



# NAVIGATION



## BOARD OF DIRECTORS BRIEFING BOOK

August 24, 2022

# GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD BOOK

## FOURTH QUARTER HIGHLIGHTS, FISCAL YEAR 2022

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## CLOSING OUT A BANNER YEAR

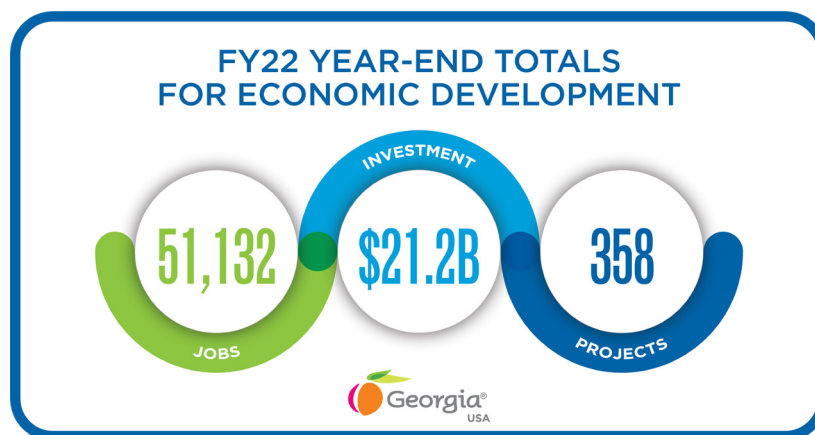
During the fourth quarter of fiscal year 2022, the State of Georgia announced the largest economic development project in state history, with Hyundai Motor Group Metaplant America (HMGMA), its affiliate suppliers, and a battery joint venture set to create 8,100 direct jobs in the state. Along with HMGMA's \$5.545 billion investment, a network of additional suppliers are expected within the region that will bring thousands of additional jobs to the state.



Georgia has been proud to welcome the two single-largest job-development projects in state history within a six-month period, both of which are part of the electric vehicle (EV) ecosystem. Not only do these generational projects solidify Georgia's spot at the vanguard of the EV transition, but they also ensure that thousands of Georgians across the state will benefit from the jobs of the future.

The Georgia Department of Economic Development's **Global Commerce** team spearheaded the project, but it would not have been possible without a team effort across the department, decades of investment from state government agencies and local partners, the General Assembly, utilities, and others working together with the private sector and listening to the needs of business. These are a few of the reasons why business wants what Georgia has.

These are also the factors that led to new records for jobs and investment created by economic development projects during FY22.



Part of the Georgia Department of Economic Development's successes are fostered by **International Trade** and **International Relations** teams in Georgia and around the world who ensure the state's competitiveness in the global marketplace and maintain open channels of communication. Participation by each of these teams, plus **Explore Georgia**, at numerous trade shows and conventions over the past quarter allowed us to continue to inform and connect Georgia business and industry with the right resources and consumers for growth.

The **Center of Innovation**, tourism team at **Explore Georgia**, and **Georgia Council for the Arts** are industry experts whose work turns the wheels of commerce and development.

Further, the **Georgia Film Office** announced a new record industry spend of \$4.4 billion in FY22!



Each of these strategic arms of GDEcD are supported by the **Marketing and Communications** team, who promote Georgia's brand and numerous assets, the **Finance** and **Human Relations** teams who keep our office operating, and our **Legal** professionals whose tireless work protects our state, our GDEcD offices, and our businesses.

Highlights from an incredible fourth quarter of creating hope and opportunity for communities across the state and close to fiscal year 2022 are included within the report.



The Columbus Museum's interdisciplinary school tour programs are supported in part by through GCA grant funding.

