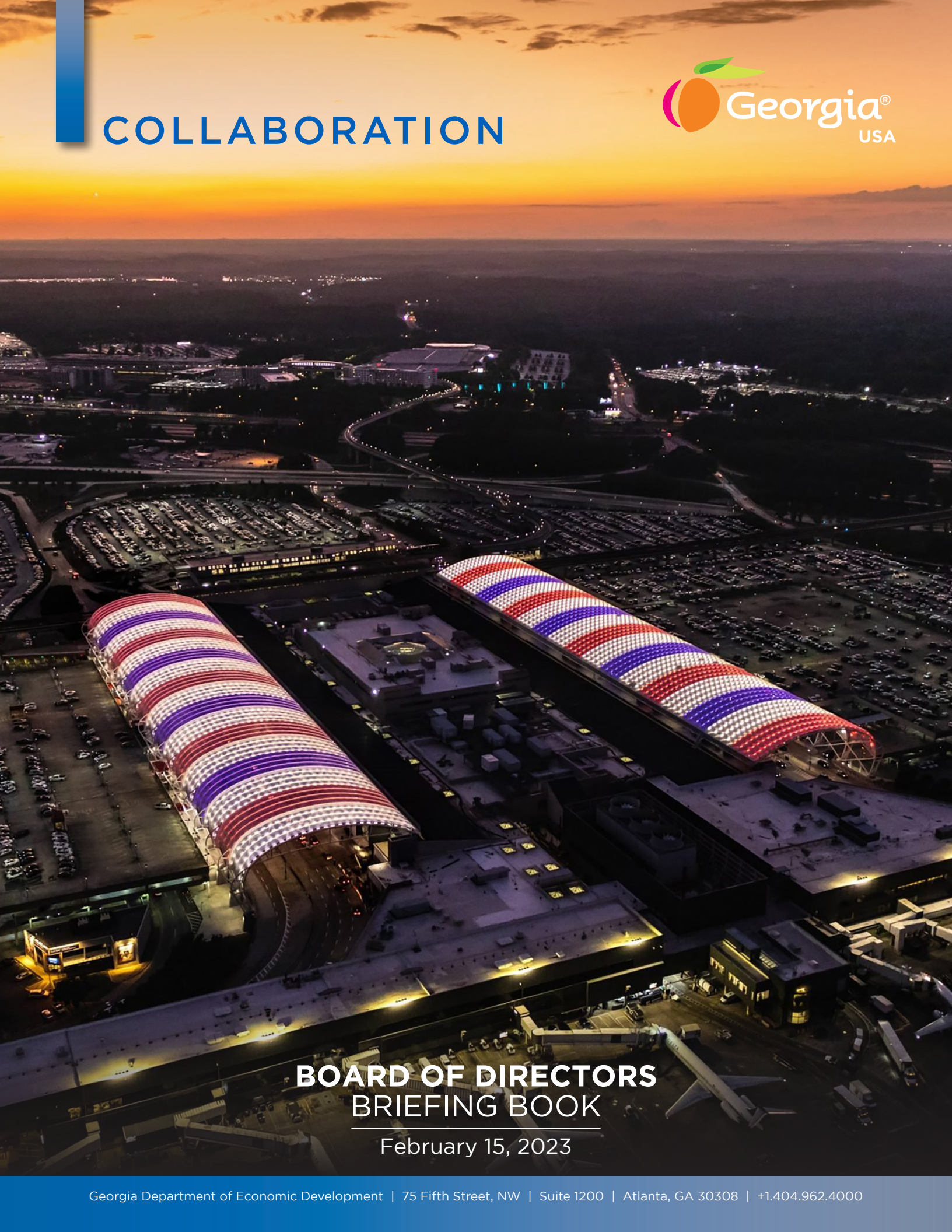


COLLABORATION



BOARD OF DIRECTORS BRIEFING BOOK

February 15, 2023

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD BOOK

SECOND QUARTER HIGHLIGHTS, FISCAL YEAR 2023

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Employers see creativity as a critical skill for the future workforce, and 74% of educators say that the risk of job automation is lower in professions that require creative problem-solving skills. Arts Education grants help address these factors by providing Georgia students with exposure to the creative arts.

