

## **Augusta Metro Convention and Visitors Bureau Conversion Study**

The AMCVB was struggling to measure ROI of current efforts to attract inquiries and convert those inquiries into actual visits to Augusta. Market Verge conducted quantitative research through utilization of mail and email surveys in order to define AMCVB area visitors demographically by state of origin, gender, income, age, profession, and number of children. In addition, the research determined visitor spending, expectations, perceptions, and satisfaction levels, as well as inquiry conversion rate and ROI. Armed with this information, the CVB was able to initiate a marketing strategy that more effectively uses accommodations tax dollars, showcases the destination in a uniquely creative way, and potentially will increase tourism to the Augusta area.