



World Cup & Americana Summer

ACTIVATION REPORT - SUMMER 2026



The FIFA World Cup 2026 was hosted in USA, Canada, and Mexico from June 11 to July 19, with Atlanta as one of its host cities. Eight matches were played at Mercedes-Benz Stadium (temporarily renamed Atlanta Stadium for the matches): June 15, June 18, June 21, June 24, June 27, July 1, July 7, and July 15. The July matches were all knockout rounds, and Atlanta had the honor of hosting one of two semi-finals on July 15, Argentina v. England!

In order to promote the state of Georgia to this captive, once-in-a-lifetime audience, Explore Georgia decided to set up a showcase of destinations throughout Georgia in the Georgia World Congress Center while fans were in town. The activation, called "Georgia the Whole Day Through," was open for all match days plus a preview day on June 11. This preview day also served as a VIP and Media event, with Governor Brian Kemp and First Lady Marty Kemp in attendance along with dignitaries from embassies and consulates who have offices in Atlanta.

DMOs from across the state were invited to submit a pitch to be part of Explore Georgia's activation. They wanted exhibits to be experience-oriented, and represent a diverse range of what Georgia has to offer. Selected destinations would be provided with a minimum 10'x10' booth free of charge.



Knowing the World Cup would be drawing an international crowd to Georgia this summer, and with 2026 also being America's 250th anniversary, Visit Forsyth GA launched a campaign called "Americana Summer/FORSYTH the Whole Day Through" in April 2026. The campaign positions Forsyth, GA as a place to unplug from the everyday chaos and experience the simple pleasures of classic summer moments in the rural South.

Visit Forsyth GA submitted a pitch to Explore Georgia and was granted a 10'x20' space to showcase Americana Summer/ "FORSYTH the Whole Day Through" in their activation. We were one of 16 partner exhibits in the activation.

EXPLORE GEORGIA.



Americana Summer

campaign overview

The "Americana Summer" campaign was soft launched April 1 with a custom landing page going live on the Visit Forsyth GA website and a four-page advertorial feature in *Georgia Great Places* Spring/Summer 2026 edition. We also published a full page ad for "Americana Summer" in the summer issue of *TRIPInfo's* Digital Magazine, which launched in April. This magazine, targeting meeting planners, tracked 817 views April-June. (The full annual package with *TRIPInfo* also includes weekly newsletters and online ads—see full analytics numbers in Visit Forsyth GA's quarterly reports.)



The hard launch came May 1. The Visit Forsyth GA team hit the pavement, delivering "Americana Summer"-themed baskets and replenishing collateral at local hotel partners. We also produced postcards that were delivered to every state regional visitor center ahead of National Travel & Tourism Week May 3-9 and their Explorer Day activation on May 8. Then, we attended our first "Americana Summer"-themed outreach event on May 2 at High Falls State Park's May Day Picnic.



Visit Forsyth GA also featured full page "Americana Summer" ads in the June, World Cup-themed issue of *Atlanta Magazine* as well as the *Official FIFA World Cup Atlanta Commemorative Program* produced by *Atlanta Magazine*. This package included a digital geofencing campaign around Mercedes Benz Stadium, Centennial Olympic Park, Georgia World Congress Center, and the surrounding area. The campaign gathered phone ID tags and served our ads to anyone passing through the fenced zone, even once they had already left Atlanta, for 40 days (June 10-July 20). Results for this campaign will be available in August, but of *Atlanta Magazine's* eight clients that this opportunity was limited to, preliminary data on July 17 showed over 1,500,000 impressions served with a 15% CTR!

*look for a future addendum with geofencing data

50+ posts have been shared to Visit Forsyth GA's social channels featuring #AmericanaSummer since April 1, and each monthly newsletter April-July has featured the campaign in its content. April teased summer traditions, May celebrated 60 years of summers at High Falls State Park, and June and July each showcased parts I and II of our Americana Summer Bucket List. We also collaborated with local content creator Samantha Holley to produce two "Americana Summer"-themed reels for Facebook, Instagram, TikTok, and YouTube.

Of course, the biggest "Americana Summer" campaign activation was Visit Forsyth GA's booth at Explore Georgia's "Georgia the Whole Day Through" showcase during Atlanta's FIFA World Cup matches. More on that in the next section of this report!



In May, Visit Forsyth GA decked out the Welcome Center and the Monroe County History Museum with patriotic pinwheels and other accents to celebrate "Americana Summer!" The displays will be up through Labor Day.



social media analytics

April 1 - July 20, 2026

*More Social Data available in the Q2 Report.

Facebook

Instagram

Metric	Current Period	% Change 2025	% Change previous period
Views	287,717	up 40.1%	up 11.8%
Viewers	88,251	n/a	down 28.8%
Content Interactions	4,572	down 9.3%	up 110.2%
Profile Visits	4,422	up 34.2%	up 28.1%
Follows	237	up 160.4%	up 111.6%

Metric	Current Period	% Change 2025	% Change previous period
Views	27,357	n/a	up 20.85%
Reach	6,936	n/a	n/a
Content Interactions	1,236	n/a	up 68.2%
Profile Visits	336	n/a	up 13.9%
Follows	66	n/a	up 65%

NOTE: Meta has changed how some metrics are calculated since 2025, and also introduced/removed certain metrics. Instagram data is only available for 90 days. Therefore, not all data points can be compared to the 2025 period.

website analytics

April 1 - July 20, 2026

Top Pages

15,460

active users

up 84% from 2025
(same period)

18,272

site sessions

up 95% from 2025
(same period)

26,810

page views

up 66% from 2025
(same period)

Page Name	Page Views	% Change from 2025	% of Site Traffic
1. Homepage	3690	up 58%	14%
2. Juliette	1537	up 239%	6%
3. Calendar	1330	up 3%	5%
4. Food & Drink	1103	up 91%	4%
5. Events/Splash Pad	1074	up 400%	4%
6. Americana Summer	1041	NEW	4%
7. The Whistle Stop Cafe	629	up 349%	3%
8. Twin Oaks Fun Farm	564	up 706 %	2%
9. Juliette Green Tomato Festival	483	up 99%	2%
10. Outdoor Activities	433	up 124%	2%

Forsyth, the Whole Day Through

exhibition overview

On June 9, the Visit Forsyth GA team headed to the Georgia World Congress Center in Atlanta to set up for "Georgia, the Whole Day Through." Volunteer Daniel Kerr kept the Welcome Center open from 11AM to 1:30PM to accept final deliveries and help visitors during the team's absence.

