



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

Visitors at the 11 VICs	April	FY10 YTD
Guest Register Signatures 8:30 AM - 5:30 PM	65,749	505,458
Estimated Number of Visitors 8:30 AM - 5:30 PM	897,337	6,717,574
Guest Register Signatures 7:00 AM - 11:00 PM	71,901	548,970
Estimated Number of Visitors 7:00 AM - 11:00 PM	1,200,338	8,829,295

FY10 runs from July 2009 - June 2010

Other Services and Initiatives	April	FY10 YTD
Room Reservations	2,933	23,504
Room Reservations Revenue	\$208,971	\$1,654,884
Canadian Initiative	7,126	47,074
VIC Promotions	522	2,203
Distribution of Travel Guides in the Community	3,075	37,003

Research Data Collection	April	FY10 YTD
Emails Addresses	1,748	15,093
Zip Codes	51,159	404,219
Overnight Stays	53,268	466,077

Brochure Distribution	April	FY10 YTD
Travel Guides	52,585	403,802
Georgia Maps	38,485	473,804
Large Print Maps	5,690	51,565
Calendar of Events	11,410	57,270
Golf Guides	95	12,030
Kids Guides	10	351
African American Guides	3,052	36,854

For more information, contact:

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