## By the Numbers

### South Arts awards:

**4** Georgia arts organizations have been selected as Southern Cultural Treasures, more than any other state

### In-person programming:

**77%** of arts attendees are already attending or ready to attend events as of April 2022 - up from 55% in January 2022 (AMS Audience Outlook Monitor)

## 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. American Rescue Plan funds received

GCA received \$11.4 million from state American Rescue plan funds, which will be used to support and stabilize the hard-hit arts sector. Georgia's \$1.3 billion dollar nonprofit arts sector was one of the hardest hit during the COVID crisis, with losses estimated at \$220 million and 57% of arts jobs, as well as \$4.5 billion for the creative industries as a whole. GCA's recovery project will have a positive impact statewide on artists and arts organizations, cities large and small, the tourism industry, restaurants, downtown shops, and all of the other businesses that depend on arts events to thrive. The funds will be used over three years to support:

- Stabilization grants
- Training with Georgia Center for Nonprofits
- Programming for rural communities
- Evaluation through a statewide economic impact study of the arts sector

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## 2. Final report on State Art Collection

GCA received a final report from experts who assessed the State Art Collection. The cost of this report was supported by a grant from the Institute for Museum and Library Science (IMLS). The assessors submitted a detailed report with recommendations for storage of the 600+ piece art collection, as well as advice on conservation for the items collected from the 1960s through the 1990s.

## 3. Annual Poet Laureate Prize winner, finalists announced

Awarded annually by Georgia's Poet Laureate Chelsea Rathburn to high school students who have written original poetry, the 2022 winner was Aran Sonnad-Joshi, a junior at Midtown High School in Atlanta. The announcement was made in June, and the original poems by winners and finalists can be read on website at [Georgia Poet Laureate's Prize 2022: Meet the winner and finalists - Atlanta Magazine](#).

## 4. Town Hall meetings complete

GCA has completed a series of town hall meetings both online and in-person across the state. These meetings allowed constituents to provide feedback on GCA's current programs, information on current challenges resulting from COVID shutdowns, and input into what GCA's focus should be in the coming years. Input from meetings and surveys will be considered when writing GCA's next strategic plan.

## UPCOMING EVENTS AND OPPORTUNITIES

- **Georgia Presenters Showcase: Columbus, September 12-14**

Held at the RiverCenter for the Performing Arts in Columbus, GCA is partnering with the Fox Theatre Institute to offer Georgia Presents, a three-day conference allowing arts presenters to see a series of showcases of artists they could potentially present, to participate in professional development, and to conduct business with regional agents in an exhibit hall setting. This event is geared towards small to mid-sized presenting organizations, especially those in rural areas of the state.

- **GCA Council Meeting: Atlanta; September 14, 15 or 16**

The Council will meet from 1:00 – 4:00 p.m. to discuss results from town hall meetings that were held across the state and online in May and June.



John Morehouse, Director of the Center of Innovation's Manufacturing team was featured in the June edition of Georgia Trend magazine article, "High-tech Makers." Photo credit: Kevin Garrett

## By the Numbers

Through FY22Q4:

**619** client engagements

**413** industry partner engagements

**80** engagements linked to economic development recruitment, expansion, or other activity in the state

## DIVISION PROFILE

Exclusive to Georgia, the Center of Innovation helps Georgia businesses "clear the path" to innovation and growth through expert advice and navigation to the right resources through six key industries: Aerospace, AgTech, Energy Technology, Information Technology, Logistics, and Manufacturing. While providing a wide range of services and programs to businesses of all types and sizes, the Center of Innovation connects new and expanding businesses to expert staff members, external partners, and independent mentors who can help spark inspired solutions for challenges and opportunities of any size.

## QUARTERLY DIVISION HIGHLIGHTS

- Center of Innovation team participates in RLS Sciences 'Virtual Week'**  
The team participated in the RLS Sciences Virtual Week event in April, along with the seven regions that make up the Regional Leaders Summit (RLS) Sciences Network: Georgia, São Paulo, Québec, Bavaria, Upper Austria, Western Cape, and Shandong. Georgia was represented by Dr. Laurie Garrow, Associate Director for the Center for Urban and Regional Air Mobility, who presented at the Aerospace-focused session. In addition, Dr. Liliana Salvador from the University of Georgia participated in the Digital Health Initiative session, which focused on greater collaboration across the regions. The Center of Innovation team serves as the primary support for the RLS Sciences Network and connects leading researchers within Georgia's universities to these events.
- Logistics team hosts Georgia Tech's 'Learners and Leaders' in Savannah**  
In April, Sandy Lake, Logistics Director for the Center of Innovation participated in the Georgia Tech "Learners and Leaders" breakfast panel at the Georgia Tech Savannah campus. The event featured the Georgia Ports Authority along with industry partners Port City Logistics and Matson Logistics. In addition, the Center hosted an open house at their offices located on campus.

