

# Convention and Visitors Bureau of Dunwoody

2014 Report &  
2015 Business Plan Summary

# 2014 Report

- Strong growth across all major metrics
  - Revenues up 18% over 2013; 15% over budget
  - Hotel Occupancy up 9%
  - Revenue Per Available Room up 21%
  - Weekend Occupancy up 8%
- 26 groups and meetings booked with a total of 5,244 room nights and an estimated economic impact of \$5.3 million.
- 172,989 Website Visitors; up 50% over 2013.

# 2015 Business Plan Summary

## **Marketing & Communications**

- Above + Beyond branding rollout
- New Website and blog
- Print and digital advertising
- Public relations campaign
- Monthly e-newsletter
- Social and mobile
- Print collateral – Visitors Guide, Meeting Planner Guide, Events brochure

# 2015 Business Plan Summary

## **Sales**

- Grow sales leads distributed to the hotels by 15% for a goal of 227 leads
- Confirm 34 contracts signed for a conversion rate of 15%
- Attend 11 Tradeshow
- Host a multi-day familiarization tour for 20 new and qualified meeting planners

# 2015 Business Plan Summary

## **Partnerships & Other Projects**

- New CVB office
- Arts & Culture Initiative
- Product Development Research Study
- Restaurant Promotions & Restaurant Week
- Perimeter CVB's Cooperative Marketing

# Above + Beyond Logo Reveal...