The vision for Visit Forsyth GA's 10x20 exhibit space was to capture the essence of the simple pleasures of an Americana Summer in Forsyth. We wanted visitors to feel like they were stepping into a moment in Forsyth where they could unplug and chill awhile. A space that makes you go, "Ahhh...", just like Forsyth!

To accomplish this, the team produced four 10' backdrops, each with a full-size image of one of Forsyth's nature scenes. The immersive images walk you through a day in Forsyth—the morning sunrise with the sun peeping over the trees, a late morning wander through the wildflower garden, an afternoon fishing on the pond, and a sunset over Lake Juliette.

Within the space framed by this imagery, Visit Forsyth GA created sitting areas with laidback games like tic tac toe, checkers, and ring toss. We also created photo op opportunities with cane fishing pole props and a face cut-out frame where visitors can opt to pose as a fisherman with his/her latest catch, an outdoorsman with a bald eagle, or a turkey!

Our booth was as dynamic as it was thanks to collaborations with our partners and volunteers! Volunteers Misty Sparks and Cynthia Griffin from the 1823 Artisan Guild painted ladybug and bumblebee rocks for our tic tac toe board. Travis Huff from the City of Forsyth cut bamboo from behind



Misty Sparks -
1823 Artisan Guild

the American Legion Hall that Jeff Mooney of All Seasons Guide Service made into cane fishing poles for us. Jeff also made us a stand for the poles to rest in and was the photographer behind our sunset backdrop photo! Nipper Bunn contributed tools for the project, while Abbie Bunn spent time at the Welcome Center helping us pack and label booth materials.

Nolen Howard of the Monroe County Historical Society lent sandbags to help us keep the backdrops upright. Taylor Alexandria volunteered hours to help us set up on June 9, and returned to help man the booth on June 21 and 27 exhibit days.

Bridget Daniel, President & CEO and Tiffani Dean, Member Coordinator, of the Forsyth-Monroe County Chamber of Commerce came to Atlanta and generously volunteered their time at the Visit Forsyth GA booth on July 1.

Additional volunteers helped us keep the Welcome Center open while at the exhibit (see "While We Were in Atlanta" section later in this report!)

In addition to these contributions, many of our partners provided materials for distribution at our exhibit:

- The Backlot Players at the Rose Theater
- All Seasons Guide Service
- Dickey Farms
- Fox City Brewing
- Grits Cafe
- Farmers Home Furniture Forsyth

Dickey Farms surprised us with peaches right before the June 11 Kickoff event with the Governor—this started a HUGE trend, which we'll tell you more about in our stories section!



Local Collateral Partners



Jeff Mooney -
All Seasons
Guide Service



Abbie Bunn &
Nolen Howard -
CVB Volunteers



Visit Forsyth GA brought the following swag and collateral for distribution at the exhibit:

- Visitors Guide
- Backpacket Guide to Adventure
- Backpacket Guide to Juliette
- Festivals Rack Card Featuring Fried Green Tomato Festival & Forsythia Festival
- Patriotic Pinwheels with Visit Forsyth GA stickers
- Namaste Forsyth Hand Fans
- Namaste Multi-fox Stickers
- Namaste Forsyth Fox Stickers
- Americana Summer Stickers
- Sweet Life Stickers
- Gone Fishing and Fish. Beer. Repeat. Stickers
- Pickleball Stickers (2 Designs)
- Golf Stickers (2 Designs)
- Juliette Stickers (4 Designs)
- Green Tomato Festival 20 Years Bracelets
- Americana Summer and Greetings From Forsyth Postcards

Set Up & Preview Days



Explore GA Staff
Enjoying Dickey
Farms Peaches



Consulate General of the
Swiss Confederation -
Mr. Rolf Ott &
Erik Ixtlahuaca from
Clear Channel