By the Numbers

FY23 Grants

329 grants funded

87 counties reached

\$4.5 million total distributed

*This is the most grant funding awarded in GCA's history.

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. Cultural Facilities, Vibrant Communities grants awarded

Georgia Council for the Arts (GCA) [awarded](#) 75 organizations in 53 counties more than \$1.4 million through Cultural Facilities and Vibrant Communities grants. Cultural Facilities grants provide funding for the preservation, repair, or acquisition of an arts facility, while Vibrant Communities grants support various arts activities in rural communities. These grants utilized almost \$1 million from American Rescue Plan (ARP) funds, which will help arts organizations, especially those in rural areas, make overdue repairs to their facilities that were postponed during COVID.

2. Arts Education Program Manager

GCA welcomed a new Arts Education Program Manager in December. In addition to managing several of the Council's grants programs, Emily Yewell Volin will develop programs to allow schools to bring teaching artists into classrooms. Teaching artists are trained to utilize artistic disciplines to teach non-arts subjects such as math and science. Emily is a licensed P-12 educator in the State of Georgia with a B.S. in Elementary Education from Loyola University Chicago and her MFA in Theatre Arts with an emphasis in Dance from the University of Arizona.

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3. Project and Arts Education grants

Fiscal year 2024 Bridge, Project, and Arts Education [grant guidelines](#) were released in December. These grant programs will offer general operating support for arts organizations as well as arts project support for nonprofit organizations, schools, libraries, government entities, and colleges.

UPCOMING EVENTS AND OPPORTUNITIES

- **More Than Murals Workshop: Thomasville; February 22-24**

GCA will partner with Georgia Municipal Association (GMA), Thomasville Center for the Arts, and the City of Thomasville Downtown and Tourism Development to present a workshop on creative placemaking and public art. Twelve cities from across the state will send teams of three to learn how to work with artists in their area to address community challenges. Attendees will tour projects carried out with Thomasville and talk to local artists, business owners, and government officials to learn how they worked together to leverage arts resources for community and economic development.



Hosted by the Georgia Center of Innovation, final planning is well underway for the highly anticipated 2023 Georgia Logistics Summit in Savannah on March 8, 2023.

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

1. Economic Impact Study reveals 100:1 ROI

Completed in December, the Center of Innovation (COI) finished its first-ever Economic Impact Study with Georgia Tech’s Center for Economic Development Research. The study showed that through the Center’s Commercialization Grant, which awarded nearly \$250,000 over the last three years, \$25 million in new investment was created by the companies utilizing this grant with a state university partner.

2. IT team, Georgia Foundation for Public Education partner for Creative Workforce Fund

The Center of Innovation’s IT team partnered with the Georgia Foundation for Public Education in the fall to create the Georgia Creative Communities Fund. The purpose of this new fund is to use the PEACH Education Tax Credit dollars for K-12 education programs focused in creative industries. The Center’s team will work with industry partners and schools to make connections to grow the skills needed for the future workforce.

By the Numbers

First-half FY23

317 client engagements

176 industry partner engagements

12 state regions touched

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

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3. Aerospace Director promotes industry through speaking engagements

Aerospace Director Alyssa Sheehan led a “Women of Fabtech” panel event at FABTECH 2022 in November. Held at the Georgia World Congress Center, this event is North America’s largest metal forming, metalworking, and welding convention. Separately, at the Next Generation Manufacturing Signature Event, Sheehan led another panel discussion focused on aerospace innovations in the state.

4. AgTech Director attends national controlled environment agriculture conference

In October, AgTech Director Chris Chammoun attended the Controlled Environment Agriculture Summit in Danville, Virginia. This is one of the largest conferences focused on this particular sector of agricultural technology. With nine new companies locating throughout the state in recent years, Georgia has seen tremendous growth in this industry sector.

