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DIVISION PROFILE

Georgia Council for the Arts (GCA) empowers the arts industry in Georgia and artists around the state to cultivate healthy, vibrant communities that are rich in civic participation, cultural experiences and economic prosperity. As a division of the Georgia Department of Economic Development, Georgia Council for the Arts provides grant funding, programs and services statewide that support this vital industry, preserve our cultural heritage and create increased access to high quality arts experiences.

QUARTERLY DIVISION HIGHLIGHTS

1. In July, Georgia Council for the Arts (GCA) awarded 211 Project, Partner, Arts Education, and Resiliency Grants totaling more than $1.7 million across Georgia. Partner Grants are operating grants for arts organizations. Project Grants support single arts projects such as exhibits, performances, residencies, classes, etc. Arts Education Grants support arts projects specifically for K-12 students. Resiliency Grants used GCA’s CARES Act allocation from the National Endowment for the Arts to provide emergency funds to arts organizations hit hard by COVID-related closings.

2. In August, GCA received 79 Vibrant Communities Grant applications ($333K requested) and 36 Cultural Facilities Grant applications ($1.36 million requested). Vibrant Communities Grants are available for counties in the state in which no organization received a Partner, Project or Arts Education Grant. Cultural Facilities Grants are available for arts organizations for repairing, preserving or acquiring an arts facility, or purchasing equipment.

3. In September, GCA presented three webinars to strengthen the nonprofit arts community. Two of the webinars were in partnership with Georgia Lawyers for the Arts and Georgia Archives and addressed legal issues of live streaming, which is important now that performing arts venues are presenting more work online. The third workshop was in partnership with Georgia Archives and addressed archival practices at small museums. This training will be a lead-in to future in-person workshops offering hands-on training across the state.

By the Numbers

172 applicants for the Resiliency Grant (CARES Act) funds. These nonprofit arts organizations reported a total of $36.9M in losses due to COVID through May 2020.

40 individuals and organizations were nominated for the Governor’s Awards for the Arts and Humanities.

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UPCOMING EVENTS AND OPPORTUNITIES

• In October, GCA will announce the organizations that will receive Cultural Facilities and Vibrant Communities Grants.
• Also in October, GCA will present the Governor’s Awards for the Arts and Humanities. This is a partnership with the Office of the Governor and Georgia Humanities to honor those in the state who have had a significant impact in the arts or humanities field. While this event is normally held in person at the State Capitol, this year, it will be held virtually.
**DIVISION PROFILE**

Exclusive to Georgia, the Centers of Innovation provide the technical expertise, collaborative research, and partnership opportunities to help Georgia’s strategic industries connect, compete and grow.

**QUARTERLY DIVISION HIGHLIGHTS**

1. The Centers of Innovation (COI) continued the efforts led by Governor Brian Kemp to gather a listing of companies that could manufacture and supply critical items needed to fight COVID-19. The COI team created the Georgia Suppliers List and Interactive Map on Georgia.org, which lists Georgia companies who are currently supplying critical items. More than 340 companies throughout Georgia are listed in this directory including companies from all 12 state regions. The Centers of Innovation received press coverage for these efforts with articles written in several media outlets including the Atlanta Journal-Constitution and the Atlanta Business Chronicle, among others.

2. In support of Georgia businesses pivoting their operations due to the COVID-19 pandemic, the Centers of Innovation utilized their industry expertise to provide resources and connections. Two examples include Newnan-based Thermopore and Austell-based Clear Gear. Thermopore answered the Governor’s call to manufacture PPE by switching over their efforts to produce a N95 replacement mask using their porous plastics materials. COI provided initial contacts and resources and the company was able to gain NIOSH certification for their N95 mask product – the first in Georgia. COI continues to support the company as they seek to scale up their operations to meet demand. Another example is Austell-based Clear Gear, who manufactures an EPA-approved sanitizing spray that has been proven to kill bacteria and viruses, including viruses similar to COVID-19, on hard, non-porous surfaces. COI was able to connect them to Villa Rica-based Intex who was producing sanitizing wipes, and now the two companies are working together on a new product.

**By the Numbers**

126

COI engagements with clients across all 12 regions of the state through Q1.

