Introduction
Tourism Division & Industry Overview
Explore Georgia, the tourism division of the Georgia Department of Economic Development (GDEcD), is the state’s official destination marketing organization. We work in partnership with the state’s travel industry to develop and execute marketing programs that inspire travel to and within Georgia.

Unlike all other areas of GDEcD that use B2B marketing to influence third-party decision-makers and bring business to Georgia, the tourism division markets directly to consumers... consumers of travel. Hence why the tourism division is branded Explore Georgia in an effort to appeal directly to travelers.
Every day across the state, visitor spending directly supports the lodging, transportation, retail, restaurant, arts, entertainment, and recreation industries while indirectly impacting a wide variety of suppliers providing goods and services.

Visitor spending generates state and local sales tax that makes infrastructure and public services cost less for residents.

Tourism is a labor-intensive industry immune to outsourcing abroad.
"Travel-dependent leisure and hospitality is the largest small-business employer in the United States. A massive 95% of all accommodation and food service employment is found within small and medium-size businesses."

Source: U.S. Travel Association – Sept. 2020

From bed & breakfasts to breweries, small businesses in Georgia attract travelers at every life stage looking to experience local food, culture, shopping and entertainment. Visitors inject spending into communities – many of them rural - through small businesses, helping support and sustain their owners, staff and surrounding area.
BIGGER SMALL BUSINESS THAN OTHER INDUSTRIES

TOURISM-RELATED BUSINESSES TEND TO BE SMALLER

% of total employment by establishment size, Jan. 2019

Source: Oxford Economics/Census Bureau Small Business Pulse Survey
TOURISM MATTERS MORE

TOURISM IMPACTS BUSINESS AND TALENT RECRUITMENT
Decision-making by companies, investors and job candidates considering Georgia is often influenced by the experiences gained firsthand as visitors to the state.

TOURISM HELPS SHAPE GEORGIA’S BRAND IDENTITY
Tourism spotlights what we love about our state.

TOURISM SUPPORTS RURAL GEORGIA & HISTORIC PRESERVATION
Tourism leverages natural resources, culture, heritage and historic sites to invigorate rural economies and ensure stewardship and preservation of these valued assets.

TOURISM IS AN INVISIBLE EXPORT
Spending by international visitors is considered a service export by the U.S. Commerce Department, which has named transportation and travel as the No. 1 service export.
TOURISM IS ECONOMIC DEVELOPMENT

2019

152.3 Million
Visitors to Georgia

$38.88 Billion
Visitor Spending

$3.46 Billion
State & Local Tax
Revenues Generated

484,056
Jobs Supported
Introduction
FY21 Highlights
$12 billion decrease in visitor spending... and counting.

Travel-generated state and local tax revenues were down more than $640 million.

According to the Georgia Department of Labor, the net labor loss for the industry from March 2020 – December 2020 was 82,400 jobs: 41% of all non-farm labor losses over that same time. The leisure and hospitality sector had the highest levels of unemployment.
# Long-Term Impact

## U.S. Travel Forecast - Share of 2019

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total # of trips</strong></td>
<td>100%</td>
<td>67%</td>
</tr>
<tr>
<td></td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>Domestic Person Trips</td>
<td>100%</td>
<td>68%</td>
</tr>
<tr>
<td>Leisure</td>
<td>100%</td>
<td>76%</td>
</tr>
<tr>
<td>Business</td>
<td>100%</td>
<td>39%</td>
</tr>
<tr>
<td>Auto</td>
<td>100%</td>
<td>71%</td>
</tr>
<tr>
<td>Air</td>
<td>100%</td>
<td>42%</td>
</tr>
<tr>
<td>International Arrivals</td>
<td>100%</td>
<td>24%</td>
</tr>
<tr>
<td>Canada</td>
<td>100%</td>
<td>23%</td>
</tr>
<tr>
<td>Mexico</td>
<td>100%</td>
<td>38%</td>
</tr>
<tr>
<td>Overseas</td>
<td>100%</td>
<td>19%</td>
</tr>
</tbody>
</table>

