Through* Activation during FIFA World Cup in Atlanta
- Monroe County Historical Society and Hubbard Alumni Association - Historic Marker Trail Project
- Monroe County Historical Society, Hubbard Alumni Association, Explore Georgia, and Telling Our Story: Black History Museum - Civil Right Trail Project
- Georgia Regional Visitor Information Centers - National Travel and Tourism Week Postcard Project
- High Falls State Park - May Day Picnic
- Her Majesty Kitchen, The Den, Jonah's on Johnston, and Scoops Forsyth - *Savor Magazine* Photo Ops & Social Posts/ Newsletter Story
- High Falls Wing Depot and Southern Cafe & Deli in Culloden - Game of Shrooms
- Monroe County Recreation Department - Georgia Sports Tourism Index
- Oglethorpe Power - Groundbreaking
- Monroe County Public Library - New Tourism Partner

10. New Collateral Developed:

- *Fried Green Tomatoes* and Juliette Pitch Decks
- Backpocket Guide to Outdoor Adventure Update and Reprint
- City of Forsyth Visitors Guide Update and Reprint
- Game of Shrooms Partner Listings
- FIFA World Cup Watch Parties Listings
- Hotel Chart Update and Reprint
- Quick Reference Guides for Welcome Center Volunteers, Hotel Staff, and FIFA Activation

11. New SWAG Developed:

- Telling Our Story: Black History Museum Stickers
- *Americana Summer* Stickers
- *Americana Summer* Postcard
- *Sweet Life* Stickers
- *Welcome to Forsyth* Mural Postcard
- Namaste Multi-Fox Stickers
- Namaste Multi-Fox Hand fans
- Visit Forsyth GA Polos for CVBA Members, City Council, and Volunteers
- Game of Shrooms Stickers
- Visit Forsyth GA Logo Stamp
- Love, Coco Stickers

12. Added Items to Trade Show Inventory:

- Local Photos Backdrops (4)
- Photo Op Banner
- *Americana Summer* 8.5x11 Sign
- Visit Forsyth GA Branded Info Bar

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

- Americana Summer themed SWAG/Gift Baskets for Hotels
- High Falls State Park May Day Picnic - Engaged with 75+ people
- Visit Forsyth GA Gift Basket for Eric Lee to take to Atrium-Navicent Healthcare Conference in Charlotte, NC
- GPSTC Georgia Fallen Heroes Classic Golf Tournament - Contributed 60 golf towels and 60 golf stickers (30 of each design/item)
- Monroe County Senior Center Regional Picnic - Contributed 300 Downtown Maps and *Shop & Dine Like a Local* coupons
- Explore GA's *Georgia, The Whole Day Through* Exhibition on FIFA World Cup Match Days - Engaged with 2700+ people over nine days (see **World Cup report for more information**)

14. Provided Support for the following:

- Monroe County Historical Society - grant assistance for upcoming exhibit
- Chrysler/Stellantis Employees Moving to Forsyth from Morrow and Orlando - 15 more Hello Neighbor Packets
- Game of Shrooms - Designed and printed stickers for three participating restaurants, as well as provided them with promotional toolkits. Also designed/distributed flyers in Welcome Center, hotels, and other display locations plus promoted on social media and website.
- Forsyth FIFA World Cup Watch Parties - Provided six participating partners with promotional toolkits. Also designed/distributed flyers in Welcome Center, hotels, and other display locations plus promoted on social media and website

15. Drove 14.4K Visits to the Website April 1 - June 30

- 9.66% decrease from Q1 2026
- 93.98% increase from Q2 2025
- Bot traffic from China has seen a 98.4% decrease since Q1
- Bot traffic from Singapore has seen a 23.14% decrease since Q1
- Data adjusted with the removal of China/Singapore numbers are:
 - 12.5K session in Q2 2026
 - 11.7% increase from Q1 2026
 - 68.89% increase from Q2 2025
- We are still seeing a steady increase in website traffic quarter over quarter and year over year
- In the coming quarters we are hopeful the bot problem will resolve itself.

