

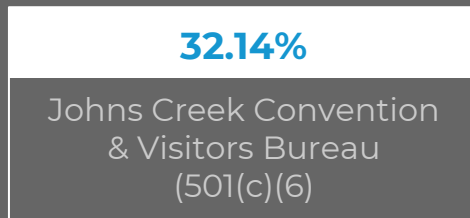
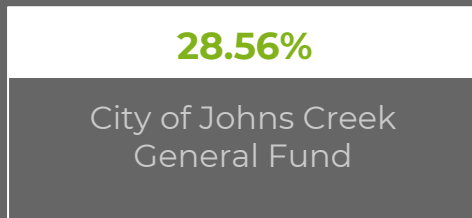
What is the CVB? [convention + visitors bureau]

A 501(c)(6) nonprofit, JCCVB serves as the official **destination marketing organization** of Johns Creek, Georgia and represents the city in the Tourism Industry.

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

How are we funded?

Our funding derives from Georgia Code section 48-13-51 (a)(4.3), which allows Johns Creek to collect a **7% Lodging Tax** on each overnight stay in Johns Creek hotels. The tax collected in Johns Creek is split three ways:



GA Tourism By the Numbers

5th Largest industry in Georgia.

460,000 Jobs supported by GA Travel Industry directly or indirectly.

\$3.3 billion State & local tax revenue generated by GA Travel Industry.

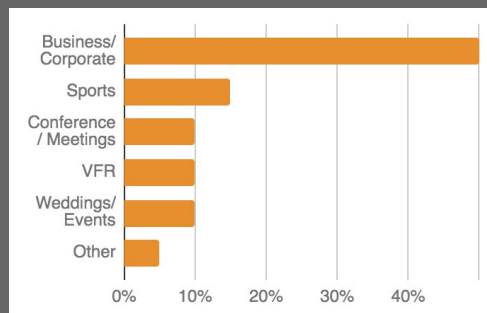


Each household in GA would need to be taxed an additional **\$900** every year to replace the tourism taxes received by state and local governments.

Source: U.S. Travel Association, and Tourism Economics. 2017.

Tourism in Johns Creek alone generates an estimated \$40,000,000 annually.
[visitor spending on lodging + food & beverage + shopping + transportation + recreation]

Hotel Visitor Mix



Other visitors in Johns Creek include **daytrippers** & those **driving through**.

How does the CVB support tourism in Johns Creek?

Promote	Cultivate	Collaborate	Research
destination familiarity & awareness to travel planners	new events & Tourism Product opportunities	with partners to positively impact economic development	visitor data to identify behaviors & gaps in service

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