58%

of engagements during Q1 were outside of metro Atlanta or statewide.

38

COI engagements with GDeCD and other Economic Development organizations throughout the state during Q1.

340

companies listed in the Georgia Suppliers List and Interactive Map.

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3. Members of the Centers of Innovation and other representatives from GDEcD participated in the Regional Leaders Summit (RLS) Sciences Virtual Roundtable in September. The roundtable, hosted by the government of Upper Austria, held sessions that highlighted Georgia’s work in four industry networks of energy, digitalization, aerospace and small satellites. In addition, there was a session on Digital Health in light of the COVID-19 pandemic where Tiffany Wilson, CEO of the Global Center for Medical Innovation (GCI) presented information on behalf of Georgia. COI Energy Director Costas Simoglou also participated in “Forum Econogy,” an energy conference held prior to the RLS Virtual Roundtable.

4. The Centers of Innovation continue to work with Georgia’s defense contractor community by helping companies seeking Cybersecurity Maturity Model Certification (CMMC) with current efforts focusing on developing partnerships and increasing outreach. In addition, the Georgia Defense Industrial Base Task Force, a partnership between GDEcD and the Technology Association of Georgia (TAG), continues to provide ongoing resources. This partnership has developed and presented five webinars sharing best practices on the CMMC process to other companies.

5. In August, PricewaterhouseCoopers (PwC) gave Georgia another No. 1 ranking. PwC published their 2020 Aerospace Manufacturing Attractiveness Rankings, giving Georgia the No. 1 Ranking for this year. Georgia ranked in the Top 12 in all categories scored with Top 5 rankings in Infrastructure (1), Tax Policy (4), and Industry (5). Additionally, the Center of Innovation for Aerospace was referenced as one of the key resources for the state’s success. Read the full report here.

UPCOMING EVENTS AND OPPORTUNITIES
• 2021 Georgia Logistics Summit - Planning continues for the 2021 Georgia Logistics Summit to held in Macon on March 23, 2021. The 2021 Georgia Logistics Summit will provide focused industry insight into the areas of trucking, transportation, ecommerce and supply chain technology. More information for this year’s event can be found at GALogisticssummit.com.
DIVISION PROFILE
The Georgia Film, Music & Digital Entertainment Office develops the state’s film, television, & commercial production industries by marketing the state to production companies; location scouting; and coordinating the filming needs of companies with other state agencies, local governments, and citizens. The office actively works to develop the industry’s infrastructure and workforce, certifies projects under the Georgia Entertainment Industry Investment Act, and oversees the Camera Ready community program to engage municipalities throughout Georgia.

QUARTERLY DIVISION HIGHLIGHTS
1. Georgia, which was recently named No. 1 Film Production Leader by Business Facilities Magazine in the publication’s annual 2020 Rankings Report, is back in business with regard to film and television production. Currently, 12 feature films and 29 television series are underway with new safety protocols in place or are in pre-production across the state, including Sony Pictures feature film “Spider-Man” and the Emmy-winning series “Ozark.” A number of productions have also already wrapped since returning to the set since the COVID-19 hiatus in the spring.

2. This year, the 2020 Emmy Awards were virtual, but Georgia-lensed productions fared well. HBO’s limited series “Watchmen” took home 11 prized Emmys this year in acting, writing and technical categories. Netflix regular series fan favorites “Ozark” and “Stranger Things” were awarded an acting Emmy and a Creative Arts Emmy, respectively. Atlanta-based Tyler Perry and The Tyler Perry Foundation were also presented with a 2020 Governor’s Award “in recognition of their unparalleled contributions to shaping the television medium.”

3. Netflix also reported that Georgia-lensed “Cobra Kai” is seeing a major surge in popularity with nearly four weeks in the top three during this quarter. Newsweek reports that only fellow Georgia-lensed hit “Ozark,” has beat its run. As reported by Newsweek, “The Karate Kid spin-off was also agonizingly close to setting the record for the longest run in the top three of the Netflix chart for any scripted show. It has been beaten by Ozark, which managed 22 consecutive days at either number one, two or three on the Netflix top 10 chart.”

By the Numbers
12 feature films and 29 television series productions safely underway in September with new protocols in place.