5. Manufacturing team participates in Internet of Things for Manufacturing workshop

In November, now former Manufacturing Director John Morehouse presented at the 2022 Internet of Things for Manufacturing workshop hosted by the Georgia Tech Manufacturing Institute. This event featured several national and Georgia companies, including The Ford Motor Company, Autodesk, Qcells, and Kimberly-Clark.

6. UGA Griffin Campus Food Product Innovation Center

The AgTech and Manufacturing teams visited the UGA Griffin Campus in December to tour and find additional ways to engage with their Food Product Innovation Center. The Food Product Innovation Center is a resource for food processing companies in the state and can serve as an additional source of support for COI clients.

UPCOMING EVENTS AND OPPORTUNITIES

- **[Georgia Logistics Summit: Savannah; March 8, 2023](#)**

Created in 2009 as an event to bring together all aspects of the logistics industry, the Georgia Logistics Summit has become one of the Southeast’s most important logistics and supply chain focused events. The Summit brings together speakers from prominent shippers in the industry, leaders in the state’s infrastructure and economic development community, as well as keynote speakers from some of the world’s most prominent supply chain focused companies.



"Devotion" was released in November, telling the true story of two elite U.S. fighter pilots whose heroic sacrifices during the Korean War would ultimately make them the Navy's most celebrated wingmen. The Georgia-lensed movie filmed in Statesboro, Savannah, and other Georgia communities.

By the Numbers

Projects

12 in prep

30 in production

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. 'State of the Industry' Summit

The Georgia Film Office was a presenting sponsor of the first annual "State of the Industry" summit hosted at Trilith Studios on October 20. The event welcomed more than 300 attendees and provided an opportunity to celebrate the value the film industry brings to the State of Georgia. The summit featured numerous panels and demonstrations of new technology throughout the day.

2. BlueStar Studios

A new TV and film studio, BlueStar Studios, announced on October 26 that it will locate in Forest Park. BlueStar Studio facilities will be developed at the former Fort Gillem site and feature 18 soundstages. Fort Gillem's 108,000-square-foot headquarters will remain intact and serve as the centerpiece of the 53-acre site, which is slated to open in late summer 2023.

3. New U.S. box office benchmark

Georgia-lensed "Black Panther: Wakanda Forever" has overtaken female-led superhero films "Captain Marvel" and "Wonder Woman" to become the highest-grossing movie with a female superhero as the lead at the U.S. box office. Disney hosted an advanced screening of the film in November, and the film went on to make more than \$1.34 billion worldwide by January 4. Of the top lifetime grossing films of all time, Georgia was home to four of the top 10: "Black Panther," "Avengers: End Game," "Spider-Man: No Way Home," and "Avengers: Infinity War!"

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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. Here is a list of upcoming festivals.

Upcoming festivals:

[Atlanta Jewish Film Festival](#): Atlanta; February 8-21, 2023

The Atlanta Jewish Film Festival (AJFF) is a multi-week cinematic exploration of Jewish life, culture, and history. Seeking to use the power of film to both entertain and educate, AJFF challenges conventional perspectives on complex and challenging issues facing both the Jewish and global communities. In 2015, a record-breaking 38,600+ moviegoers attended the AJFF, cementing its status as the highest-attended Jewish film fest on the planet. The 2022 festival will have a hybrid format with both in-theater screenings and a Virtual Cinema for in-home viewing.

[Atlanta International Documentary Film Festival \(Atlanta DocuFest\)](#): Atlanta; March 3-5, 2023

The annual Atlanta International Documentary Film Festival (Atlanta DocuFest) brings the best in independent documentary film and video from across the globe and showcases meaningful life stories, which educate and entertain audiences of every demographic. The Festival will be held at RoleCall Theater at Ponce City Market.

[South Georgia Film Festival](#): Valdosta; March 3-5, 2023

The South Georgia Film Festival showcases the art and industry of filmmaking across the region. It includes feature films and shorts, with a broad educational component featuring panels and Q&A with visiting filmmakers. These include PBS directors, professionals from Hollywood and Atlanta, and independent filmmakers. Projects from college and high school filmmakers are also included as they compete for potential scholarships to Valdosta State University.