## Travel Forecast

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Person Trips</td>
<td>81%</td>
<td>91%</td>
<td>99%</td>
<td>104%</td>
<td>105%</td>
</tr>
<tr>
<td>Leisure</td>
<td>91%</td>
<td>94%</td>
<td>101%</td>
<td>104%</td>
<td>106%</td>
</tr>
<tr>
<td>Business</td>
<td>45%</td>
<td>76%</td>
<td>92%</td>
<td>102%</td>
<td>102%</td>
</tr>
<tr>
<td>Auto</td>
<td>83%</td>
<td>92%</td>
<td>100%</td>
<td>104%</td>
<td>105%</td>
</tr>
<tr>
<td>Air</td>
<td>60%</td>
<td>77%</td>
<td>94%</td>
<td>102%</td>
<td>106%</td>
</tr>
<tr>
<td>International Arrivals</td>
<td>33%</td>
<td>71%</td>
<td>90%</td>
<td>102%</td>
<td>109%</td>
</tr>
<tr>
<td>Canada</td>
<td>31%</td>
<td>77%</td>
<td>100%</td>
<td>112%</td>
<td>118%</td>
</tr>
<tr>
<td>Mexico</td>
<td>57%</td>
<td>90%</td>
<td>97%</td>
<td>101%</td>
<td>102%</td>
</tr>
<tr>
<td>Overseas</td>
<td>24%</td>
<td>60%</td>
<td>83%</td>
<td>98%</td>
<td>108%</td>
</tr>
</tbody>
</table>
ORGANIZATIONAL DESIGN

LEADERSHIP

RESEARCH

PLANNING & BUDGET

PARTNER MARKETING

CONSUMER MARKETING
GOT BACK TO WORK

THE GEORGIA SAFETY PROMISE

- Wear Face Covering
- Wash Your Hands
- Sanitize Surfaces
- Stay Six Feet Apart
PERCEPTION OF TRAVEL & SAFETY

“While a consistent increase in consumer confidence still heavily relies on improving numbers of COVID-19 cases, there are positive indicators that confidence is returning. The percentage of those confident in traveling outside their communities rose to 49%, the highest level since early May.”
Travel right now is ... complicated. But, the good news is there are tons of places right here in Georgia to explore. You can discover new parts of
SAFECATION GUIDES

SAFECATION GUIDE TO SAVANNAH

Explore Savannah, Georgia, safely with these tips for things to do, places to eat, and places to stay.

Savannah's small-town charm welcomes travelers in search of plentiful attractions. Escape your everyday routine in one of The Hostess City's laid-back paces. Experience history on nearly every street, and the towns and hospitality found only here. Whether you're looking for green space, charming cobblestones, or a sandy beach, you'll find it in Savannah.

Get Outside

While Savannah is a charming metropolis, it's also a green city with plentiful outdoor space. In fact, there are 40 parks where you can relax with a book or enjoy a picnic under the canopy of trees. Each square tells a story and usually features a statue or two. stroll the cobblestone on River Street, and head to Forsyth Park, the city’s largest park at a cool 30 acres, to walk the shaded paths and see the famous fountain. The Coastal Georgia Botanical Gardens is another place to wander among beautiful displays of native plant species.

Know Before You Go

To ensure your stay is a safe one, the city has rolled out the Savannah Safe Pledge, signed by more than 750 businesses, to follow CDC and the Georgia Department of Public Health guidelines. Masks are required in public places, including commercial establishments. For more information, visit the City of Savannah's COVID-19 information page.

Georgia Safety Promise

You can show your support and pride by patronizing businesses that have committed to the Georgia Safety Promise, and personally comply by following these guidelines:

- Keep social distance
- Wear a face covering
- Wash and sanitize hands

SAFECATION GUIDE TO BLUE RIDGE

Explore Blue Ridge, Georgia, safely with these tips for things to do, places to eat, and places to stay.

The charming town of Blue Ridge and Noccalula in the north Georgia mountains are a wonderful place for a safe retreat. Soak up the fresh mountain air as a remedy for the chaos of home.

Get Outside

Blue Ridge, Georgia, is ideally suited for socially distanced adventure, especially when it comes to the great outdoors. Hike the trails of Cloudland Canyon National Forest to see scenic waterfalls and changing leaves, or fly fishing on the Toccoa River. You can also go paddleboating, tubing, and kayaking on Lake Blue Ridge. Book an auction through one of the many outfitters in town. Have you ever wanted to be in two places at once? Head to Noccalula, which is on the same drive across from Cartersville, Tennessee. You can soak up the blue sky, hopping between states, then explore the charming countryside.