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- 3. Center of Innovation, GDEcD Brazil Office host webinar showcasing Georgia's Logistics and FinTech industries**  
Center of Innovation Executive Director David Nuckolls, IT Director Glen Whitley, and Logistics Director Sandy Lake joined GDEcD's Brazil Office for a webinar that consisted of two panels highlighting Georgia's technology and innovation ecosystems. The first panel discussed recent tech company investments in Atlanta and the state, highlighting some of the key factors for relocation. The second panel provided information on Georgia's logistics and FinTech industries.
- 4. Georgia Trend magazine features Manufacturing Director John Morehouse**  
In their June edition, Georgia Trend magazine featured Center of Innovation Manufacturing Director John Morehouse in its annual manufacturing feature. The article, High-tech Makers, discussed the various way the Center of Innovation's Manufacturing team works to help companies throughout Georgia. The article featured several clients, including Carbice and Rayonier Advanced Materials.
- 5. Commercialization Grant awarded to Georgia Tech in support of Peachtree City-based NAECO**  
The Center of Innovation team awarded a commercialization grant in June to the Georgia Tech Research Institute in support of Peachtree City-based NAECO, a manufacturer of high technology electrical materials. The goal of the project seeks to enhance the conductivity of their materials to enhance their products.





Since Season 1 of 'Stranger Things' began filming in Georgia, the popular streaming show has delivered thousands of jobs and hundreds of millions of dollars to Georgia's economy.

## DIVISION PROFILE

The Georgia Film Office develops the state's film, television, and 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. New record industry spend

Georgia's film and television industry once again posted record breaking numbers for FY22. From July 1, 2021, through June 30, 2022, 412 projects filmed in the state, up from 366 the previous year. These 412 projects represented \$4.4 billion in direct spend in the state—up from \$4 billion in FY21.

### 2. 'Stranger Things' records, benefits

The Georgia-lensed hit series "[Stranger Things](#)" has broken the Nielsen streaming record for most-viewed program in a single week; according to the measurement company's newly released streaming Top 10 records. The science fiction drama was viewed for 7.2 billion minutes between May 30 and June 5, which was Season 4 Volume 1's first full week of availability, easily landing in the No. 1 position on the chart.

More importantly, however, is the major economic impact this one series has had on Georgia. According to The Wall Street Journal, this summertime sensation had an enormous budget of \$30 million per episode, with the lion's share of that spending occurring right here in Georgia. This influx of dollars was spent on crew and extras, studio space, construction and rentals, off-duty officers, hotel rooms, transportation, local permit fees, and other expenses, and amounted to a direct spend of more than \$190 million in the state. In addition to hiring an estimated 2,080 local crew members, "Stranger Things" production spent nearly a year's worth of days filming in the state.

## By the Numbers

FY22 Film/TV industry breakdown:

**\$4.3B** total combined estimated spend, through:  
**32** feature films  
**36** independent films  
**269** television & episodic  
**337** total combined productions

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**\$23.2M** direct spend through  
**42** commercials  
**\$1.7M** direct spend through  
**33** music videos

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Some other estimated spending highlights include:

- Car rentals, transportation, and airfare: over \$3 million
- Cast, crew, and extras: over \$127 million
- Wardrobe, hair, and makeup: over \$800,000
- Hotel nights: 15,603 days, over \$1.9 million

### 3. Columbus law enforcement cameo

The Muscogee County Sheriff's Office's special response team was cast as SWAT team members in the upcoming film "Cash Out," starring John Travolta, Kristin Davis, Lukas Haas, and Quavo. The feature shot in Columbus from June 9 to June 24.

## UPCOMING EVENTS AND OPPORTUNITIES

### • Film Festivals

The film office sponsors and participates in numerous local film festivals, and often has passes available if board members would like to attend a screening.

