



Driving Tourism Dollars to You

- **Greet Your Visitors at Georgia's Front Door**

Are Georgia's Visitor Information Centers included in your marketing strategy? They should be. As the first points of contact with more than 13 million Georgia visitors each year, our 11 centers provide numerous ways to connect with travelers as they begin their trip through Georgia. Take advantage of opportunities for brochure distribution, special promotions, and lodging reservations, all available at no cost to you. You can raise your visibility among the traveling public and extend the reach of your marketing dollars.

- **Give a Warm Welcome - Display Your Brochures**

Place your brochure in the Georgia Visitor Information Centers - it's a great way to get your message into the hands and minds of interested travelers. Because the centers play such a prominent role in providing travelers with an impression of Georgia, all materials for display and distribution must be approved before they are placed in the centers. To obtain a copy of our Brochure Distribution Policy, call Pam Cain at the Georgia Tourism Division at 770-574-2621 or e-mail her at tallapoosa@georgia.org

[Additional information on displaying your brochures](#)

- **Offer a Taste of Georgia - Host a Special Promotion**

Show your Southern hospitality as soon as travelers cross the border. Hosting a day named for your destination, attraction, or special event gives a special treat to road-weary travelers when they stop in. You can set up a booth or table, distribute promotional materials, provide refreshments or giveaways, crafts demonstrations, costumed mascots, and more. What better way to sell your destination than one-to-one interaction with the traveler?

- **Lodging Promotion Policy - Showcase your lodging property**

We invite Georgia lodging properties to come spend a few hours with us in one of the Visitor Centers. You can set up a booth or dress out a table and distribute discount coupons and refreshments to travelers. A property will book room nights and see numerous walk-ins as a direct result. It's an enjoyable afternoon and beneficial to everyone.

Help Us to Do the Best Possible Job of Selling You

- **Participate in a Familiarization Tour**

We all know that it is much easier to promote an attraction or destination that we know firsthand. Your travel region can help Georgia Visitor Information Specialists acquire that knowledge by hosting a fam tour designed especially for them. After the tour, specialists return to their centers with in-depth knowledge of things to see and do within your region, enabling them to provide a wealth of helpful details on your attraction or destination to Georgia visitors. To schedule your fam tour, call Jeffery Tatum at the Georgia Tourism Division, 404-962-4079 or e-mail at jtatum@georgia.org

- **Become an Active Partner**

The Tourism database continues to be a very important part of our intent to promote all of our tourism partners. This guarantees you a listing and future promotional materials, produced by this Division, such as the official travel guide and the golf guide. Not to mention, your information is listed on the tourism website www.exploregeorgia.org. For additional information, please contact Carl Eggerson at 404-962-4091 or e-mail him at ceggerson@georgia.org.