

East Point CVB Launches Community Tourism Research Initiative

Residents and Local Businesses Invited to Participate in Roundtables to Help Shape City's Tourism Strategy

EAST POINT, GA, UNITED STATES, May 12, 2025 /EINPresswire.com/ -- The [East Point Convention and Visitors Bureau](#)

announces an opportunity for community participation in the future

of tourism. As part of their ongoing efforts to increase the economic impact of tourism to the City the East Point CVB is inviting East Point businesses and residents to offer their opinions and feedback. This effort is part of a comprehensive research plan the CVB is undertaking to guide its efforts to enhance East Point as a tourism destination.



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The insights gathered will directly inform our strategies to increase visitation and improve the visitor experience in 2025 and beyond.”

Chantel Ross Francois

“East Point is such a very special community and we want to assist in its growth while ensuring it maintains its unique culture and character. We are thrilled to take this step toward increasing the economic viability of the city so that we can enhance both the resident and visitor experience in East Point,” commented [Chantel Ross Francois](#), President of the East Point Convention and Visitors Bureau.

The organization has engaged Mandala Research, a

nationally recognized firm with expertise in travel and tourism. Their experience spans collaborations with esteemed brands such as Marriott International, Ritz-Carlton, Tanger Outlets, Macy's, and destinations ranging from Georgia to Florida.

According to Ross Francois, “The insights gathered will directly inform our strategies to increase visitation and improve the visitor experience in 2025 and beyond.”

Tourism has the potential as one of the leading economic drivers for the City of East Point, given its wealth of hotel accommodations, restaurants, culture and shopping located in close proximity to Atlanta Jackson Hartfield Airport.

Businesses and residents are invited to participate in the roundtable discussions being held at the Four Points by Sheraton on the following dates:

Tuesday, May 13th Residents 12-2 pm and 6-8pm

Wednesday, May 14th Businesses 12-2 pm and 6-8 pm

Please RSVP to: Info@Eastpoint.org

Any resident, business owner, or owner of commercial property who wants to participate but is not available at those times can contact Jennifer Goff at Jennifer@MandalaResearch.com or call 703.820.1041.

About East Point Conventions and Visitors Bureau:

The East Point Convention and Visitors Bureau aims to increase the economic benefits to the City through tourism by promoting the City of East Point as a unique and premier destination for conventions, group, leisure, and business travel, increasing overnight stays while positioning itself as 'Where The World Meets.'

By highlighting East Point's hotels, meeting venues, cultural offerings, businesses and hospitality services, the East Point CVB helps drive tourism and bring in group business driving economic growth for the city. From coordinating large-scale events to providing support for smaller gatherings, the East Point CVB plays a vital role in growing the local economy, strengthening community partnerships, and ensuring visitors enjoy an unforgettable experience in East Point.

www.visiteastpoint.org

About Mandala Research:

Mandala Research is a tourism consulting firm with over two decades of experience working in travel and tourism across all of its sectors.

Mandala has worked with some of the biggest brands in tourism, like Marriott, Ritz-Carlton, Tanger Outlets, and destinations ranging from the States of California and Virginia to Miami and other cities in Georgia, like Macon.

Laura Mandala, Principal, has served as Vice President at the US Travel Association and as a Board member at the U.S. Department of Commerce on the Travel and Tourism Advisory Board where she helped to shape national policy on tourism development and management.

Contact:

Laura@mandalaresearch.com

Laura Mandala

Mandala Research

+1 703-820-1041

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