#### • Upcoming Festivals:

[Dragon\\*Con Independent Film Festival](#): Atlanta; September 1-5

The Dragon\*Con Independent Film Festival is a combination of short and feature independent film screenings, panels, celebrity guests, discussions, concerts, contests and seminars.

[Morehouse College Human Rights Film Festival](#): Atlanta; September 20-24

Morehouse College's Human Rights Film Festival features screenings of feature films, documentaries and short films in competition.

[Georgia Film Festival](#): Gainesville; September 22-24

Hosted by the University of North Georgia (UNG) [Department of Communication, Media and Journalism \(CMJ\)](#), the festival takes place on its Gainesville campus. GFF celebrates filmmakers & films based in the state of Georgia and in the southeast. Great indie films & workshops led by industry experts.

[Kingdomwood International Film Festival](#): Atlanta; September 30-October 2

Kingdomwood International Film Festival (KIFF) provides a forum for independent filmmakers to screen films that promote and inspire Christian teaching and values.

[Out On Film](#): Atlanta; September 22-October 2

One of the oldest LGBT film festivals in the country, Atlanta's Out on Film is dedicated to supporting the exhibition of LGBT film and video art forms.

[Atlanta Asian Film Festival](#): Lawrenceville; October 7-15

The largest festival of its kind in the Southeast, the Atlanta Asian Film Festival is a nonprofit organization dedicated to educating the Atlanta community about the rich diversity of Asian Pacific culture through films and movies.

[Urban Mediamakers Film Festival](#): Atlanta; October 10-23

Founded in November 2001, Urban Mediamakers' mission is to promote and support a diverse independent media arts community in the Southeast and worldwide.

[Atlanta Horror Film Festival](#): Atlanta; October 14-16

The annual Atlanta Horror Film Festival celebrates the art of horror by presenting the best independent films in the genre from across the world.

[ME Film Festival](#): Milledgeville; October 16-23

The ME Film Festival (Milledgeville-Eatonton) is an international industry initiative founded in 2013 as the Milledgeville Film Festival.

[Savannah Film Festival](#): Savannah; October 22-29

The Savannah College of Art and Design presents the annual festival, filled with cinematic creativity from both award-winning professionals and emerging student filmmakers.



At an April announcement event, Governor Brian Kemp announced that Jack Link's, the global leader in meat snacks, will create 800 jobs and invest \$450 million with a new manufacturing facility in Perry, Georgia.

## DIVISION PROFILE

The Global Commerce division seeks to increase jobs and investment through locating and expanding businesses, as well as growing small businesses. The Global Commerce division includes statewide and existing industry project teams, small business, and international representatives in strategic regions around the world.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. Record-breaking year

The Global Commerce team had another record-breaking year, with the announcement of 51,132 jobs created and \$21.2 billion investment. This is a 53% increase in jobs created over the previous fiscal year, and a 94% increase in investment. Automotive projects, including Rivian and Hyundai Motor Group, accounted for 35% of the year's jobs and 54% of the investment. Projects outside the 10-county metro Atlanta region accounted for 62% of all jobs created and 85% of the investment made in the state during FY22.

### 2. Hyundai Motor Group to invest \$5.545 billion in Georgia at first fully dedicated electric vehicle and battery manufacturing facility

At a signing ceremony on May 20, 2022, Governor Kemp and Hyundai Motor Group Executive Chair Euisun Chung announced that Hyundai Motor Group will open its first fully dedicated electric vehicle and battery manufacturing facility in the State of Georgia. Hyundai Motor Group will invest \$5.545 billion in opening a state-of-the-art U.S. smart factory at the Bryan County Megasite, delivering approximately 8,100 new jobs to Georgia's coastal region. Non-affiliated Hyundai Motor Group suppliers will invest approximately another \$1 billion in the project.

### 3. Georgia serves as Diamond Sponsor at Select USA Investment Summit

The Select USA Investment Summit was held in June in National Harbor, Maryland. Georgia is a Diamond Sponsor of the event, which is dedicated to promoting foreign direct investment. The SelectUSA Investment Summit draws more than 3,000 attendees and has directly helped generate more than \$59 billion in new U.S. investment projects, supporting over 50,000 jobs across the United States and its territories.

