



# Johns Creek

VISITORS

*be the exception*

## CONVENTION & VISITORS BUREAU

The Johns Creek Convention & Visitors Bureau (CVB) is the official Destination Marketing Organization of Johns Creek, Georgia. A 501(c)(6) nonprofit, we are contracted by the City to promote tourism in our city. Our funding derives from Georgia Code section 48-13-51 (a)(4.3), which allows Johns Creek to collect a 7% tax anytime someone stays overnight in one of our hotels.

*Our mission* is to serve as an economic catalyst by marketing the city as a destination for business and leisure travel.

### HOW WE SHOW OFF OUR CITY

*Promotion* through social media, online listings, advertising, our website & networking at local and national levels in the

Tourism Industry. If you aren't an option, you can't be selected!

*Respond* to visitor leads, event venue requests, media inquiries & film scouts. *Produce* marketing collateral, including visitor guides and maps, to inform visitors of our hotels, eateries & attractions.

### OUR UPSCALE HOTELS

- 2 newly renovated properties, with a combined 244 total rooms (58% King, 42% Double) and foodservice, full bar and catering available.
- Flexible meeting spaces accommodate up to 70 guests
- Peak rate & occupancy on Tuesday - Wednesday from business travelers
- Weekend traffic heavily dependent on venues outside of Johns Creek
- Top reasons for leisure stays in Johns Creek: sports tournaments, special events & visiting family

Events calendar, restaurant guide & more at  
**JOHNSCREEKCVB.com**

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## TOURISM FAST FACTS

Tourism is economic development!



The tourism industry directly & indirectly supported more than **450,000 jobs** last year.

In 2016, generated **\$3.2 billion** in local and state tax revenue.

Each household in Georgia would need to be taxed an additional **\$900 per year** to replace the tourism taxes received.

Tourism/Hospitality is the **5th largest industry** in Georgia.

Tourism helps attract & sustain business -  
**Everyone is a visitor first!**

Source: *Impact of Travel on Georgia Counties, GA Dept. of Economic Development, 2016*

