

St. Marys Convention and Visitors Bureau Authority

Annual Report FY2025 (July 2024-June 2025)

Prepared by: Angela Wigger, Tourism Director & Darlene Landreth, Chairperson

CVB Mission: To promote St. Marys, Cumberland Island, and the Camden County area as a desirable tourist destination, increase the overall economic impact and overnight stays of visitors to the area, and foster a quality visitor experience to benefit the city.

CVB Board: Darlene Landreth (Chairperson), Keith Post (Vice Chairperson), Judy Thurner (Secretary), Mardja Gray, Sugar Yadav, Jerre Brumbelow, Penny Blount, George Lee, and Councilmember Allen Rassi

What is our Primary funding source?

100% of the 6% city hotel-motel occupancy tax and 33.9% of not less than 60% of the 5% county hotel-motel occupancy tax.

TRAVEL AGE

35-64 YEARS OLD
35-44 = 30%
45-54 = 30%
55-64 = 26%

**CULTURAL/
HISTORY
ACTIVITIES &
SITES 44%**



**OUTDOOR
ACTIVITIES
58%**



**69 %
DRIVE**

**32 % PLAN
THEIR
TRIP A MONTH
OR LESS IN
ADVANCE**

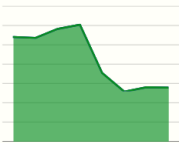
TYPICAL DEMOGRAPHICS

~ Outdoor and history enthusiasts.
~ Leisure travelers and social groups.



~ Estimated average length stay is 3 Nights.

\$300,000
\$200,000
\$100,000
\$0



FY25
FY23
FY21
FY19

FY25 - \$270,199
FY24 - \$268,011

FY23 - \$291,809
FY22 - \$302,094
FY21 - \$177,155

FY20 - \$128,652
FY19 - \$140,215
FY18 - \$139,172

KEY MARKETS

Drive market states: Georgia, Florida, South Carolina, and North Carolina.

Drive market cities: Tampa/St. Pete, NE Florida to Orlando, Charlotte, Atlanta, Charleston, and Greenville.

Initiatives/ Accomplishments/ Responsibilities

- Planned: Mardi Gras Party in the Park Family Event and Fat Tuesday Illuminated Parade, (5) Six Music in the Park events, National Trails Day Try Out the Route St. Marys Tabby Trail Bike Ride, Watermelon Eating & Seed Spitting Contest on July 4th, Build-A-Scarecrow Workshop, Christmas in the Park, Small Business Saturday.
- Marketing at the Georgia Visitor Center at Exit 1 to capitalize on the strength of the I-95 corridor. Coverage includes: a billboard, New Window Perfs in 2024 covering the front entrance, a poly/fiberglass sailboat photo-op provided by the NPS, with "Visit St. Marys Waterfront" prominently displayed, plus a Visit St. Marys photo-op, and a "Welcome to St. Marys" sign upon entering the building.
- Voting Precinct for Camden County Board of Elections including Early Voting Days
- Director and Chairperson attended the Governor's Tourism Conference (GTC) to keep abreast of latest trends & networking
- Promotion/PR of local and regional events; Supports/Assists with accommodations, information, dining arrangements, tours, and hosted events for groups such as, St. Marys Waterfront Auto Show, Historic St. Marys Fishing Classic & Craft Beer Fest, Three Rivers Ride, SE Blues & BBQ Festival, Woodstork Festival, Seafood Festival, Independence Day Festival, Boater's Thanksgiving, White Lighting, Live Nativity +
- Media buys and placement of editorial/advertorial features
- Marketing/promotions via social media, newsletters, web updates, etc.; Management, updating, and/or creation of media, brochures, handouts, advertising placement, and web content
- Management of St. Marys Welcome Center and Community Market
- Submits required to appropriate officials

VisitStMarys.com Camden County, GA Coastal Georgia



A VERY MERRY HOLIDAY EXPERIENCE IN ST. MARYS

St. Marys, Georgia offers the perfect hometown holiday experience. The charming waterfront community is located just 15 minutes south of Jacksonville, FL. There are tons of budget-friendly activities and some great local events, making it possible to enjoy your holiday trip without spending a fortune. The holiday season in St. Marys is a wonderful time to visit. The town is decorated with lights and garlands, and the waterfront is a beautiful sight. The town is also a great place to enjoy the holiday season. The town is a great place to enjoy the holiday season. The town is a great place to enjoy the holiday season.