## By the Numbers

FY22 totals:

**51,132** jobs  
**\$21.2B** investment  
**\$358** projects

### Top job-creating industries:

Automotive  
 Manufacturing  
 Logistics/Distribution  
 Bioscience  
 Food Processing

### Top 5 countries for FDI job creation:

South Korea  
 Germany  
 Japan  
 France  
 Netherlands

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**4. RSA Conference and BIO International Convention**

The RSA Conference and BIO International Convention took place in June 2022. Georgia was an exhibitor, along with partner organizations, at both events. RSA Conference is the premier event for the cybersecurity community. BIO International Convention is the world's largest gathering of the biotechnology industry. Both events provided the Georgia team with the opportunity to promote the state's assets in these industries, as well as what Georgia can do to help these companies grow.

**UPCOMING EVENTS AND OPPORTUNITIES**

- GEDA Annual Conference: Savannah, Georgia; September 14-16
- Applications have opened for Small Business RockStars



Leaders from Canada and the Southeast at the 14th annual SEUS-CP conference in June, where more than 900 company meetings took place.

## By the Numbers

- 2,252** Georgia businesses received outreach
- 103** Georgia counties with trade clients
- 120** Go Global Georgia applications approved
- 260** export successes supported
- 4,918** trade leads provided

## 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 team includes International Representatives located in 12 strategic global markets and assists Georgia companies with expanding their sales worldwide. GDEcD's International Trade professionals provide Georgia businesses with the Global Insight and Global Connections they need to successfully diversify their international customer base.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. SEUS-CP Annual Conference

GDEcD was proud to host the 14th Annual conference of the Southeast U.S. – Canadian Provinces Alliance (SEUS-CP) in Savannah, June 19-21, 2022 marked the first in-person gathering of the SEUS-CP Alliance since 2019. The Savannah conference featured 242 attendees from six southeast states and six Canadian provinces – the largest attendance for a SEUS conference since 2017. The event focused on North American innovation in logistics, electric vehicles, mobility, and sustainability. Nearly 90 companies participated in a robust business-to-business program, with more than 900 meetings taking place over the three-day event. Several companies reported signing new business deals during the conference, and follow-up is ongoing. The 2023 SEUS-CP Conference will take place in St. John's, Newfoundland. Blog: [Georgia and Canada Strengthen Economic Ties at 2022 SEUS-CP Conference](#)

### 2. 2022 GLOBE Award winners

In May, the Trade team recognized 25 exporters with a GLOBE Award for successfully entering new international markets and contributing to Georgia's record exports in 2021. Three companies were named Exporters of the Year: Athens Research & Technology (1-20 employees), PureAir Filtration (21-100 employees), and Interra International (101+ employees). Additionally, Universal VAT Services received a Global Grit award for reinventing its export model to identify new, successful revenue streams during the pandemic.

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The 2022 GLOBE winners collectively expanded sales to six continents and 70 unique countries. With 80% of winners employing fewer than 100, these companies epitomize the dedication and tenacity of small businesses to diversify and grow. Since the GLOBE Award's inception in 2014, GDEcD has recognized 296 dynamic Georgia exporters in 45 counties across the state.

Press Release: [Twenty-Five Georgia Companies Recognized for Expanding into 70 International Markets in 2021](#)

### 3. Georgia exporters join Georgia, USA pavilion at Money 20/20 and Eurosatory

Global trade shows have returned, and Georgia companies are eager to get back to business. The Trade team supported back-to-back European tradeshows in June, co-exhibiting with exporters from Georgia's dynamic FinTech and defense industries. GDEcD supported multiple Georgia exhibitors at Money 20/20 Europe in The Netherlands, and four Georgia exporters at Eurosatory in Paris, France. GDEcD's International Trade Representatives in Europe supported companies at each tradeshow, supplying market intelligence reports, coordinating pre-arranged appointments with key contacts at the show and providing post-show follow up assistance. Companies report numerous sales leads from their participation, with some closing new deals during the tradeshow.