13 Emmy Awards earned this fall by Georgia-lensed productions, plus a special award was presented to Tyler Perry and the Tyler Perry Foundation for industry contributions.

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STUDIO NEWS

1. The former Pinewood Atlanta Studios in Fayetteville has been rebranded as Trilith Studios. The master development, which is simply known as “Trilith” includes Trilith Studios, vendor businesses, custom homes and micro-villages, restaurants and schools – all aimed at servicing the film and creative industries. In January, the studio began a series of investments in content and technology companies with initial investments in Believe Entertainment Group, best known for Academy Award-winning animated short “Dear Basketball,” and Sutikki, a kid’s entertainment company known for the preschool TV series “Moon and Me.” Construction on the adjacent walkable community began two years ago with plans to house 5,000 residents in 1,400 homes, including 600 multi-family homes.

2. Cinelease Studios - Three Ring, a purpose built studio located in Covington, Georgia, has completed construction on several stages and already has its first production booked. This new facility has 130,000-square-feet of sound stage space with 21,000-square-feet of stage support space, 30,000-square-feet of office space, and 60,000-square-feet of mill space, as well as 800 parking spaces.

3. On October 15, State Senators held their initial Study Committee on Music Workforce Development meeting. This committee will look at, among other things, the economic impact of the music industry in Georgia and ways to measure, expand, and promote the music economy statewide while fostering integration with other creative industries, including film, digital media and gaming.
DIVISION PROFILE
The Global Commerce team seeks to increase jobs and investment through locating and expanding businesses, as well as growing small businesses. The Global Commerce team includes statewide and existing industry project teams, small business, and international representatives in strategic regions around the world.

QUARTERLY DIVISION HIGHLIGHTS
1. On September 1, Governor Brian P. Kemp announced that Georgia had been named the “Top State for Doing Business” for the seventh year in a row by Area Development. The executive publication’s annual poll of nearly 50 leading site consulting firms from across the U.S. weighs 13 different factors to make this determination. In addition to Top State, Georgia earned a No. 1 ranking in the category of cooperative and responsive state government.

2. During Commissioner Pat Wilson’s July mission to Germany, it was announced that GEDIA will build an advanced manufacturing facility that will begin production with a focus on parts for electric vehicles. GEDIA will invest $85 million in this project, delivering 200 jobs to the greater Dalton area at a Georgia Ready for Accelerated Development (GRAD) certified property in Whitfield County.

3. On October 15, 2020, the winners of the Georgia Emerging Automotive Recognition (GEAR) Awards were announced. Five companies who have demonstrated leadership in the automotive and mobility industries were bestowed this year’s honors. Award winners include:
   • Supplier of the Year (fewer than 200 employees): Sangsin Technology America – McDonough
   • Supplier of the Year (more than 200 employees): NIFCO KTW – Toccoa
   • Automotive Innovation: Panasonic Automotive Systems – Peachtree City
   • Citizenship Award: Freudenberg NOK Sealing Technologies – Cleveland
   • Transportation Equipment Manufacturer of the Year: Kubota Manufacturing of America Corporation – Gainesville

By the Numbers
87 locations or expansions of companies in all 12 regions of the state in the first quarter of FY21.

10,012 jobs created

$3.7 billion investment

50% increase in new jobs created this quarter

85% increase in new investments compared to the same quarter in the previous fiscal year.

63% of the jobs created in first fiscal quarter are from companies new to the state.

80% of the investment created during that period are from expansions of existing industries.

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UPCOMING EVENTS AND OPPORTUNITIES

• Plans are underway for the Georgia exhibit at the 2021 SHOT Show, which is slated to be held in January in Las Vegas, Nevada. As one of the first major trade shows scheduled to continue with in-person events, careful planning is underway to ensure the safety of the attendees. Georgia is home to several established leaders in the firearms industry, including Glock, Taurus, Heckler & Koch, Daniel Defense and Check-Mate Industries.
DIVISION PROFILE
GDEcD’s nationally recognized International Trade Division works to bolster Georgia exports and brand the state as a competitive source of quality products and services. The division includes International Representative located in 12 strategic global markets and assists Georgia companies expand their sales worldwide. The Trade division provides Georgia businesses with the Global Insight and Global Connections they need to successfully diversify their international customer base.