LEARN MORE OF WHAT AWAITS YEAR-ROUND BY VISITING VISITSTMARYS.COM

Welcome Center Statistics – MANAGED BY THE ST. MARYS CVB

FY2017	9,548		FY2021	5,611
FY2018	7,744		FY2022	12,086
FY2019	7,631		FY2023	8,746
FY2020 (Closed 3/18 – 5/20)	10,071		FY2024	7,733
			FY2025	8,085

DIGITAL- Website with Search Engine Optimization (SEO) and a mobile responsive program, Facebook Advertising of website and boosts of various events and posts; Canva, Apple, Constant Contact newsletter, Social Media; AAA Living South digital banner and newsletter, Atlanta Magazine newsletter, Compass Media digital campaign, Travel Tour + Taste digital banner, Advance Travel

PRINT- Highlights: Crooked River State Park Map, Angelo's Pizza Table Menu, Atlanta Magazine, Crooked River State Park map, Georgia Trend, Good Housekeeping, Guide to Camden County, St. Marys Magazine, Map Tech Boaters Guide, Southern Living, Travel & Leisure Magazine, T&G, USA Today, Woman's Day, Travel Tour + Taste, Georgia Great Places Magazine, County Living, Georgia State Park Guide, Coastal Shopper and Money Pages.

TELEVISION/RADIO/OTHER – TV with Current User Generated Videos and other media plays at welcome center, Georgia Public Broadcasting (GPB) delivers quality television and radio with robust content and images. Jacksonville Int'l Airport kiosks, I-95 Exit 26 Billboard, Georgia Visitor Center Billboard. Blogs, newsletter inserts, and media pitches through LRC Media to over 2,400 writers, Fee for marketing at GA VIC I-95 Exit 1

171 PUBLISHED RESULTS

DIGITAL IMPRESSIONS = +31B

PRINT IMPRESSIONS = 3.4M

TOTAL IMPRESSIONS = 34.1B

Explore St. Marys & Cumberland Island

Learn More

VisitStMarys.com

Camden County, Georgia

South in Living

Lainey Wilson's Tennessee Home

GOOD HOUSEKEEPING

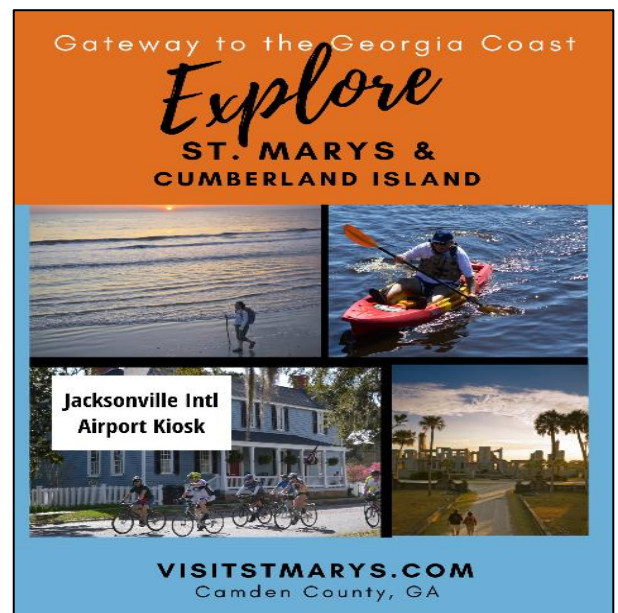
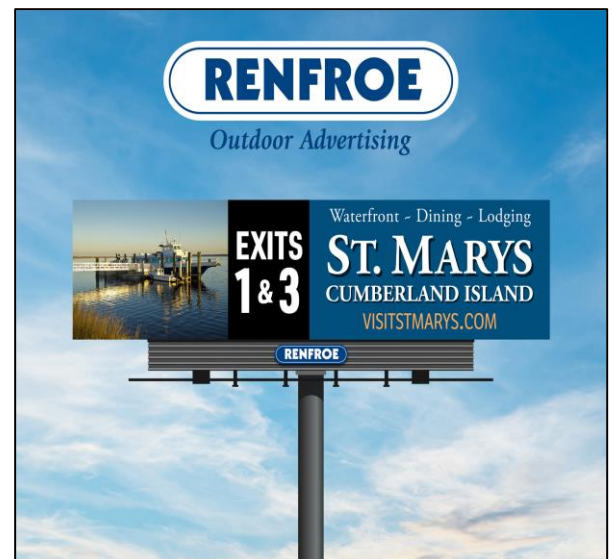
EASY Recipes Every Holiday