Know Before You Go

Blue Ridge, Georgia, has safety protocols in place for your peace of mind. Most businesses, restaurants, lodging, and shops require masks to be worn while inside. They also have increased cleaning protocols and hand sanitizers. Before your trip, review the City’s COVID-19 guidelines.

Georgia Safety Promise

You can show your support and pride by patronizing businesses that have committed to the Georgia Safety Promise, and personally comply to following these guidelines from the Georgia Department of Public Health in public spaces:

- Keep social distance
- Wear a face covering
- Wash and sanitize hands
Travel is complicated right now, but there are plenty of places to visit and plenty of ways to travel safely in Georgia. Let us help you venture out on a safe and fun getaway.

Explore Georgia wants to help you get out and travel safely this year, so we’re giving away getaway packages to five cities in Georgia to five lucky winners! The two-night, three-day getaways are redeemable until November 2021, so you can choose to travel now or later when you’re ready.

Georgia’s capital city, Atlanta, is world-famous for its gleaming skyline, renowned attractions, lush parks and greenspaces, and diverse culinary scene.

One lucky winner will receive a two-night getaway that includes:

- Two-night stay for two adults at the [Grand Hyatt Buckhead](#)
- Two [Atlanta CityPASSes](#)
- [American Cut Restaurant](#) $100 gift card
- [Concentrics Restaurants](#) two $20 gift cards
- [The Varsity](#) $50 gift card
Georgia, it seems, is on everyone’s mind. That’s why Explore Georgia is teaming up with IHG Hotels & Resorts to promote that Georgia has much more to explore. Guests can book IHG’s Stay Longer and Save rate and save up to 20% when they stay three nights or more at select properties across the state through Feb. 28, 2021. With scenic mountains and tranquil beaches, big cities and small towns, places that shaped democracy and civil rights, majestic National Parks and State Parks, and Southern food that is good for the soul – it’s easy to see that there is more to Georgia than its peaches.

With more than 100 properties participating, choose from Crowne Plaza Midtown in Atlanta, Hotel Indigo in Athens, Kimpton Brice in Savannah, and many more. Keep reading to find IHG Hotels & Resorts in Georgia as well as guides to some of the state’s most intriguing cities.
INTENTIONS
A cautious picture continued into mid-October with similar broad trends seen since June. Two-thirds of U.S. travelers (66%) indicated their travel plans in the next six months will be impacted by the pandemic. On a positive note, the percent of travelers canceling trips dropped back to 39% with almost half (49%) reduced rather than canceled trips outright. Strong pent-up demand for travel persisted with 65% of travelers indicating they were planning a trip in the next six months.

IMPACT
Just under half (48%) of all U.S. travelers indicated that COVID-19 would have a major impact on their travel plans over the next six months.

HOLIDAY PLANS DISRUPTED BY COVID-19
Just under half (48%) of American travelers were planning to stay home for Thanksgiving, Christmas, Hanukkah, Kwanzaa or New Years. However, four in ten American travelers were planning a holiday road trip.
“Explore Your Georgia” leveraged several years’ worth of user-generated content, enabling us to choose the safe and social-distance-friendly locations that fit consumer comfort levels. Data-informed messaging allowed us to gently bring travel back to the forefront through paid advertising without production hurdles or negative feedback. We focused on in-state travelers and gradually expanded to border states as restrictions lifted and sentiment improved.
There were an estimated 151.8 million domestic overnight and day visitation to Georgia in 2020 that led to $19.4 billion in domestic visitor expenditures.

There were an estimated 65.1 million overnight trips and an estimated 86.6 million day trips.

While the Atlanta Metro approached half of the state’s visitation in the past, in 2020 the Atlanta Metro only represented 28% of Georgia’s overnight trips and 29% of the day.

Q4 was incredibly strong for both overnight and day visitors.

Fewer people traveled alone in 2020 and more of them drove their own vehicle.