[Atlanta Film Festival](#): Atlanta; April 20-30, 2023

The Atlanta Film Festival + Creative Conference (ATLFF) traditionally takes place each spring with in-person events and screenings. One of the largest and longest-running festivals in the country, ATLFF showcases the work of both emerging and established artists. In addition, the Atlanta Film Festival is one of fewer than 20 U.S. film festivals that is Academy Award®-qualifying in all three categories: Narrative Short, Documentary Short, and Animated Short. Recent festivals have seen audiences of more than 28,000 film-lovers joining over 300 attending filmmakers in support of works that push the boundaries of independent cinema.



Team Georgia celebrates its record-breaking 9th year as the “Top State for Business” at the Kia Georgia Training Center in West Point.

DIVISION PROFILE

The Global Commerce division seeks to increase jobs and investment through locating and expanding businesses, including 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

- Hyundai Motor Group and SK On to build EV battery facility in Bartow County**
 Governor Brian P. Kemp announced on December 8 that Hyundai Motor Group (HMG) and SK On have selected a site in Bartow County for a [new electric vehicle \(EV\) battery manufacturing facility](#) that will supply Hyundai Motor Group’s plants in the U.S. One of the largest economic development projects in state history, stakeholders estimate it will create more than 3,500 new jobs through approximately \$4-5 billion of investment in Bartow County. Hyundai Motor Group and SK On recently signed a memorandum of understanding (MOU) regarding the partnership for a new EV battery facility in the U.S., with the details of the partnership still in development.
- Gov. Kemp, Hyundai Motor Group execs break ground at Georgia’s Bryan County Megasite**
 Governor Brian P. Kemp, along with Hyundai Motor Group (HMG) Executive Chair Euisun Chung and company officials, officially broke ground on Hyundai Motor Group Metaplant America’s (HMGMA) new manufacturing plant at the Bryan County Megasite. The October 25 event also included numerous state, local, and federal officials. Announced in May 2022, the \$5.54 billion investment for this facility by the company and its affiliate suppliers includes plans to produce a diverse range of innovative EVs along with a new battery manufacturing facility. HMGMA will create more than 8,100 jobs over the next few years as the company establishes a stable supply chain for EV battery and associated components in the U.S. market. HMGMA’s new smart factory is expected to begin commercial production in the first half of 2025.

By the Numbers

First-half FY23

17,500 jobs

\$13 billion investment

218 projects

Projects outside metro Atlanta

85% of job creation

92% of investment

Key industries

84% of investment

75% new jobs

30% increase during same period in FY22

*Industries: advanced manufacturing, automotive, aerospace, food processing

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3. Battery manufacturer to invest \$2.57B, create over 700 jobs in Coweta County

FREYR Battery, a developer of clean, next-generation battery cell production capacity, will invest \$2.57 billion into Georgia's sustainable technology ecosystem and create 723 new jobs over the next seven years at a manufacturing facility in Coweta County. FREYR is dedicated to supporting a domestic supply chain for renewable power sources. The company's battery cells can be used for stationary energy storage (ESS), electric mobility, and additional applications.

4. Small Business Outreach

In October 2022, GDEcD established a Director of Small Business Outreach in response to a recommendation by Governor Kemp's Georgians First Commission to build on the Department's portfolio of small business services, provide greater direct engagement with this community, and articulate the Department's services to support small business growth. In its first year of existence, Director Allen Fox has traveled the state to meet with chambers, development authorities, and small business advocacy organizations, visiting more than 40 communities in all 12 regions of the state. This position has also allowed greater coordination with sister agencies such as the Department of Administrative Services to increase engagement and more effectively assist Georgia's minority-owned small business community. Across divisions, roughly 80% of GDEcD's work is with small business, and GDEcD's [small business resource page](#) remains one of the top-visited locations on the website.