QUARTERLY DIVISION HIGHLIGHTS
1. STEP Grant Announcement – Go Global Georgia
The International Trade division has exciting news to share! Georgia was awarded a State Trade Expansion Program grant of $162,488 from the U.S. Small Business Administration. This new program, launched as Go Global Georgia, will provide direct funding to eligible small businesses across the state and will supplement Trade’s existing programs and services for exporters. Go Global Georgia will increase the number of small businesses that export, assist with their export development and expand their international sales. The program kicked off on October 1. Further details can be found at Georgia.org/go-global-ga.

2. Targeted Webinars with Georgia’s International Representatives
Since the start of the fiscal year, the International Trade division has conducted five export webinars focused on six international markets: France, Chile, Peru, Israel, Germany/EU and Brazil. These webinars provided valuable business development opportunities for Georgia exporters during the pandemic, introducing qualified Georgia exporters to viable global markets, and created a pipeline of trade clients for our international team. These highly targeted events delivered market, industry and regulatory insights and facilitated connections to key international contacts. A total of 156 registrants representing more than 76 businesses took part in these online sessions. The webinar series will continue throughout the fiscal year.

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By the Numbers
242 exporters received customized assistance in Q1
118 key clients worked with Georgia’s International Representatives
335 trade leads were provided to Georgia companies
90 export successes were achieved with the help of the International Trade division
3. **Export Georgia, USA Directory**

The Export Georgia, USA Directory, a new online marketing tool, was successfully launched in Q1. The platform was designed to promote Georgia Grown and Georgia Made products and services to international buyers. The directory creates a digital platform to keep a spotlight on exporting while facilitating B2B matchmaking. While the future of international trade shows and trade missions is uncertain due to the pandemic, companies must still connect and do business. Deputy Commissioner Mary Waters penned an op-ed in Global Atlanta regarding how exporters can fully leverage this new digital tool.

**UPCOMING EVENTS AND OPPORTUNITIES**

- **2020 GLOBE Awards**
  Applications opened in October for the 2020 GLOBE Awards for Georgia exporters who entered a new international market during 2019. Winners will be recognized in early December. In addition to highlighting companies that have expanded their export markets, three Georgia businesses will be recognized as 2020 Exporters of the Year based on company size categories. The GLOBE Award was established in 2014 to recognize local businesses contributing to Georgia’s economic growth through global trade. Since its inception, the GLOBE Awards have recognized more than 175 Georgia businesses from 45 counties across the state. Last year’s winners collectively expanded their sales into 90 new countries.

- **Go Global Georgia**
  Applications are now open for the new Go Global Georgia initiative! Alice Carson, senior international trade manager is the project director for the program which runs from Oct. 1, 2020 – Sept. 1, 2021. To help get the word out across the state, the Trade team is implementing a series of educational webinars for communities, partner agencies and companies statewide; collaborating with state and federal trade partners to assist with recruitment of export ready and new to export companies; and marketing the program heavily on social media. Companies can apply for reimbursement for approved export activities such as export training courses, website localization costs, development of international marketing materials, foreign market travel and international trade shows. Export-ready small businesses from all industry sectors are strongly encouraged to apply.
DIVISION PROFILE
The Marketing, Communications & International Engagement division manages the agency’s reputation and promotes Georgia’s business, tourism, arts and entertainment assets throughout the state, U.S. and world. Through the creative integration of print, digital, social media, outdoor and broadcast channels, the division supports the department’s seven operating divisions. This includes new advertising campaigns, leveraging international relations and events, the creation of sales and marketing materials, digital advertising, all internal and external communications, media outreach, overseas missions, more than a dozen social media platforms across multiple divisions and the growth of the department’s targeted websites.

QUARTERLY DIVISION HIGHLIGHTS
1. An updated “Business Incentives” document was created, a 20-page brochure outlining tax credits and exemptions, business services, and other assets the state provides to locating or expanding businesses was created to support the Global Commerce division. This summer 2020 edition includes information about the new PPE tax credit, as well as updated information about a slew of other tax credits and incentives.