Looking at paid accommodations, motels and resort hotels lost share to standard hotels, and short-term rentals were up from 2019.
GEORGIA TRAVEL & EXPENDITURES

Total Person-Trips
151.8 Million
+ 0.6% vs. last year

Day: 57% 86.6 Million
Overnight: 43% 65.1 Million

Total Spending
$19.4 Billion
- 4.1% vs. last year

Day: 35% $6.7 Billion
Overnight: 65% $12.7 Billion

Overnight: - 1.3% vs. last year
Day: + 2.1% vs. last year
Overnight: - 7.9% vs. last year
Day: + 4.0% vs. last year
OVERNIGHT VISITOR VOLUME BY REGION

- Atlanta Metro: 24.7 Millions of Trips
- Georgia's Coast: 14.3 Millions of Trips
- NE Georgia Mountains: 12.0 Millions of Trips
- Classic South: 10.0 Millions of Trips
- Historic Heartland: 8.5 Millions of Trips
- Historic High Country: 7.1 Millions of Trips
- Presidential Pathways: 4.9 Millions of Trips
- Plantation Trace: 4.3 Millions of Trips
- Magnolia Midlands: 3.7 Millions of Trips
OVERNIGHT PERCENTAGE OF VOLUME

- Atlanta Metro: 28%
- Georgia's Coast: 16%
- NE Georgia Mountains: 13%
- Historic Heartland: 10%
- Classic South: 11%
- Presidential Pathways: 5%
- Plantation Trace: 5%
- Magnolia Midlands: 4%
- Historic High Country: 8%
DAY TRIP CHARACTERISTICS

State Origin Of Trip

- Georgia: 48% (3 points vs 2019)
- Florida: 14%
- Alabama: 6%
- South Carolina: 6%
- Tennessee: 3%

DMA Origin Of Trip

- Atlanta, GA: 30%
- Savannah, GA/SC: 5%
- Jacksonville, FL/GA: 4%
- Macon, GA: 4%
- Augusta, GA: 4%
- Greenville-Spartanburg-Asheville, SC: 3%
- Orlando-Daytona Beach-Melbrn, FL: 3%

Season of Trip Total Day Person-Trips

- Jan - Mar: 22% (-3 points vs 2019)
- Apr - Jun: 21% (-4 points vs 2019)
- Jul - Sep: 21% (-4 points vs 2019)
- Oct - Dec: 36% (+11 points vs 2019)
## Overnight Accommodations

<table>
<thead>
<tr>
<th>Accommodation Type</th>
<th>Georgia</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>43%</td>
<td>36%</td>
</tr>
<tr>
<td>Home of friends / relatives</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Motel</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Bed &amp; breakfast</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Resort hotel</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Rented home / condo / apartment</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Campground / RV park</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>
INCREASED MARKET SHARE

Georgia gained market share in 2020 for both overnight and day domestic visitation.

From No. 8 in 2019 to No. 7 in 2020 for domestic day trips volume among the 50 states and Washington D.C.

From No. 7 in 2019 to No. 5 for domestic overnight trips volume.
State of State Tourism Industry

Mark Jaronski, Deputy Commissioner of Tourism
Georgia Department of Economic Development
NEW YEAR, NEW OUTLOOK

By the end of our FY21/First Half of CY21, American travel sentiment reached new pandemic milestones.

2021 TRAVEL INTENTIONS
As of mid-March, 87% of U.S. travelers indicated having travel plans in the next six months, the highest level since early March 2020.

IMPACT OF COVID-19 ON TRAVEL
The percentage of U.S. travelers who say that the coronavirus will greatly impact their travel plans has dropped to 33%, the lowest seen since the start of the pandemic in March 2020.
In conjunction with Governor Brian P. Kemp, we launched a tourism recovery effort on May 3, when we unveiled a new marketing campaign, 'Ready. Set. Georgia.,' the ‘2021 Explore Georgia Official State Travel Guide,' and highlighted $1 million in new grant and co-op opportunities for the tourism industry made possible by Governor Kemp’s amended FY21 budget.
**Ready.**
Works for both the eagerness to travel again and the evergreen joy of planning future trips, positions the state as welcoming, feels current, connects with when you’re ready and that personal desire to travel.

**Set.**
Shows a sense of preparedness and excitement, speaks to a strong foundation, conveys action and encouragement, reinforces that you’re all set to travel and set your own itinerary.