UPCOMING EVENTS AND OPPORTUNITIES

- **International Representatives Week: Atlanta, Dublin, Savannah; April 23-28, 2023**

The Global Commerce division will partner with the International Trade team and the International Relations team to host Georgia's international office representatives for a week of training and team-building, with community tours to Dublin and Savannah.

- **SelectUSA Investment Summit: Washington, D.C.; May 1-4, 2023**

The SelectUSA Investment Summit is the top event in the United States for FDI promotion, connecting investors, companies, economic development organizations (EDOs), and industry experts to seize every opportunity available to make investment deals happen through U.S. investment.



The 44th Annual 2022 SEUS-Japan Conference gave Georgia leaders another productive opportunity to engage with a longstanding partner in business and diplomacy as Georgia looks forward to celebrating the 50th anniversary of the establishment of its Japan office in 2023.

By the Numbers

During Q2FY23

101 key clients assisted

206 export successes supported

406 companies engaged

\$17.77 million in exports supported by Go Global Georgia

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. SIAL Paris

The International Trade team continues to open doors for Georgia food and food processing exporters, exhibiting at SIAL Paris – Europe's largest food trade show – in October. Two Georgia companies, Americold Logistics and Refrigiwear, traveled with GDEcD and took advantage of pre-arranged B2B meetings coordinated by Georgia's International Trade Representative Conor Griffiths. South Georgia Pecans and the USA Poultry and Egg Export Council also exhibited at the show. Senior International Trade Manager Taube Ponce and Ellen Kraft from Georgia's European Office were joined by partners from Georgia Power and Metro Atlanta Chamber to promote increased food exports from Georgia and develop new investment leads.

2. MEDICA: Düsseldorf, Germany

Europe remains an important market for Georgia life science and health technology exports and MEDICA is a leading global event. International Trade Representative Ulrike Schauerte supported 12 Georgia companies that exhibited at MEDICA in November. Small Business Exporter of the Year [Athens Research and Technology](#) leveraged grant funding through Go Global Georgia to exhibit at the show and connect directly with European customers.

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3. SEUS-Japan: Orlando, Florida

The 44th Annual SEUS-Japan conference was back in person for the first time since Georgia hosted the event in 2019. This important gathering celebrates longstanding business and diplomatic ties with Japan and offers networking with business leaders from one of Georgia's largest trade and investment partners. Georgia's delegation was composed of 32 business and economic development leaders from across the state. Bridgestone Corporation is the current chair from Japan.

ICYMI, Mary Waters and Joseph Huntemann recently [spoke with Global Atlanta](#) about the importance of Georgia's partnership with Japan.

UPCOMING EVENTS AND OPPORTUNITIES

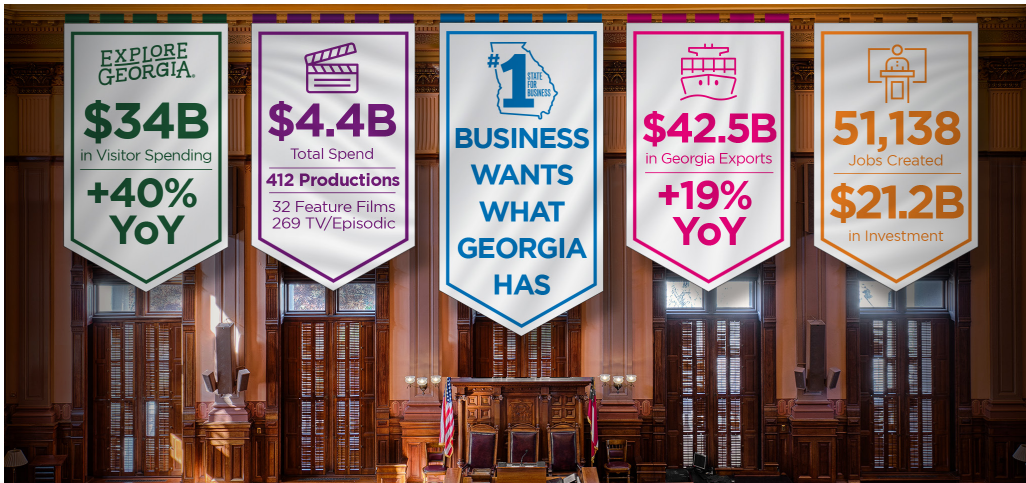
- **LAAD: Rio de Janeiro, Brazil; April 11-14, 2023**

The Trade team will exhibit at LAAD, the largest defense and security show in Latin America in April 2023.

