

## What Georgia Visitor Information Centers Can Do For You

As the first points of contact with more than 14 million visitors each year, our 11 Visitor Centers greet travelers with true southern hospitality.



### **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 14 million visitors each year, our 11 Visitor 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 reservation, 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 Brochure**

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.



### **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, craft demonstrations, costumed mascots, and more. What better way to sell your destination than one-on-one interaction with the traveler.



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

We invite Georgia lodging properties to come spend a few hours with us in one of the Visitor Information 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.



### **Invite Georgia Travelers to Stay Awhile – Room Reservation Service**

Every lodging property in the Georgia Tourism Division's database is automatically included in the Room Reservation Services, which enables travelers to make arrangements for accommodations when they stop at a Georgia Visitor Information Center.



### **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 Specialist 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 suggestions for the traveler to see and do within your region, enabling them to provide a wealth of helpful details on your attraction or destination to Georgia travelers.

For details on any of the above services contact a Georgia Visitor Information Center or visit [www.marketgeorgia.org](http://www.marketgeorgia.org).