**GA.**
Verbifies the state, riff on “Go”, makes it very active and accessible, nice contrast using the initials compared to written out in the brand name, acts as a rallying cry, reflects the many ways people can individually experience Georgia.
DISPLAY ADVERTISING
NATIVE ADVERTISING

Fly Markets | End of Summer - City
Recommend

Description (90): It’s time for a Georgia city getaway. Find it in the charm & vibrance of Georgia’s cities.

Fly Markets | End of Summer - Coast
Recommend

Description (90): It’s time for a beach trip. Soak up the end of summer by exploring the Georgia coast.

Drive Markets | Fall - Mountains
Recommend

Description (90): It’s time for a North Georgia weekend of waterfalls, hikes, and sharing a sense of wonder.

Drive Markets | Fall - Cities
Recommend

Description (90): It’s time for a fall getaway. Find it in the charm and vibrance of Georgia’s cities.
PAID SOCIAL MEDIA

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
ROAD-TRIP GEMS: GEORGIA
Filled with ultra-luxe hotels, world-class restaurants, and attractions from Atlanta to the coast, Georgia’s the perfect destination to explore by car.

FIRST STOP: ATLANTA
Upstate new bag at the St. Regis Atlanta, where you’ll enjoy the St. Regis Butler service and a host of rooftop amenities. In Buckhead, Alpharetta’s 200-acre East, discover some of the South’s most remarkable accommodations, visit the Norwegian or the Atlanta Hilton Garden, and steps away at the Cadence Bank Amphitheater in Chastain Park. Opt for a casual weekend brunch or a fine dining experience at 850 White Oak, designed to soothe the senses in a serene setting.

NEXT STOP: THE RITZ-CARLTON, LAKE OCONEE
Over 30 miles of Atlanta to the countryside setting with big-city amenities. Dine in your fancy suite or take a boat ride to great debt. Take off on the championship golf course, set in the 360,000-square-foot lawn, take the golf course, or take among the 25 miles of lake and walking trails. Spend the day by the lake or relax on the veranda of the Ritz-Carlton.

LAST STOP: SEA ISLAND
A destination not to be missed, the five-star Sea Island resort is set on a private island in the Golden Isles along the Georgia coast. With a spectrum of grand resort experiences and luxurious accommodations, these championship 18-hole golf courses. Set off on a gallop cruise on the Sea Island Explorer, complete with an onboard naturalist or historian, and to discover culture or on the five miles of pristine beach. Dining options not far away, from the fine dining to casual fare.

To discover more, hover your smartphone’s camera over the QR code. Plan your own ultimate Georgia road trip at exploregeorgia.org.
NATIONAL PRINT ADS
Explore Georgia set a new all-time record for website traffic to its official tourism website ExploreGeorgia.org in June, with more than 1.1 million sessions. This achievement marked 13 months of consecutive record-breaking website traffic.
ECONOMIC IMPACT

June travel expenditures in Georgia totaled $2.6 billion, up 7% over May 2021 and up 58% over June 2020.

This was the highest monthly expenditure total we’ve seen since the pandemic began, as well as the smallest loss compared to pre-pandemic figures (-9% compared to 2019).

In June alone, we drove 5,000 orders of our official travel guide and 280,000 referrals to the websites of tourism industry partners across the state.
Delta Variant Setting Off Alarm Bells for Travel Industry
According to the latest tracking study of American travelers, the rapid spread of the delta variant of COVID-19 is changing travelers’ attitudes and travel planning.

About a third of travelers have postponed travel specifically because of the delta variant, up from a quarter of travelers two weeks ago. The percentage of travelers who say that coronavirus will greatly impact their travel decisions in the next six months jumped from 21% a month ago to 34% in the latest survey.
CURRENT BEHAVIOR (YTD)

[Map showing year over year change across the United States, with percentages ranging from +2.1% to -19.2%, indicated by color coding.]
The spring/summer 2021 forecast presents a rosier picture of domestic leisure travel than last year’s forecast. On the other hand, it presents a bleaker picture of business travel than earlier forecasted, and a still-gloomy picture of international inbound travel.

Domestic leisure travel, which typically accounts for more than 60% of total travel spending, has already nearly recovered: It’s estimated to have reached 92% of 2019 levels in Q2 of this year. The latest forecast projects that it will be 99% recovered (relative to 2019 levels) next year and 102% in 2023.

Domestic business travel spending is still lagging far behind leisure and is expected to reach just 43% of 2019 levels in 2021 and 71% of 2019 levels in 2022 before fully recovering in 2024.