Consulate General of
the Federal Republic of
Nigeria - Mr. Auwalu
Jega Namadina



By the Numbers



9
days

Plus 2.5 days (18 hours) of set up and breakdown

8
matches

70
hours

1 of 16
exhibits

2637+
visitor interactions
Per Clicker Count



355
newsletter
sign-ups

1775+
signed our
guestbook



47+
countries

35+
US states &
territories

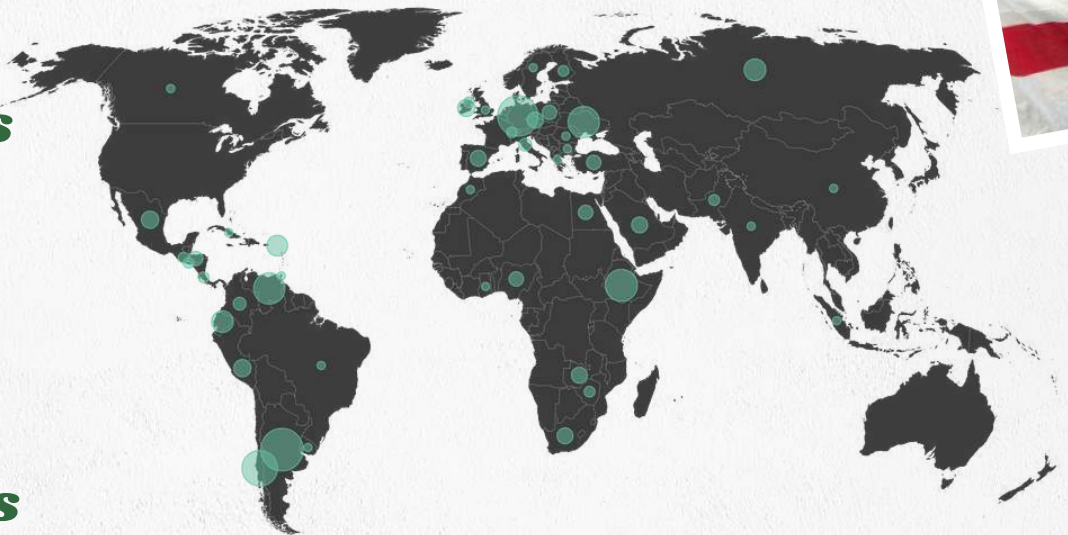


International Visitors

47+
countries

305
people

17%
of visitors



Top 10 Countries



Argentina



Mexico



Colombia



India



Brazil



England



Morocco



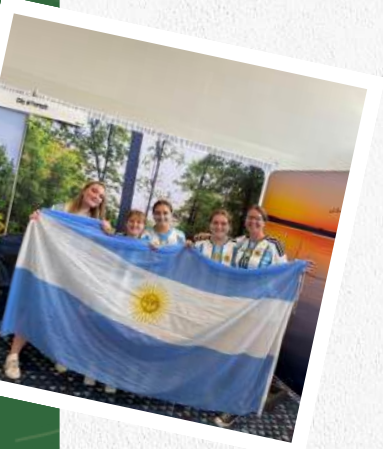
Canada



China



Germany



Other Countries Included (in order of most visitors):

Chile, Ethiopia, Ukraine, Venezuela, Ecuador, Russia, Sint Maarten, Peru, Ireland, South Africa, Zambia, Spain, Saudi Arabia, Czech Republic, Nigeria, Honduras, Turkey, Poland, Egypt, Italy, Costa Rica, Finland, Switzerland, Northern Ireland, Pakistan, Zimbabwe, Guatemala, El Salvador, Romania, Sweden, Ghana, Indonesia, Trinidad, Bulgaria, Greece, Uruguay, Cuba

Fun & Games at the Booth



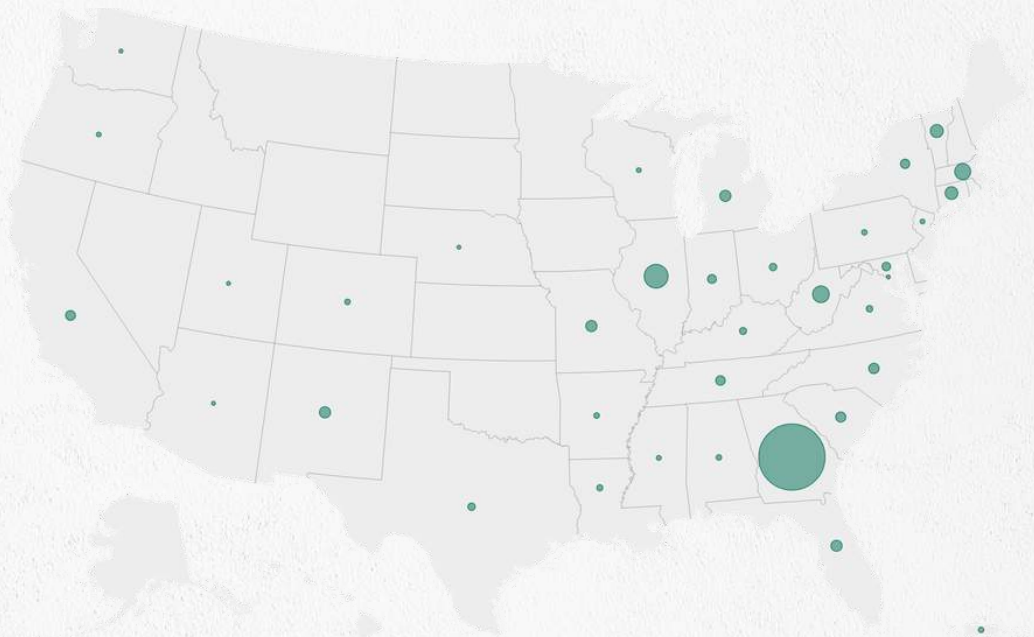


Out-of-State Visitors

35+
states, etc.

497
people

28%
of visitors



Top 10 States



Florida



N. Carolina



S. Carolina



California



Tennessee



New York



Indiana



Maryland



Texas



Ohio

Other States and Territories Included (in order of most visitors):

Illinois, Kentucky, Virginia, Louisiana, Puerto Rico, Colorado, Alabama, Pennsylvania, Arkansas, Mississippi, Oregon, West Virginia, New Jersey, Wisconsin, Washington, Arizona, DC, Utah, Nebraska, Massachusetts, Vermont, Connecticut, New Mexico, Missouri, Michigan