THANKSGIVING & NEW YEAR'S

Ultimate Holiday Guide

TOTAL ESTIMATED VALUE OF EARNED (FREE) MEDIA

\$315,642,072 TOTAL



ACCOLADES/AWARDS

- **Tourism Director:**
 - ~ Named to the Georgia Trend, Georgia 500 – Georgia's Most Influential Leaders (Hospitality)
 - ~ Holds the Travel Marketing Professional designation
 - ~ Certified in Crisis Management, Communications, and Recovery Strategy for Destinations from Southeast Tourism Society
 - ~ Georgia Certified Professional Travel Counselor designation from the U.S. Travel Association National Council of State Tourism Directors (NCSTD)
- "Essential Summer Beach Trips" - Atlanta Magazine, May 2024
- "7 Most Romantic Coastal Escapes for Couples" - Southern Living, April 2024
- "10 Fourth of July Parades That Prove No One Celebrates Like a Small Town" – Southern Living July 2025
- "7 Nicest Small Towns in Georgia" – World Atlas, August Chronicle, Yahoo, Savannah Morning News July 2025
- "28 Best Small Towns in Georgia for a Quaint Escape" - Southern Living April 2025
- "50+ Best Christmas Events in the Southeast" – 365 Atlanta Traveler April 2025
- "15 Best Beaches" - Travel + Leisure March 2025
- "Georgia Dock-and-Dine Spots" – The Atlanta Journal-Constitution August 2024
- "St. Marys Seafood Festival: Come for the Food, Stay for the Beach" - AJC September 2024
- "Enjoy Coastal Bliss Without Crowds at This Ga Town Called The Gateway to CI" – Islands November 2024
- "There's Nothing Quite Like Christmas in Dixie" - Upstate Lake Living, November 2024
- "8 Best Georgia Towns for a Weekend Trip" – World Atlas December 2024
- "Essential Summer Beach Trips" – Atlanta Magazine May 2024
- "10 Best Calmcation Ideas For a Peaceful Getaway" – The Pioneer Women January 2025
- "Calmcations" are the Most Relaxing Way to Travel This Year" – Yahoo Life, AOL January 2025
- "Top 7 Beaches in GA. For Families, Dog Lovers & Seashell Seekers" – Lonely Planet July 2024
- "11 Best Georgia Beaches for A One-Of-A-Kind Getaway" – Southern Living July 2024

Economic Impact of Tourism to Camden County

- Visitors generated \$181.9 million in direct tourist spending (2.3% higher than previous year)
- **On an average day over \$480,000 is spent on tourism related expenses in Camden County**
- Visitors generated \$16.6 million in state and local tax revenues
- **Each county household would need to be taxed an additional \$788 per year to replace taxes generated by tourism economic activity.**



(Tourism figures from Tourism Economics, The Georgia Visitor Industry, Prepared for Explore Georgia, GDEcD Tourism Division – 2024 Georgia Overnight Travel USA Profile, Longwoods International)

www.VisitStMarys.com