



**Georgia Visitor Information Center Program
Monthly Summary Report for January 2010**

Visitors at the 11 VICs	January	FY10 YTD
Guest Register Signatures 8:30 AM - 5:30 PM	41,348	335,462
Estimated Number of Visitors 8:30 AM - 5:30 PM	489,474	4,537,666
Guest Register Signatures 7:00 AM - 11:00 PM	44,231	363,776
Estimated Number of Visitors 7:00 AM - 11:00 PM	642,113	5,959,971

All Visitor Information Center lobbies are open and staffed 8:30 am to 5:30 pm
FY10 runs from July 2009 - June 2010

Other Services and Initiatives	January	FY10 YTD
Room Reservations	2,492	14,771
Room Reservations Revenue	\$153,542	\$1,061,151
Canadian Initiative	5,693	20,185
VIC Promotions	140	1,071
Distribution of Travel Guides in the Community	2,220	25,801

Research Data Collection	January	FY10 YTD
Emails Addresses	1,012	10,558
Zip Codes	31,007	271,312
Overnight Stays	32,110	320,733

Brochure Distribution	January	FY10 YTD
Travel Guides	26,578	269,715
Georgia Maps	33,375	373,422
Large Print Maps	3,800	37,522
Calendar of Events	100	37,661
Golf Guides	405	11,310
Kids Guides	15	321
African American Guides	2,205	26,543

For more information, contact:

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