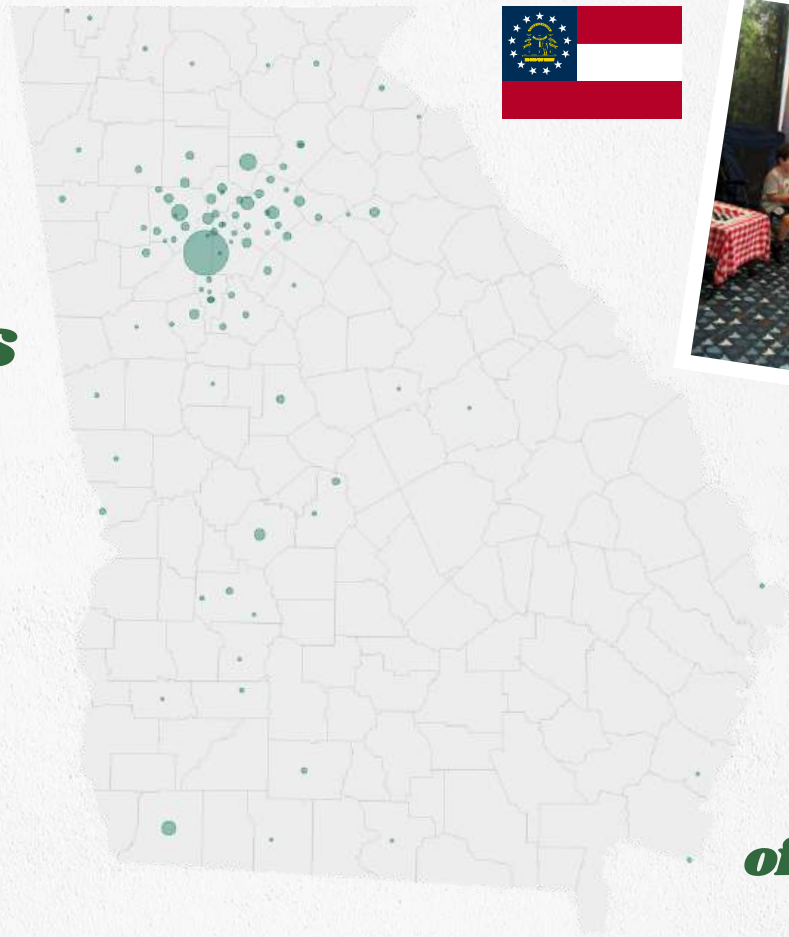


Georgia Visitors

94+
cities/counties

Top 10 Areas

Atlanta
Cumming/Forsyth County
Marietta
Decatur
Duluth
Lawrenceville
Macon
Sandy Springs
Auburn
Fayetteville



909
people

51%
of visitors

Other Locations Included (in order of most visitors):

Athens, Roswell, Woodstock, Alpharetta, Stone Mountain, Kennesaw, Suwanee, Smyrna, Loganville, Conyers, Canton, City of Forsyth, Gainesville, Buford, Warner Robins, Douglasville, Powder Springs, Norcross, Brookhaven, Dunwoody, Flowery Branch, Hampton, Columbus, Cartersville, Clayton County, Johns Creek, Americus, Grayson, Bethlehem, Stockbridge, Lilburn, McDonough, Acworth, Moultrie, Jonesboro, Cedartown, Gwinnett County, Helen, Hiram, Forest Park, Tucker, Chamblee, Lake Lanier/Hall County, Toccoa, Mableton, Savannah, LaGrange, Albany, Plains, Rome, Mulberry, Snellville, Fortson, Riverdale, Perry, Doraville, St Marys, Ringgold, Peachtree City, Chatsworth, Fulton County, Lavonia, Bogart, Ellijay, Covington, Leesburg, Valdosta, Buckhead (Morgan County), Clayton, East Lake, Brunswick, Clarkston, Suches, Thomasville, Zebulon, Austell, Leslie, Newnan, Calhoun, Sandersville, Fort Oglethorpe, Milledgeville, Cobb County

Stories From The Exhibit!

Peaches!

Dickey Farms provided Visit Forsyth GA with a bushel of fresh peaches to hand out on the June 11 Kickoff day. They were the most popular item in the whole Explore Georgia activation! People would leave our booth with a peach, and others would pounce on them asking where they got it...In fact we still had people asking for and being sent to us for peaches the next exhibit day when we were out of them! This prompted Explore Georgia to work with Dickey Farms and Jaemor Farms to provide 1000 peaches per exhibit day. When we joked to Explore Georgia Regional Tourism Manager Nija Torrence about starting a trend, she exclaimed, "Literally, though! You're the reason we have peaches!"

Another fun interaction involving peaches was with a representative from the Nigerian consulate. Having just been to the Pick Ellijay booth, he asked us what the difference was between a peach and an apple. We challenge you to try and answer that!! Something so simple was such a big draw for the international guests who had never eaten a peach before, and found themselves in "The Peach State!"



We're Coming to Forsyth!