2. A new “Community Resource Guide” was created for the International Trade division to help them educate Georgia’s communities and chambers supporting their local exporters. The document includes detailed information about trade terms and resources available and outlines how GDEcD works to support exporting companies. It also brands Georgia as an ideal source of quality goods and services with a goal of increasing the state’s overall exports to the world.

3. Recognizing the built-in professional audience on the LinkedIn platform, the team launched a targeted ad strategy focusing on sharing our brand and message with site selectors and key executives in Global Commerce’s strategic markets. The team also arranged for LinkedIn briefings and trainings for GDEcD employees and is embarking on a department-wide push to share organic messaging and content on the LinkedIn platform, all in an effort to share good news and promote the team members as thought leaders.

By the Numbers
Georgia.org
Website Traffic
Year over year:
113% Sessions up
124% Users increased
81% Page views increased
65% Contact Us form submissions increased
12% Newsletter sign-ups increased
126% New visitors to website increased
221% Visits to small business page increased

Referral traffic from social channels:
Facebook: increased 132%
LinkedIn: increased 258%
Twitter: increased 101%

52 E-newsletters sharing news about various GDEcD divisions and initiatives distributed
35 Press releases circulated
22 Blog posts on Georgia.org

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4. The Georgia Made program, launched by Governor Kemp last year, celebrates the people and supports the industries manufacturing a wide variety of products across our state. At the end of the summer, the program was expanded with a new landing page featuring company success stories and details on the certification process.

5. The International Relations team continued virtual interactions with local diplomatic representatives in the Consular Corps, hosting nine courtesy calls to exchange information between GDEcD leadership and Consuls General of Canada, Germany, Ireland, Costa Rica, Mexico, Belgium, Switzerland and the UK. This team also helped coordinate a successful mission to Germany in July for Commissioner Wilson to meet with prospects and projects in person.
DIVISION PROFILE

Rural Georgia Initiatives’ mission is to help rural Georgia communities become more competitive for economic development projects and identify new strategies for attracting jobs and investment. The division serves as an extended resource from the Georgia Department of Economic Development to all communities and coordinates efforts between the many statewide entities and agencies through collaboration and communication. Traveling across rural Georgia, the team collects best practices and success stories amongst communities. This division works diligently to advance these strategies, thereby improving the quality of life for those residing in Georgia’s rural communities.

QUARTERLY DIVISION HIGHLIGHTS

1. Deputy Commissioner Amy Carter represented GDEcD at the grand opening of the Georgia International Food Center/Food Service Partners on the Central State Hospital campus in Milledgeville.

2. Deputy Commissioner Amy Carter accompanied Supreme Court Chief Justice Harold Melton, Supreme Court Justice Mike Boggs, and their families for a tour of the Okefenokee Swamp Park.

3. Deputy Commissioner Amy Carter represented GDEcD at the ribbon cutting for Smisson-Mathis Energy in East Dublin, along with Governor Brian Kemp.

4. The RGI division hosted two rural broadband webinars—Rural Broadband 101 and Community Success Stories, featuring Department of Community Affairs Director of Broadband Deana Perry and other technology and local leaders. More than 700 tuned in for these meetings.

5. Since the pandemic began, the RGI team reached out to hear updates and lend assistance to each rural county’s economic development organizations.

6. Division Director Chris Chammoun participated in two Tourism Product Development (TPD) teams, in Whitfield County and Peach County.

By the Numbers

700 attendees registered for the two RGI rural broadband webinars.

The two rural broadband webinar recordings were 354 repeat viewings of the two rural broadband webinars.

The Rural Georgia Initiatives team has provided assistance and collaborated with 122 communities, businesses and economic developers to solve an issue or make a connection to resources available.

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As part of their outreach efforts, the RGI division hosted two rural broadband webinars—Rural Broadband 101 and Community Success Stories, featuring Department of Community Affairs Director of Broadband Deana Perry and other technology and local leaders. More than 700 tuned in for these meetings.

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7. The team released its first rural newsletter highlighting the “brain drain” in July.