Coordinated by Senior International Trade Manager Taube Ponce, three Georgia small businesses will co-exhibit with the state and connect to new customers in Brazil and Latin America.

- **International Representatives visit: April 24-28, 2023**

Planning is underway to welcome GDEcD's global representatives back to Georgia for International Reps week in April. Georgia's competitiveness in the global marketplace is strengthened by the work of our international team in 12 strategic markets. These professionals facilitate greater exports of Georgia products and services and generate new foreign direct investment leads. The long-awaited event will include internal training, meetings with key partners and Georgia businesses, and get our representatives out into the state to experience what sets Georgia apart from the competition.



The FY22 Year in Review celebrates a record-setting year and the partnerships that made these achievements possible.

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, 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. Year in Review

The Georgia Department of Economic Development's (GDEcD) [Year in Review](#) updates legislators on economic successes across the state during the previous fiscal year and serves as a handbook to help new legislators familiarize themselves with the Department's divisions and mission. The annual update focuses on highlights in each region and underscores the impact of collaboration between GDEcD and its partners. The FY22 cover concept is a tip of the hat to the state's partnership approach to economic development and its relationship with legislators, as well as a tribute to the many years of support GDEcD received from the late House Speaker David Ralston.

2. Consular Corps recognizes Veterans Day

The International Relations team had the honor of coordinating the attendance of the Georgia-based Consular Corps at the Veterans Day ceremony hosted by Governor Brian Kemp at the State Capitol. Representing some of the country's closest allies, the members in attendance paid their respects and expressed support for the American troops who have been so critical to their own security.

By the Numbers

Webpage visit increases (Q2FY23 Vs. Q2 FY22)

314% to COI Logistics

224% to cybersecurity

51% to logistics supply chain

42% to workforce education

31% to minority-owned small business

28% to trade

18% to advanced manufacturing

16% from Netherlands

15% from Japan

Additional communications

19 e-newsletters distributed

17 press releases circulated

9 blog posts on Georgia.org

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3. E-mobility, clean energy projects keep Georgia on fast track

Georgia's successful efforts in recruiting and supporting electric mobility and clean energy and technology projects continues to draw headlines and additional opportunities to the state. Harnessing projects such as the Hyundai Motor Group Metaplant America electric vehicle (EV) manufacturing and battery facility in Bryan County, Rivian's EV campus at Stanton Springs, and Aurubis, which broke ground in June on its state-of-the-art recycling and copper smelting facility in Augusta, and announced in December an additional investment and expansion to fast-track the facility — among more than 30 additional e-mobility projects, the marketing and communications teams have worked together to ensure strategic audiences understand how and why Georgia is leading in attracting these jobs of the future through earned media and marketing. These collaborative efforts continue to attract supplier projects and other opportunities across the clean tech landscape.



The Explore Georgia team supported state tourism partners at the 2022 Georgia Group Sales Symposium, presented by the Georgia Association of Convention and Visitors Bureaus, in December.

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. Explore Georgia launches Best Trips of 2023 campaign

In December, Explore Georgia leveraged the marketing window between Christmas and New Year's by launching the "Best Trips of 2023" campaign, inspiring travelers to start planning their 2023 vacations to Georgia. The Explore Georgia team created a website landing page to present an overview of the curated top 12 trips in a new picture-grid format, and linked each of the 12 picture tiles to the corresponding trip descriptions in the full article, allowing readers to easily jump to the trips that interest them most. The national campaign was activated across Explore Georgia's owned, paid, and earned media channels, with the goal of driving traffic to the website landing page. The campaign achieved 4.5M total impressions in organic and paid efforts across Facebook, Instagram, and Pinterest; more than 221,000 successful email deliveries; 10.6M earned media impressions; and an increase of 2,508% in traffic to the website landing page.