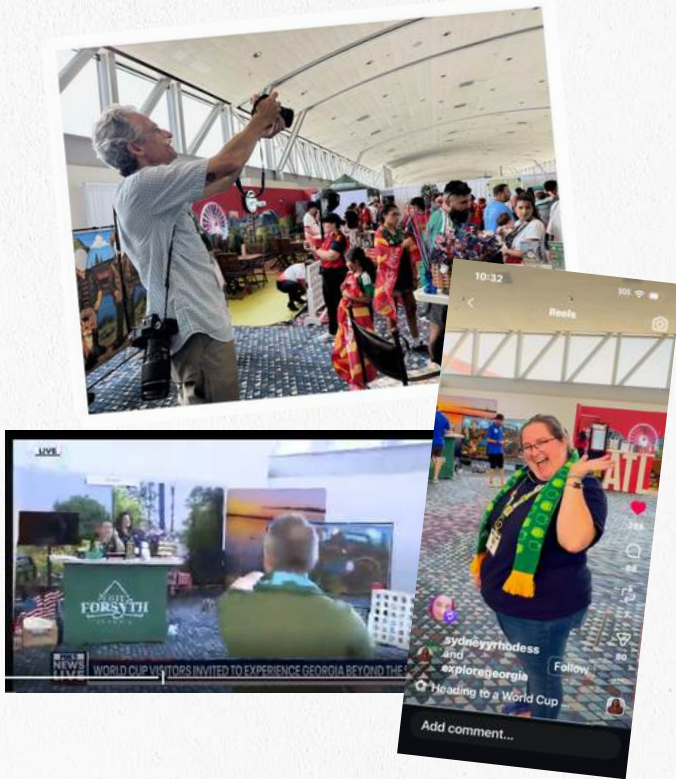
We had so many visitors leave our booth with plans to visit Forsyth, GA. In our guestbook, we had a column asking people where they were heading next, and several actually wrote Forsyth! When leaving the exhibit one day, Melissa Takeuchi, Explore Georgia's Senior Project Manager for Statewide Projects and Japan Initiatives, shared with us that she had been asking people as they left if they would be back to Georgia. One couple from England replied to her, "We're coming back to Forsyth!" We had met them earlier in our booth, and had a feeling they'd be visiting us. Another group of ladies from Finland told us they would be stopping to eat at Her Majesty's Kitchen on the way to Florida that night, and according to Chef Chelsia, they did!

One family from Ireland discovered us through their son. He had discovered the turkey in our photo op, and was calling to his father, "Papa!" in a gobble-y voice. His father, off in the distance, was frantically searching for his son, and about to leave the exhibit hall! We asked the boy if that was his father, and he nodded, not breaking character. We got the father's attention, he came over laughing and took a photo of his son. As we got to talking, turns out his wife had just watched the movie "Fried Green Tomatoes" on the flight to Atlanta and fallen in love with it! The rest of the family came over, and the father surprised his wife by telling her they'd be visiting Juliette, where the movie was filmed, on their way to Florida for the next match!

Making the Shot

The Visit Forsyth GA booth was a prime location for reporters and photographers to “Get the Shot!” Reporters with India, Brazil, and other countries captured our booth to include in their stories back home, navigating language barriers to get information from our team. Paul Milliken from Fox 5 included us in his live newscast, and several influencers stopped in and included us in their social content. The AJC also took a photo of our booth for their article on the last day of the activation, and asked for our card so they could be sure to credit us!

One photographer, Ben Gray, chose our booth to take a crowd shot of the activation for Explore Georgia. He said our booth had the best vantage point, with so many people in front of our space!



Making Their Day

We didn't put everything out on the bar—some things we held back for those special conversations that inevitably came our way. Whether our visitor was a golf and pickleball enthusiast or Fried Green Tomatoes' biggest fan, we had exclusive stickers behind the counter. The smiles and excitement on someone's face when you pull out that sticker... Explore Georgia Regional Tourism Manager Nija Torrence helped at our booth late one evening, and later shared with us: “This one lady came by the booth and she said Fried Green Tomatoes is her favorite movie. I gave her a Towanda sticker and she about cried! It was so awesome! She came back by and said I made her night.”



The Two Forsyths

We get mistaken all the time for Forsyth County, but we don't often have such a prime opportunity to correct the misperception on such a scale! We had so many people come up to our booth thinking we were Forsyth County, easily a third of our interactions. Thanks to our handy map on the side of our info bar, we were able to share that we are the City of Forsyth, an hour SOUTH of Atlanta. You could see it click in their eyes as we pointed on the map. It was one of the single best decisions we made in our booth design! Many of these visitors commented that they pass us on I-75 all the time (once they realized where we were) and said that they would stop to explore the next time they do.





Most Popular Swag

There was a crowd for every item we had to offer, but hands down “Namaste” was a fan favorite. International travelers, particularly those from India, loved the connection with home. Others loved the adorable foxes. But regardless of what drew their eye first, it was a message that everyone was able to connect with, and immediately understood! Another favorite swag item was our patriotic pinwheels, especially in the matches leading up to the 4th of July (and America’s 250th birthday). It wasn’t just the kids—the adults went crazy for them, too!

Statewide Public Safety Professionals

We were glad to see a strong police presence in Atlanta during the FIFA World Cup. It was evident that security and traffic control had been well planned and executed. But what we really got a kick out of was seeing so many law enforcement professionals helping out from agencies all over the state! It made us feel right at home. Speaking of GPSTC, many of these officers came to check out our booth during their downtime. We were able to share ideas of places to eat and attractions to check out while their next in town for training!



Planning Future Travels

While we certainly spoke with a lot of international travelers, the majority of our conversations were with people from Georgia and the Southeast. Their proximity opened the doors for planning trips well into next year. We had one guy from North Metro Atlanta who travels the state with his best bud, checking out different small towns. We helped him pick out a hotel and they’ll be coming in early Fall! Another lady is a teacher in the Atlanta Public School System. She travels for 5Ks, and plans to make Forsythia in March her next sign up! We also spoke with numerous people who seemed keen to book a fishing trip with Jeff on Lake Juliette—and he tells us he’s been getting calls!

While We Were in Atlanta...

Volunteers at the Welcome Center

While the Visit Forsyth GA team exhibited in Atlanta, several local partners stepped up to volunteer and help keep the Welcome Center open to visitors back home! On June 9, Daniel Kerr kept the Welcome Center open from 11AM to 1:30PM, helping several visitors and accepting an important delivery (the bar for our exhibit!). Denise Buff volunteered from 10AM to 2PM on July 15, and Winifred Berry and Lois Allen volunteered from 10AM to 3:30PM on July 16. These three ladies helped stuff and address 350 visitor guides in envelopes to fulfill recent visitor leads for the CVB. Our recent promotions had resulted in a record number of leads, but with so many days in Atlanta we hadn't had the spare hours to get these out! Overall, between volunteer contributions in preparation for FIFA, at FIFA, and back home, Visit Forsyth GA was assisted by 10 community volunteers serving over 50 volunteer hours.

