

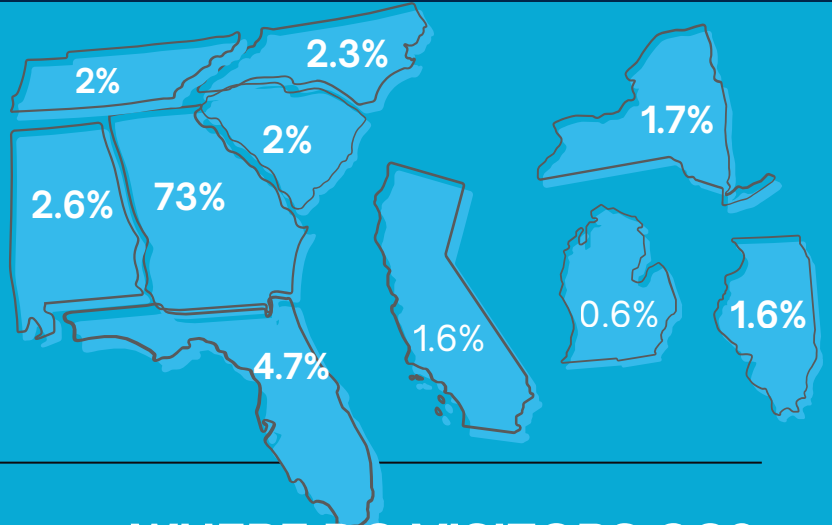
VISIT
2024

Henry

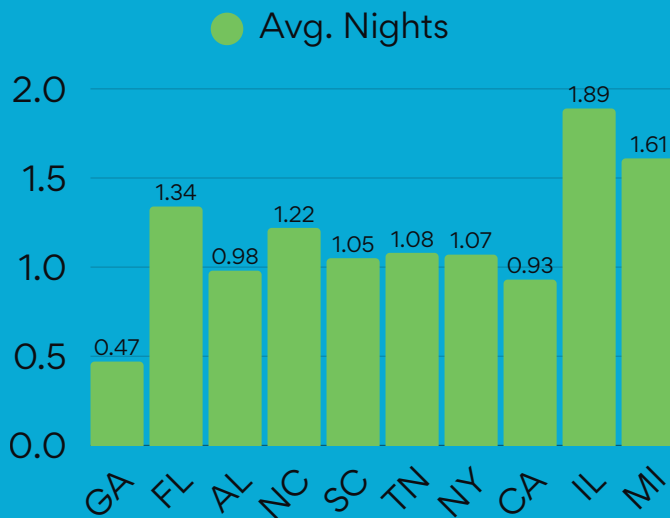
COUNTY, GA
ANNUAL REPORT



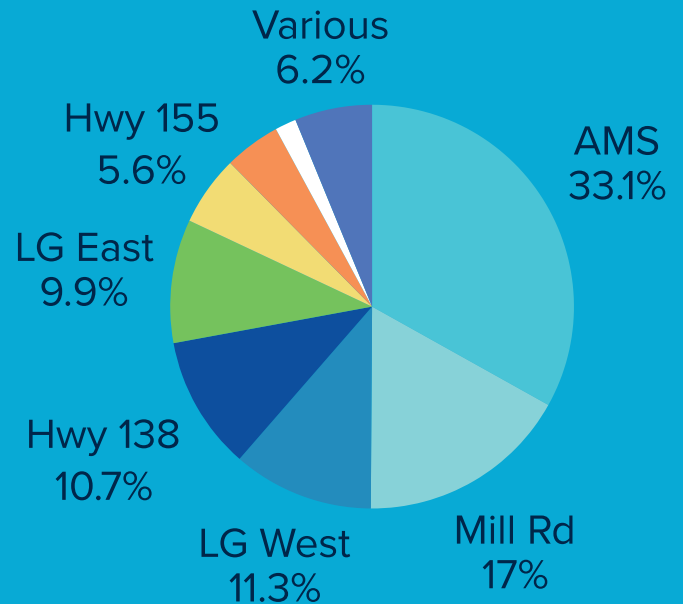
WHERE are visitors from?



WHO STAYS THE LONGEST?

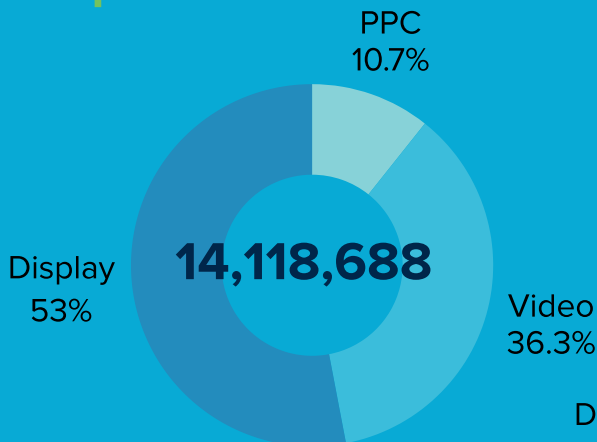


WHERE DO VISITORS GO?