8. The second newsletter, featuring “rural tourism,” was released in September.

UPCOMING EVENTS AND OPPORTUNITIES

• Deputy Commissioner Amy Carter will be moderating a panel entitled “Future of Rural Leadership,” featuring Georgia Municipal Association Executive Director and GDEcD board member Larry Hanson and Association of County Commissioners of Georgia Executive Director Dave Wills at the Georgia Chamber’s annual Rural Prosperity Summit.

• In December, as subcommittee chair, Deputy Commissioner Amy Carter will be presenting the Council of State Governments’ Future of Workforce Taskforce “What’s Next? Embracing the Future” subcommittee recommendations from the committee’s two years of research, discussions and interviews.

• Rural Broadband Webinar 3: “Rural Broadband – Resources for your Community Deployment” featuring DCA’s Deana Perry, UGA’s Eric McRae, and Georgia Technology Authority’s Bill Price in October.

• The team is planning its next newsletter in November, featuring rural housing, which was a common answer mentioned as a challenge while the team met with 136 counties for community meetings to discuss assets and challenges in each community.

• The team will be attending the National Rural Economic Development Association virtual annual conference and virtual Rural Workforce Development Southern Region Summit in November.
DIVISION PROFILE
Explore Georgia, a division of the Georgia Department of Economic Development, is the state’s official destination marketing organization. Through its home office in Atlanta, nine visitor information centers and a network of representatives across the globe, Explore Georgia inspires travel to and within the state. The division works to advance Georgia’s $68.82 billion tourism industry that supports more than 484,000 jobs. As home to the biggest cities in the region, the most diverse population and a geographical range from the mountains to the beach, Georgia has the South’s most unexpected sights and stories. Learn more at ExploreGeorgia.org.

QUARTERLY DIVISION HIGHLIGHTS
1. The Tourism division set a record for monthly website traffic to ExploreGeorgia.org in September 2020, marking the high point in both 2020 and the last four years.

2. From July through September, weekly travel spending in Georgia was 70% higher than the national average.

3. At the end of July, the division launched “Explore Your Georgia,” an integrated marketing campaign targeted to residents of Georgia encouraging them to travel in-state. The campaign was focused on those who were showing interest in travel and offered them destination suggestions throughout the state. Informed by traveler sentiment research, the campaign focused on beaches, mountains, state parks and small towns. The first phase of the campaign was deemed a success, with a high level of engagement and a low cost-per-click, and is being extended into the fall season.

4. All nine of the division’s Visitor Information Centers reopened in accordance with the Georgia Safety Promise guidelines.

5. The division awarded 13 Tourism Product Development implementation grants to communities across Georgia and conducted the first virtual team visits, beginning with Whitfield and Peach counties. Former grant recipient the Athens Walk of Music Fame opened to visitors.

By the Numbers
ExploreGeorgia.org
Website Traffic
Q1 FY20 vs. Q1 FY21
Sessions increased 62%
Users increased 54%
Page Views increased 66%
Travel Guide orders increased 114%
Travel Guide online views increased 221%
Average time on site increased 25%
Newsletter sign-ups increased 31%
Traffic to Partner pages (referrals) up 109%
Out-of-state web traffic up 68%
In-state web traffic up 64%

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6. Georgia’s annual tourism conference was replaced by a one-day Tourism Summit, which offered statewide partners and stakeholders a high-quality, research-focused program that included Governor Brian Kemp and the Presidents and CEOs of tourism industry leaders U.S. Travel Association, Tourism Economics, Longwoods International and Arrivalist.

7. The division’s tourism industry + partner webinar series, which focuses on professional development and industry learning, was attended by nearly 500 participants between the series inception in July 2020 and the end of the third quarter in September.

8. Explore Georgia exhibited at its first virtual tradeshow in July: The All-American Roadshow. This show featured more than 50 domestic exhibitors re-engaging with U.S. travel advisors and tour operators, with a focus on selling and promoting domestic travel into late 2020 and 2021 as travelers place great emphasis on road trips.

UPCOMING EVENTS AND OPPORTUNITIES
- Nov. 10, 2020: Explore Georgia webinar - Establishing a Scenic Byway or Recreational Trail: A Step-by-Step Guide for Sustainability
- Dec. 8, 2020: Explore Georgia webinar - Group Tour Sales: Storytelling as a Powerful Tourism Marketing Tool