10
volunteers

50+
volunteer
hours

Forsyth Watch Parties

Visit Forsyth GA reached out to restaurant and after hours tourism partners on May 1 to see which establishments were planning to host watch parties for the FIFA World Cup. Six partners confirmed: Fox City Brewing, The Social Fox, The Den, Driven Interactive Sports Lounge, El Dorado, and later Jonah's on Johnston.

The CVB promoted these watch parties with event listings on the Visit Forsyth GA website, *Georgia Magazine* online calendar, Explore Georgia website, and Forsyth-Monroe County Chamber of Commerce & Monroe County community calendars. The CVB also designed and distributed flyers and graphics to the host partners, hotels, and posting on Visit Forsyth GA social profiles, in the window of the Welcome Center and in the Art Connects with Community kiosk at Country Club Park.

According to Casey McCrea, Driven had a packed house on July 19th for final game. Most guests were from Forsyth and surrounding area. They had people who were traveling through and staying in hotels come in to watch certain matches during the World Cup period. Fox City Brewing also had great turnouts for their watch parties, with international guests coming out to watch the matches. See more feedback from Fox City in the next section!



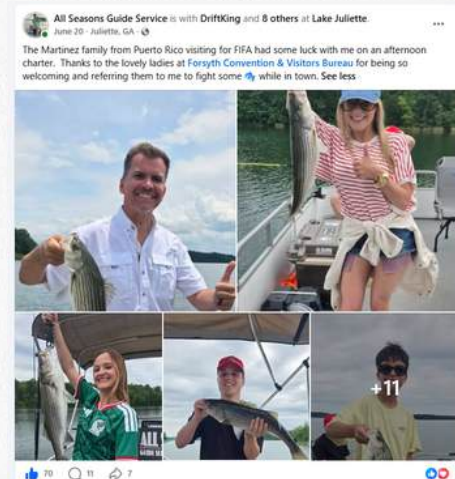


The Martinez family from Puerto Rico visiting for FIFA had some luck with me on an afternoon charter. Thanks to the lovely ladies at Forsyth Convention & Visitors Bureau for being so welcoming and referring them to me to fight some 🐟 while in town. – Jeff Mooney, All Seasons Guide Service, June 20

World Cup Fans Visit Forsyth, Georgia

Is the world interested in visiting the City of Forsyth and Monroe County? YES!!!

Tons of fans coming through Atlanta for the World Cup 2026 spent some time in Forsyth while in the area. According to our partners, we had people staying in our hotels to commute to the Atlanta matches, staying overnight on the way to/from Atlanta and Miami for matches, as well as making the trip to enjoy Forsyth's award-winning restaurants, scenic natural attractions, and movie-famous Juliette. From the conversations the Visit Forsyth GA team had with visitors at the Georgia World Congress Center, we expect to see continued visitation in the months and years to come from domestic travelers and returning international travelers. But here's a selection of stories telling about the visitors Forsyth has already seen!!



Jeff Mooney of **All Seasons Guide Service** had at least 10 group inquiries from people in town for the World Cup that heard about him at the Visit Forsyth GA booth. Even more calls followed Visit Forsyth GA's July 17th World Cup story on 13 WMAZ.



The Whistle Stop Cafe in Juliette had tons of visitors due to FIFA games—so much so that they barely had time to talk with them! It was a record Saturday before the last game—Ms. Liz Bryant said it was like a festival Saturday! Ms. Mary Beth Odum, who owns **Simple Home Goodness** inside the **Train Depot at Juliette**, shared that she had seen two people from the Isle of Man, and two ladies from Spain that were actually working the event. She said there had been many others visiting Juliette who attended the World Cup!



Lauren, Kyle, Stewart, and Lomond Forsyth stopped in the **Forsyth Welcome Center** on June 17. They were visiting the USA from their hometown of Fauldhouse (a little mining village between Glasgow and Edinburgh) to cheer on Team Scotland 🏴󠁧󠁢󠁥󠁮󠁧󠁿 in the 2026 FIFA World Cup. With Atlanta as their base, they road tripped down to Miami for Scotland's match with Brazil. Of course, they couldn't pass up the opportunity to visit the town of their namesake on the way—Forsyth!!



The Social Fox had a few people that came through and had a few drinks, according to owner Ken Anderson. A few were from France and the UK; they were all very nice!



Mike Ahir at the **Days Inn** saw lots of business from the World Cup! "We had visitors from Columbia during the group stages that came to watch one of the Cabo Verde games, one father son duo from Columbia but following Spain when they played Saudi Arabia in Atlanta, a couple that flew in from London before the England v Argentina knockout game in Atlanta and a TON of Argentinian fans for the same game. The Argentina fans traveled extremely well. One of the Argentina fans who stayed at our hotel after the knockout game told us that he was driving to Florida to meet some friends and then get on a flight to the World Cup final. All of the Argentinian fans that we spoke to told us that they attended multiple different matches across America from Miami, Kansas City, ATL and the final in NY/NJ. Most of the visitors either flew into Florida and road tripped to ATL or flew into ATL and road tripped down to Florida. We also had visitors from out of state like from NJ who bought tickets to the group stage games in ATL and explored the city along with parts of Georgia before eventually heading south to Florida."



When asked if **High Falls State Park** had seen any visitors from the World Cup, Park Naturalist Bronwen Morgan replied, "Oh yes, lots!" She shared that she herself spoke with at least four groups/families, and every park staff member she asked had also talked with at least one group that was in town for the World Cup. Many were from other states, and some countries mentioned included Argentina, Moldova, and Germany!!