## UPCOMING EVENTS AND OPPORTUNITIES

- **SEUS Japan: Orlando, Florida; November 16-19**

The 44th Annual Joint Meeting of the Japan-U.S. Southeast Association and Southeast U.S./Japan Association will take place in November in Orlando, Florida, following a three-year hiatus. Georgia hosted the 42nd Annual Joint Meeting in Savannah in 2019. This gathering of global business leaders celebrates longstanding economic and cultural ties with one of Georgia's top trade and investment partners. Bridgestone Corporation is the current Chair of the Southeast U.S./Japan Association. Georgia helped found the SEUS Japan Alliance in 1976, and has maintained continuous representation in Japan since 1973.

- **Go Global Georgia for Small Business Exporters**

Help us spread the word about Go Global Georgia, a grant program exclusively for small business exporters! Funded in partnership with the U.S. Small Business Administration, Go Global Georgia provides financial reimbursement directly to exporters for activities that build export capacity and promote international sales. To date, GDEcD has approved grant applications from 103 local exporters in 26 counties, and supported nearly \$1 million in small business exports. Applications are open through September 1.



Georgia, USA delivered a strong showing in June at BIO International, one of many conferences GDEcD exhibited in over the summer.

## By the Numbers

Webpage visit increases:  
(Q4 FY22 Vs. Q4 FY21)

**40%** to Georgia.org homepage

**77%** to competitive advantages, workforce/education

**75%** to site selector

**17%** in newsletter sign-ups

**75%** from Japan

**51%** from Korea

Additional communications:

**30** e-newsletters distributed

**21** press releases circulated

**28** blog posts on Georgia.org

## DIVISION PROFILE

The Marketing, Communications & International Engagement (MCIE) 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, PR, and digital channels, the team 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. Royal visit

Over two days in early June, Georgia played host to a large trade delegation led by Her Royal Highness Princess Astrid of Belgium. The mission, which was rescheduled from 2020 due to the pandemic, helped to promote expanding investment and trade between the state and its international partner. Three hundred visitors from Belgium representing 250 companies convened with state and local officials and business leaders for a series of meetings, talks, and visits to Belgian businesses. Georgia is home to more Belgian companies than any other state in the U.S.

Blog: [300-Person Belgian Trade Visit Strengthens Collaboration, Highlights Business Opportunities](#)

### 2. Strategic PR for Georgia's biggest project

The behind-the-scenes work creating a detailed strategy to roll out the news around the May 20 Hyundai announcement was built on a foundation of exciting news - Georgia's largest economic development announcement in history, creating jobs of the future for generations of Georgians. The Communications team worked to make sure all the players had detailed, up-to-date information and coordinated simultaneous releases to state, national, and industry media with a ready-made story. The announcement coincided with U.S. President Biden's trip to South Korea, which amplified the news overseas.

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Finally, a drip strategy that piqued interest of reporters and editors meant media was on hand that warm Friday afternoon in Bryan County when the exciting news was finally released. The Public Relations campaign was lauded by industry experts for being a “master class in ... multi-tiered PR success.”

### 3. **A June snapshot: cryogenic freezers, combatting cyberterrorism, Canadian Premiers, and German investors**

In June, GDEcD’s work brought staffers far and wide, hosting and exhibiting in a wide range of trade shows and conferences. The Agency’s operational teams represented the state at BIO International, RSA, SEUS-Canada, IPW, and SelectUSA – and the marketing team makes sure that they have the materials they need to put the state’s best foot forward. The teams work closely together, prepping early with recruitment support, trade show booth design and build out, signage and graphics, brochures and one pager collateral, and up-to-date website info. Some of these events require protocol support and event coordination, and they all benefit from PR and media outreach, as well as social media promotion. Our email follow-ups help continue to center the conversation on Georgia, even after everyone goes home.





Explore Georgia and three state tourism partners established a prominent, unified Georgia presence at the U.S. Travel Association's IPW international travel trade show in Orlando in June.

## DIVISION PROFILE

Explore Georgia, the tourism 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 through marketing programs developed and executed in partnership with the state's travel industry. Despite COVID-19's impact on the travel industry, Georgia's tourism industry drove \$64.5 billion in total economic impact and supported more than 422,600 jobs in 2021.