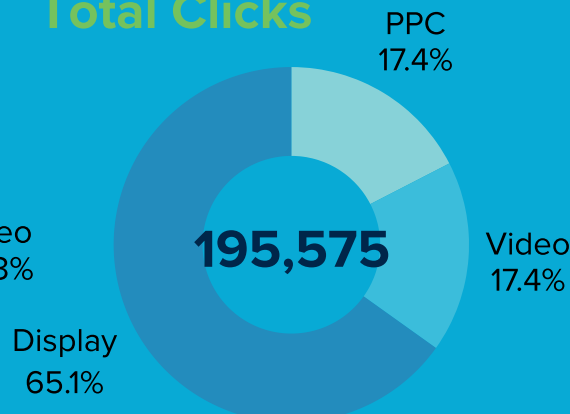


DIGITAL ADS

Total Impressions



Total Clicks



Click-Thru Rate

1.39%

Video **0.13%**

Display **1.99%**

PPC **2.63%**

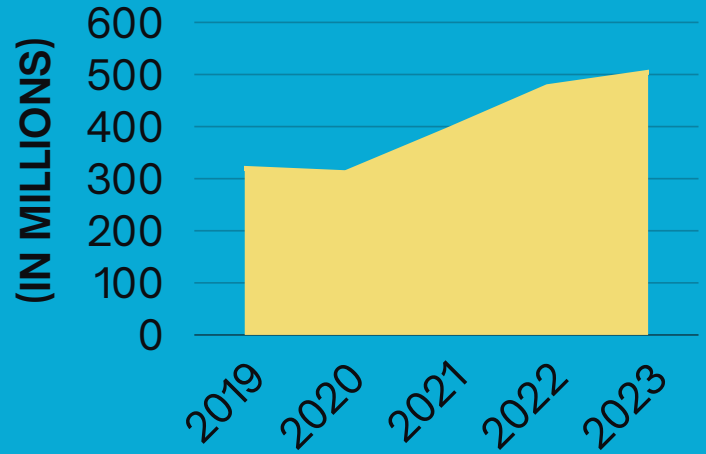
2024 ANNUAL REPORT

MOBILE VISITORS CENTER
480 hours of activation

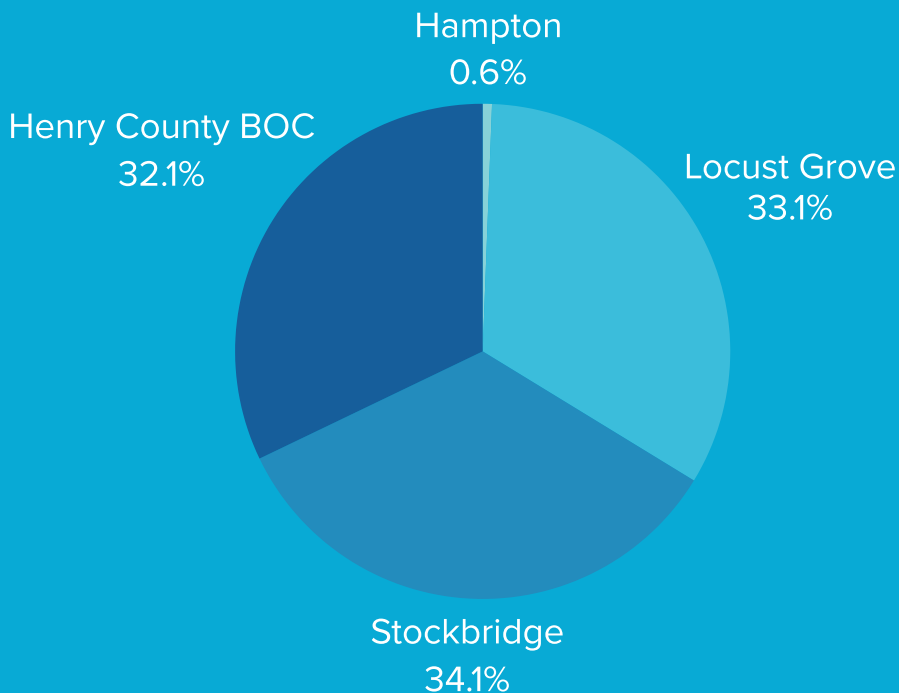


32 Volunteers Trained

VISITOR TOURISM SPENDING
10th Highest in GA



REVENUE BY PARTNER ENTITY



**\$1.43
Million**

Bed Tax Revenue



1.2 B

Earned Media
Impressions

\$82.7 M

Earned Media Value

Nine articles by hosted media were written in 2024 and generated \$10.7 million in earned media value.

VISIT

Henry

COUNTY, GA