Fox City Brewing had a great turnout during the knockout rounds of the tournament. Taylor Pleasants shared that they had guests from South Africa, Scotland, and England visit at different points and even had a group from Spain watch in Fox City's taproom as they won the final match. "There were definitely more travelers in Forsyth than I initially expected and more fans of the sport as well!"



On the day of the last match, the Visit Forsyth GA team met two young ladies from Finland who were spending the summer in Florida. They were particularly excited to hear about a Chopped Champion featuring Cajun cuisine that they would pass right by on I-75 traveling back to Florida—but did they stop for dinner? "Yes, they were here!" exclaimed Chef Chelsia of **Her Majesty Kitchen** when we asked her. She shared that they had lots of international guests this summer from the World Cup. "It was so cool to hear all the different accents!"



Dillan Patel shared that the **Motel 6** has seen a handful of World Cup attendees reservations, about 15 in total. They were mostly late night arrivals passing through to see the game in Atlanta.

Sam Patel at the **Forsythia Inn** (formerly the Travelodge), also had overnight guests staying in Forsyth for the World Cup. Many saw Forsyth as an affordable option to commute to the matches, while others stayed here to rest between travel days to match host cities.

website analytics

June 1 - July 20, 2026



7,882
active users

up 84% from 2025
(same period)

9,368
site sessions

up 78% from 2025
(same period)

14,086
page views

up 65% from 2025
(same period)

Top 10 USA Sources

Location	Sessions	% Change from 2025	% of Site Traffic
Georgia	3875	up 54%	41%
Florida	790	up 76%	8%
Texas	320	up 244%	3%
Virginia	288	up 65%	3%
Alabama	224	up 157.5%	2%
California	186	up 238%	2%
Illinois	171	up 200%	2%
North Carolina	119	down 28%	1%
Colorado	103	up 212%	1%
New York	99	down 50%	1%

other notable states

Vermont	97	up 385%	1%
Massachusetts	87	up 358%	1%
Arizona	70	up 536%	1%
Nevada	52	up 550%	1%

americana summer is #2 page on site

(Behind the Homepage. Juliette is #3. Each represents 10%, 7%, and 6% of site traffic respectively.)

Top Int'l Traffic

Country	2026 Sessions	2025 Sessions	% Change
Japan	93	0	up 9200%
Germany	81	8	up 913%
China	56	12	up 367%
Canada	40	21	up 90%
UK	39	11	up 255%
Vietnam	33	5	up 560%
France	24	3	up 733%
Indonesia	23	1	up 2200%
Brazil	20	5	up 300%
Australia	18	2	up 700%
India	18	19	down 6%
Spain	18	12	up 25%

NOTE: Google Analytics records where you are currently located, not your home country. So any FIFA travelers visiting our site while in Atlanta would be recorded as Atlanta/Georgia Traffic.

social media analytics

June 1 - July 20, 2026



Facebook

Metric	Current Period	% Change 2025	% Change previous 50 days
Views	139,598	down 2.5%	up 12.2%
Viewers	37,270	n/a	down 27%
Content Interactions	2,799	down 22.7%	up 100.8%
Link Clicks	70	down 84.5%	down 85%
Profile Visits	2,573	up 20.2%	up 62.6%
Follows	123	up 73.2%	up 24.2%

Forsyth Convention & Visitors Bureau is at Georgia World Congress Center.
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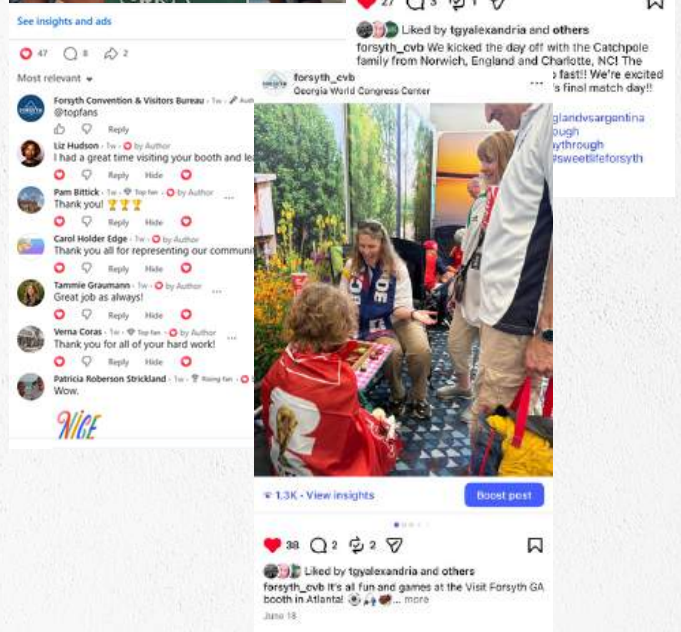
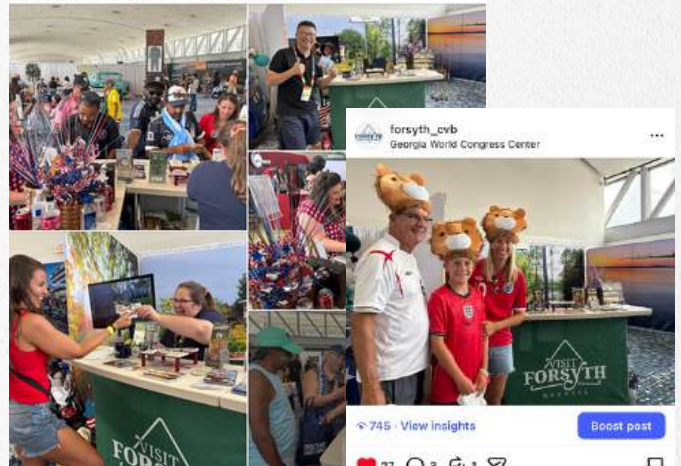
That's a Wrap!! 🎉🎊🥳

Since June 11, the Visit Forsyth GA team has been exhibiting at the Georgia World Congress Center in Atlanta as part of Explore Georgia's "Georgia the Whole Day Through" activation for the FIFA World Cup. 544,516 fans visited Mercedes-Benz Stadium (aka "Atlanta Stadium") across Atlanta's eight matches, with the FIFA Fan Festival at Centennial Olympic Park welcoming more than 500,000 visitors. With its strategic positioning (and A/C) right next to both venues, the Explore Georgia exhibition was very well attended.

