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What Can GDEcD Do For You?

The Georgia Department of Economic Development's (GDEcD) Tourism Division helps individual visitors and groups tap into the state's many destinations and create the kind of experience they are seeking. Through its network of regional and international representatives, it also assists the state's communities and attractions in reaching potential travelers to their areas.

ON YOUR BEHALF:

- Promote your destination through the State Travel Guide, Calendar of Events, Group Tour Planner, 1-800 VISIT GA, www.ExploreGeorgia.org, press releases, familiarization tours, domestic and international trade shows, special interest publications, monthly Peach Byte industry newsletter, direct mail campaigns, regional and state travel itineraries, state-wide advertising campaigns, special corporate partnership promotions, and the monthly electronic consumer email newsletter
- Maintain www.MarketGeorgia.org – the tourism industry-specific website that houses resources and current initiatives
- Continue to develop www.ExploreGeorgia.org to organize and distribute tourism information to consumers and tourism professionals
- Track and monitor tourism-related legislation
- Retain memberships in NTA, ABA, Student Youth Travel Association, Southeast Tourism Society, Travel South and more
- Operate international offices from the U.K. to China, attending trade shows, generating media coverage and producing international travel guides
- Promote your destination to the 15 million annual visitors who stop at the 11 State Visitor Information Centers



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What Can GDEcD Do For You?

NO COST:

- Promote Georgia as a premier travel destination
- Listing in the annual Official State Travel Guide and Calendar of Events
- Include qualified tourism entities in special interest publications
- Listing on www.ExploreGeorgia.org through Partner Pages
- Utilize special offers page on www.ExploreGeorgia.org
- Professional photography available through Picture Georgia image library on www.Georgia.org
- Provide professional state and county level industry travel trend and economic impact research and on www.MarketGeorgia.org
- Expert advice from GDEcD staff members on research, public relations, domestic group tour sales, international group tour sales, advertising, product development and other tourism industry related topics
- Distribute brochures at the 11 State Visitor Information Centers
- Provide hotel reservation services at the State Visitor Information Centers
- Nine Regional Tourism Representatives who serve as liaisons between GDEcD and communities
- Assist with collateral development
- GDEcD Sales team represents the State at more than 40 international and domestic trade and consumer tourism shows each year, promoting tourism in Georgia

MINIMAL COST:

- Mail your brochure through our Brochure Room with official state fulfillment pieces
- Co-op with sales team at domestic and international travel and trade shows
- Conduct FAM tours with both travel professionals and journalists
- Host conferences and educational programs

