Attracting Tourists through Geocaching
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The Clayton County Convention and Visitors Bureau (CVB) partnered with the Historic Tourism Committee of the Clayton County Archway Partnership to create geocaching opportunities in Clayton County. Geocaching is a virtual treasure hunt where community visitors use GPS technology to locate a hidden container (called a “geocache”). In Clayton County, the geocaches contain trading cards that provide interesting historical information about the site and can be redeemed at the Visitor’s Center for a special prize.

The CVB and Historic Tourism Committee wanted to find a way to combine Clayton County’s wealth of history with a fun, interactive activity that would draw tourists from all over, as well as introduce current residents to area history. The committee found a perfect blend of these attributes in the geocaching project.

“Geocaching provides an opportunity to give exposure to all the great historic sites and tourist attractions in Clayton County,” said Archway Professional and member of the Historic Tourism Committee, Gail Webb. “Geocaching will increase economic development because it brings people into the community who will eat at our local restaurants and enjoy these sites.”

There are currently nine geocaches hidden throughout Clayton County, and each site has been visited multiple times. “We want people to get hooked on the idea of finding the next cache so they will stay in Clayton County and spend more time with us,” said Megan Drew, Director of Marketing and Communications for the Clayton County CVB. “We are hoping that once they get here, they will stay and enjoy the historical, environmental, educational, fun aspects that are being presented to them.”

So far, the geocache sites have been successful, as residents and visitors alike have commented on their surprise in finding the wealth of history in the county. “I never knew this place existed,” said several cachers of one of the Clayton County locations. Other cachers gave similar feedback, describing the friendliness of community members and the interesting site locations and indicating that they would definitely come back.

Advancing Community Priorities: Recognizing that tourism provides an economic boost to the community, the Clayton County Archway Partnership identified historical tourism as a community priority and created the Historic Tourism Committee in 2009.