

EXPLORE

What Can Georgia Tourism Do For You?

The Georgia Department of Economic Development's (GDEcD) Tourism Division helps individual visitors and groups discover Georgia's unique vacation options and makes it easy for them to plan a deeply satisfying leisure stay. Through its network of regional and international representatives, it also assists the state's communities and attractions in drawing potential travelers to their areas.

ON YOUR BEHALF:

- Promote Georgia as a premier travel destination
- Promote your destination through the Georgia Travel Guide, Calendar of Events, Group Tour Planner, 1-800 VISIT GA, www.ExploreGeorgia.org, mobile travel guide, press releases, familiarization tours, domestic and international trade shows, special interest publications, monthly Peach Byte industry newsletter, direct marketing campaigns, regional and state travel itineraries, state-wide advertising campaigns, special corporate partnership promotions, unique quarterly consumer promotions and the monthly electronic consumer email newsletter
- Maintain www.MarketGeorgia.org - the tourism industry website that houses resources and information about current tourism initiatives
- Continue to develop the state's consumer website www.ExploreGeorgia.org
- Retain memberships in National Tour Association, American Bus Association, Student Youth Travel Association, Southeast Tourism Society, Travel South, and U.S. Travel Association to gain access to travel buyers and to gain promotion opportunities unavailable otherwise.
- Operate international offices from the U.K. to China, building relationships with outbound tour operators, generating media coverage and producing international travel guides to entice international consumers to visit Georgia.
- Promote tourism assets to the 13 million annual visitors who stop at the state's 11 Visitor Information Centers



EXPLORE

What Can Georgia Tourism Do For You?

NO COST:

- Include qualified listing in the annual State Travel Guide, Calendar of Events, additional state publications and mobile travel guide.
- Listings on **www.ExploreGeorgia.org**
- Opportunity to post to special offers on **www.ExploreGeorgia.org** and mobile travel guide
- Maintain Picture Georgia image library on **www.georgia.org**
- Access to economic impact research and industry travel trends on **www.MarketGeorgia.org**
- Expert advice from GDEcD staff members on research, public relations, domestic and international group tour sales, advertising, product development and other tourism industry related topics
- Distribute brochures at the state's 11 Visitor Information Centers
- Provide hotel reservation services through Visitor Information Centers
- Nine Regional Tourism Representatives who serve as liaisons between GDEcD, communities and tourism industries
- Assist with collateral development
- State representation at more than 15 international and domestic trade and consumer tourism shows each year
- Tourism division representatives available to speak at programs and conferences

MINIMAL COST:

- Ability to offer fulfillment of your brochures to consumers through **www.ExploreGeorgia.org**
- Co-op opportunities at domestic and international trade shows
- Participate in state hosted FAM tours for both tour operators and journalists
- Opportunity to host conferences and/or educational programs