## QUARTERLY DIVISION HIGHLIGHTS

### 1. U.S. Travel Association's IPW 2022

Explore Georgia, including its international representatives from the United Kingdom and Germany, joined forces with tourism partners Atlanta Convention & Visitors Bureau, Visit Savannah, and the Golden Isles Convention & Visitors Bureau to create the state's first-ever integrated trade show exhibit at the U.S. Travel Association's IPW 2022 in Orlando, Florida, June 4-8. IPW is the leading international travel trade show that connects U.S. travel destinations with travel buyers and media from more than 70 countries. This year, the event welcomed nearly 4,800 attendees.

During the three-day show, the Georgia team met with more than 310 representatives from the international travel trade and 60 journalists. This provided opportunities for the state's tourism office and its partners to expand their global networks as well as bring the travel trade and media up-to-date on what's new in Georgia. By co-exhibiting within the Georgia-branded booth, tourism partners were able to lay the groundwork for entering or reentering post-Covid international markets, engage with new and established business contacts critical to marketing internationally, increase visibility of their destination on a competitive trade show floor, and drive more foot traffic than any one destination could have done on its own.

## By the Numbers

### Tourism Research:

**3.3%** increase in road travel volume YoY (April 1 - June 27)

Source: Arrivalist

**43.4%** increase in hotel room revenues YoY (YTD through May)

Source: STR

**\$6.29B** in travel spending in April & May (up 30% YoY)

Source: USTA

### ExploreGeorgia.org

Vs. Q3:

**3.06M** website sessions (up 17.2%)

**5.3M** pageviews (up 14.06%)

**432,358** partner referrals (up 11.56%)

Source: Google Analytics

### @ExploreGeorgia

Vs. Q3:

**891,651** followers (up 13.5%)

**25.4M** impressions (up 8.5%)

**826,015** engagements (up 24%)

**237,550** link clicks to site (up 4.3%)

Source: Sprout Social Reporting

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## 2. The Atlanta Journal-Constitution: Georgia traveling into its tourism future

Explore Georgia secured an Opinion piece by Deputy Commissioner for Tourism Mark Jaronski in The Atlanta Journal-Constitution, which discussed how the division is planning a future for the state's travel industry that is more sustainable, innovative, diverse, and globally competitive.

The bylined article recognized the critical role the travel industry plays in Georgia's local economies and communities. The piece was published in the May 25, 2022, print, digital, and online editions, garnering more than 3,198,000 impressions, according to a leading third-party media measurement firm. This op-Ed comes as a result of Explore Georgia's PR and marketing initiatives for the U.S. Travel Association's National Travel and Tourism Week, May 1-7, 2022, an annual industry tradition celebrating the value travel holds for the U.S. economy, businesses, personal well-being, and more.

## 3. "Ready. Set. Georgia." integrated marketing campaign

Explore Georgia continued to lead the state's tourism recovery through its "Ready. Set. Georgia." campaign by using traveler sentiment data to inform creative and messaging; utilizing creative testing to measure and improve advertising effectiveness; and laser-focusing investments on the most receptive audiences. The strength of this campaign contributed to year-over-year increases in hotel room revenues (+43%) and overall travel spending (+30%) in Georgia.

## UPCOMING EVENTS AND OPPORTUNITIES

- **U.S. Travel Association's The Future of Travel Mobility: Washington, D.C.; September 20**

The Future of Travel Mobility gathers global business leaders in travel, transportation, and technology; elected and appointed government officials; policymakers; and policy influencers to engage on central issues shaping travel mobility's future, including innovative and emerging travel; seamless and secure travel; and sustainable travel.

- **Brand USA Travel Week Europe 2022: Frankfurt, Germany; September 26-29**

Brand USA Travel Week is an annual event that brings together key players in the U.S. and European travel industries to discuss trends, challenges, innovations, and opportunities to drive future visitation to the U.S.

- **Georgia Tourism Foundation Board of Directors Meeting: Savannah, Georgia; November TBD**

Georgia Tourism Foundation board meetings take place on a quarterly basis.

Explore Georgia each year, the event is attended by more than 500 tourism and hospitality professionals.