2. Georgia represented at Travel South USA International Showcase

In November, members of Explore Georgia traveled to Louisville, Kentucky, for Travel South USA International Showcase, the premier marketplace event in the Southern U.S. that brings together 500 tourism professionals for three days of intensive meetings with the goal of driving more visitation to the South. Prior to the start of the show, Deputy Commissioner for Tourism Mark Jaronski joined fellow members of the Travel South Board of Directors to honor international tour operators and media at the organization's annual awards night.

By the Numbers

Tourism Research

\$3.2B in travel spending in October (up 16% YoY)

Source: USTA

25.6% increase in hotel room revenues YoY (YTD through Nov.)

Source: STR

3.6% increase in road travel volume YoY (Oct. 1 - Dec. 31)

Source: Arrivalist

ExploreGeorgia.org (FY23 Q2)

2.7M website sessions

4.5M pageviews

549,187 partner referrals

Source: Google Analytics

@ExploreGeorgia - Instagram, Facebook, Pinterest, & Twitter (FY23 Q2)

932,953 followers

868,998 engagements

20M impressions

230,933 link clicks to site

Source: Sprout Social Reporting

Earned Media (FY23 Q2)

44 placements

94M impressions

Source: Cision

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During the event, Division Director Meggan Hood met with 11 journalists from various international markets, Partner Marketing Manager Lori Hennesy met with more than 35 tour operators from major destinations in Europe and Canada, and Mark participated in the Travel South Board of Directors meeting.

3. Georgia Group Sales Symposium 2022 features updates and insights from Explore Georgia

Explore Georgia's Deputy Commissioner for Tourism Mark Jaronski, Director of Tourism Research Ashley Barfield, and Regional Tourism Marketing Manager Nija Torrence joined the Georgia Association of Convention and Visitors Bureaus (GACVB) for its 2022 Group Sales Symposium on December 13 in Peachtree City. The Group Sales Symposium brings together meetings and convention sales professionals from the Southeast to discuss new trends, tactics, and technology for improving meetings business and group market recruitment and production. During the event, Ashley presented research highlights from the Destination Analysts study, "The CVB & the Future of the Meetings Industry," and Mark shared a recap of the 2022 American Society of Association Executives (ASAE) Annual Meeting & Exposition as well as a preview of Explore Georgia's efforts for the 2023 ASAE conference, which will take place in Atlanta.

UPCOMING EVENTS AND OPPORTUNITIES

- **Georgia Tourism Foundation Board of Directors Meeting: Columbus, GA; March 14**
Georgia Tourism Foundation board meetings take place on a quarterly basis.
- **Global Meetings Industry Day: Global; March 30**
Global Meetings Industry Day is an international day of advocacy showcasing the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences, and conventions bring to people, businesses, and communities. This year's theme is #MeetingsMatter.
- **U.S. Travel Association Destination Capitol Hill & Board of Directors Meeting: Washington, DC; April 18-21**
Destination Capitol Hill brings together travel leaders from across the country to educate policymakers about the power of travel. The event provides delegates with an opportunity to learn about upcoming legislation that impacts travel, network with peers, and meet with members of Congress to stress the importance of travel as an economic driver.
- **Travel South USA Global Week: New Orleans, LA; April 24-27**
Travel South USA Global Week gathers state tourism office staff, destination marketing professionals, public relations practitioners, and media vendors for three days to address the Southern region's global competitiveness and strategies to increase market share.
- **National Travel & Tourism Week: Nationwide; May 7-13**
National Travel & Tourism Week (NTTW) is an annual industry tradition celebrating the value travel holds for the economy, businesses, and personal well-being. The travel community will celebrate NTTW's 40th anniversary in 2023 by showcasing the industry's role in fostering vibrant communities, encouraging emerging innovations, and powering a strong economic recovery.



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