Like domestic business travel, international inbound travel is not expected to fully recover until 2024; it is projected to reach just 67% of 2019 levels in 2022 and 87% in 2023. International leisure travel is expected to recover slightly faster than international business travel.
State of State Tourism Industry

Peter Bowden, President/CEO
Columbus Convention & Visitors Bureau
State of State Tourism Industry
Jones Hooks, Executive Director
Jekyll Island Authority
State of State Tourism Industry
Bennish Brown, President/CEO
Destination Augusta
State of State Tourism Industry

Jan Hackett, President
Fannin County Chamber of Commerce
State of State Tourism Industry

Doug Miracle, Owner
Escape to Blue Ridge
Vision for the Future
Explore Georgia is the tourism division of GDEcD. Our agency’s partnership approach to economic development, backed by pro-business legislation, has resulted in a record-setting eight consecutive years as the No. 1 State for Business.

As a newly formed leadership team at Explore Georgia, we decided this past year to develop a new vision for our team: to be the No. 1 State for Tourism.

That’s a big statement. It’s a bold goal. Let me explain.
SWOT ANALYSIS

As your know, a vision statement looks forward and creates a mental image of the ideal state that you wish to achieve. It is inspirational and aspirational, both directional and challenging to employees.

We asked ourselves, “What opportunities and challenges are we trying to solve?”

At a time when elected officials are searching for solutions to unemployment, the travel industry plays a critical role in Georgia’s economy. I’ve been a destination marketer for nearly 30 years, and I can’t think of a better time – a more important time – to create jobs and help grow our economy, as well as foster greater understanding between people and cultures.

Our industry can put to work Georgians unemployed by Covid – younger workers and those without higher education. Leisure and Hospitality jobs provide the flexibility to enhance skills through education and training.

Encouraging more travel serves as a massive stimulus at no cost to taxpayers.
We looked at where we’re headed.

Over the long run, Georgia’s tourism economy is on an upward trend.
And finally we envisioned what we would look like 5 to 10 years from now, if we achieved all of our goals.

Until now, Georgia’s tourism division had a stated vision to be the #1 destination in the American South. By all accounts, Florida is at the top of the charts across most metrics traditionally used to define success in the tourism industry. Florida is in the American South. If you can beat Florida, you can contend for #1 in America, not just the South.

I’m not suggesting that we can attract more visitors than Florida. At least not immediately. It’s a state with more than double the population of Georgia and nearly three times the total accommodation and food services sales. That said, the growth in market share that Georgia saw in 2020 gives us reason to believe that we should set our sights on competing nationally, not just regionally. We should view our competitive set not as Alabama, Tennessee and the Carolinas, but rather Florida, Texas and New York.
Let me be clear. Our ultimate goals are to grow visitation to and within Georgia, as well as higher levels of visitor spending. That’s the business model of the tourism industry. It’s the key drivers of every other important metric, including jobs and tax revenues.

If we can do that at levels on par with the states that are tops in the nation, we’re looking at billions of dollars in more travel spending, tens of millions of more visitors and hundreds of thousands of more jobs for hard-working Georgians.

All we need to do is attract more visitors and get them to spend more money. Sounds easy, but as this room knows - it’s not. If it were, Pepsi would sell more soft drinks than Coke. Lowe’s would have higher sales than The Home Depot. But that’s not so in either case.

There’s an ecosystem that stretches across many business functions - including operations, branding and business development – that separates one business from the other.
And that, my friends, is how I want you to think about our vision to be the No. 1 State for Tourism.

As the state agency responsible for growing our tourism economy, we’re setting our sights on making Georgia the No. 1 state in the nation to:

• Create travel memories with family and friends
• Host and attend professional meetings and events
• Choose as a gateway for overseas visitors

But it doesn’t stop there. We want Georgia to be the best place to work with the tourism industry.

• To work alongside our state’s DMO as a tourism professional
• To invest in our industry as a private sector business leader
• And to see the benefits of tourism as an economic driver for our state and local economies as a public official or community leader
GO-FORWARD STRATEGY

NEW MARKETS & SEGMENTS

WORLD-CLASS BRANDING & MARKETING

INVESTMENTS IN GA TOURISM
Thank You