We personally spoke with ~2700 people across nine days, including the preview kickoff with Governor and First Lady Kemp and delegates from around the world. We've shared Forsyth's story with people from coast to coast, and across borders, reaching to Russia, India, China, Ethiopia, Peru, Argentina, Brazil, Nigeria, Germany, Finland, the UK, and so many more! 🌍 We will be releasing an official report in the weeks to come. We have already seen the local impact, and expect we will continue to see more in the months and years ahead.

Thank you to all who made this opportunity possible! It has truly been a team effort—we couldn't have done it without y'all!! 🙏

#staytuned #grateful #excited #exhausted #fifaworldcup #worldcup2026 #fwc26atlanta #weareatlanta #exploregeorgia #georgiathewholedaythrough #forsyththewholedaythrough #americasummer #visitforsythga #sweetlifeoforsythga #monroecountyga #middlelegs #georgiayoutdoors #namasteoforsyth #storytellingmiddle



Instagram

Metric	Current Period	% Change 2025	% Change previous 50 days
Views	14,421	n/a	up 1.3%
Reach	4,443	n/a	up 165.6%
Content Interactions	665	n/a	up 48.8%
Profile Visits	194	n/a	up 78%
Follows	34	n/a	up 25.9%

NOTE: Meta has changed how some metrics are calculated since 2025, and also introduced/removed certain metrics. Instagram data is only available for 90 days. Therefore, not all data points can be compared to the 2025 period.

media mentions

June 1 - July 20, 2026



Source	Date	Story	Article in Web/Print?	Social Content?
Monroe County Reporter	6/3	Forsyth in ATL to greet World Cup fans	Web/Print	
North Metro Eateries (Influencer)	6/11	(Story/Highlight Holding a Peach at Visit Forsyth GA Exhibit)		Yes
Discover Atlanta	6/14	(Reel with clip of Dickey's peaches at Visit Forsyth GA Exhibit)		Yes
Explore Georgia	6/15	(Shared Our Video Tour of Visit Forsyth GA Exhibit to Their Story/Highlights)		Yes
Paul Milliken (Fox 5 Reporter)	6/15	(Pans over Visit Forsyth GA Exhibit in Vlog Reel on Personal Instagram)		Yes
Fox 5 News	6/15	Video Clip + Shoutout to Visit Forsyth GA Team/Exhibit at GWCC Activation	Web+ TV Broadcast	
Georgia Department of Economic Development	6/22	(Photo of Visit Forsyth GA Exhibit on GDEC FB Post About GWCC Showcase)		Yes
Sydney Rhodes (Influencer)	6/27	(Reel Including Visit Forsyth GA Exhibit and Team)		Yes
Explore Georgia	6/27	(Shared Sydney Rhodes Reel with Visit Forsyth GA Spotlight)		Yes
Secret Atlanta (Influencer)	6/29	(Post About GWCC Showcase With Photo of Visit Forsyth GA Exhibit)		Yes
@thrumysamsunglens (Influencer)	6/30	(Reel Including Visit Forsyth GA Exhibit)		Yes
@maformombo (Influencer)	7/1	(Reel Including Visit Forsyth GA Exhibit)		Yes
Explore Georgia	7/7	(Reel Including Visit Forsyth GA Exhibit)		Yes
Jordan Anthony (Influencer)	7/13	Reel of Brit Visiting Forsyth, GA in World Cup Jersey		Yes
Explore Georgia	7/15	(Reel Including Visit Forsyth GA Exhibit)		Yes

(continued on next page)

*It won't stop here, look for our radio show on
Majic 100 and website blog!*

Atlanta's Final Numbers

- Explore Georgia welcomed **more than 70,000 visitors** to "Georgia, the Whole Day Through" over the eight Atlanta FIFA World Cup 2026 match days.
- Mercedes-Benz Stadium welcomed **544,516 fans** across Atlanta's eight matches.
- FIFA Fan Festival Atlanta has welcomed **more than 500,000 visitors** averaging more than **27,000 guests each day** and ranking among the most-attended FIFA Fan Festivals in the United States.
- Mercedes-Benz Stadium hosted an estimate of **2,000 media from 82 countries**.
- FIFA Fan Festival welcomed more than **2,200 media representatives from 89 countries** across six continents.
- MARTA has transported **more than 2.5 million riders** during the tournament period - close to a 200 percent increase from regular ridership.
- The AWCHC social media channels (@FWC26Atlanta) generated **more than 140 million impressions** between June 1 and July 15, reflecting global reach and engagement surrounding Atlanta's FIFA World Cup host city activities.
- The city's compact downtown footprint linked Mercedes-Benz Stadium, Georgia World Congress Center Authority, Centennial Olympic Park and downtown hotels, tied together by the Last Mile Plan, a wayfinding system developed with the Savannah College of Art & Design to guide fans on foot from transit hubs and parking decks to the stadium campus.

The 2026 FIFA World Cup being hosted in Atlanta gave Visit Forsyth GA the chance to be noticed on a global scale. We will continue to see local impact from this opportunity for years to come.



FOR QUESTIONS...

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