16. Hosted an Average of 5 visitors/day (310 over 61 days) to the Welcome Center from April 1 to June 30

17. Acquired and Fulfilled 2,245 New Travel Leads from Partner Vendors April 1 - June 30

18. Posted 103x to Facebook, 86x to Instagram, and 196x to Stories. Plus Added Treats With Lenise and Americana Summer Days Short Videos to YouTube and TikTok, Resulting in:

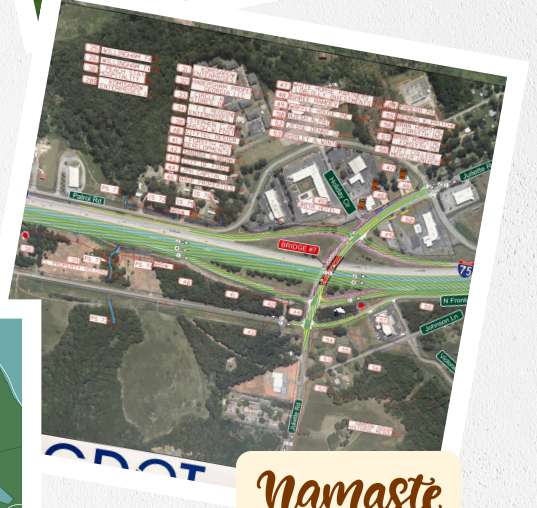
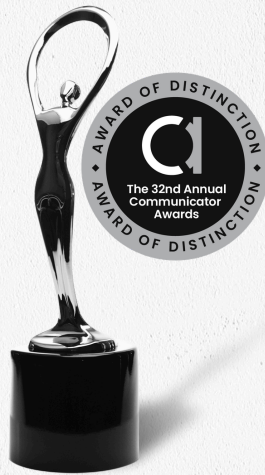
- 227, 273 page views on Facebook (4.1% increase from Q1 2026 and 168.47% increase from Q2 2025)
- 3,203 interactions on Facebook (92.14% increase from Q1 2026 and 61.19% increase from Q2 2025)
- 144 net new followers on Facebook (97.26% increase from Q1 2026 and 747.05% increase from Q2 2025)
- 23,163 views on Instagram (28.98% increase from Q1 2026. 2025 data unavailable for comparison)
- 989 interactions on Instagram (104.33% increase from Q1 2026. 2025 data unavailable for comparison)
- 35 net new followers on Instagram (169.23% increase from Q1 2026. 2025 data unavailable for comparison)
- 22.3K video views on TikTok (1736.2% increase from Q1 2026. 2025 data unavailable for comparison)
- 1,265 interactions on TikTok (1681.69% increase from Q1 2026. 2025 data unavailable for comparison)
- 776 net new followers on TikTok (1704.7% increase from Q1 2026. 2025 data unavailable for comparison)
- 480 video views on YouTube (366% increase from Q1 2026. 2025 data unavailable for comparison)
- 1,282 impressions on YouTube (48.9% increase from Q1 2026. 2025 data unavailable for comparison)

19. Received 17,555 Impressions and 272 Clicks to Website from TRIPInfo Campaign April 1 - June 30

20. Q2 Press Pickups

- City of Forsyth Convention & Visitors Bureau (4) - including an interview on 41NBC about Summer Travel Trends and articles in the *Monroe County Reporter*
- Forsyth (5) - including The Georgia Trust for Historic Preservation Facebook
- Juliette/Whistle Stop Cafe/Fried Green Tomatoes (17) - including *Southern Living*, *Savannah Morning News*, and *Monroe County Reporter*

- Buc-ee's Groundbreaking (22) - including 13WMAZ, Fox 5 Atlanta, 41NBC, and 11 Alive
- FIFA World Cup (10) - including Fox 5 Atlanta, Explore Georgia Facebook and Instagram, and Monroe County Reporter (see World Cup Report for more information)
- High Falls State Park (10) - including Islands.com and Georgia Uncovered Facebook
- Indian Springs State Park (7) - including Shoutout Atlanta
- Jarrell Plantation Historic Site (5) - including 13WMAZ
- Dames Ferry Campground (3)
- Bolingbroke (4) - including 13WMAZ and Georgia Uncovered Facebook
- Monroe County Historical Society (2) - Monroe County Reporter and The Georgia Trust for Historic Preservation Facebook
- Culloden (1) - Historic Rural Churches of Georgia Facebook
- Georgia Public Safety Training Center (1) - Monroe County Reporter
- Dauset Trails Nature Center (1) - Georgia Uncovered Facebook
- Scoops Forsyth (1) - VoyageATL
- Grits Cafe (1) - Billy's Let's Eat Facebook
- Fox City Brewing Co. (1) - Billy's Let's Eat Facebook
- Game of Shrooms (1) - Monroe County Reporter
- Tift College (1) - Georgia On My Mind Facebook



FOR QUESTIONS...

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