

TRADE & TOURISM



BOARD OF DIRECTORS BRIEFING BOOK

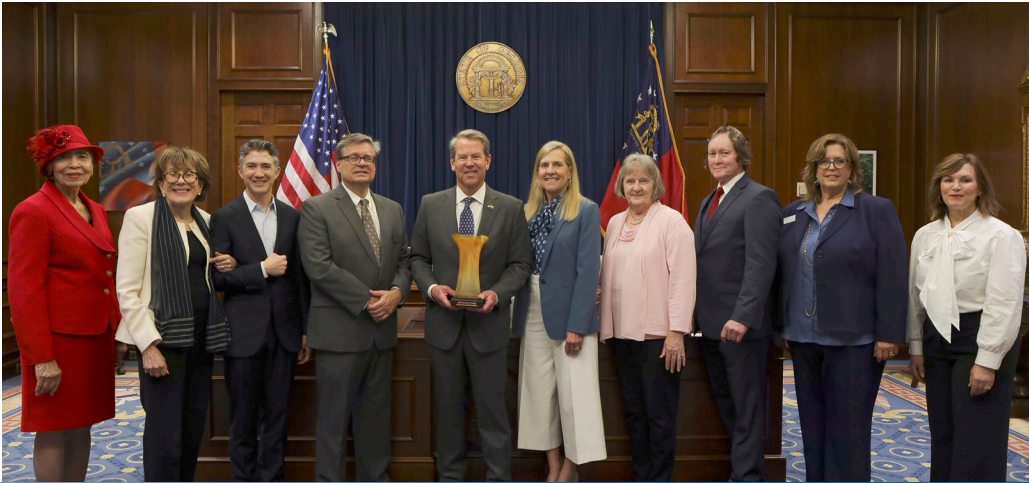
May 10, 2023

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD BOOK

THIRD QUARTER HIGHLIGHTS, FISCAL YEAR 2023

TABLE OF CONTENTS

| | |
|-----------------------------------|----|
| Georgia Council for the Arts..... | 3 |
| Center of Innovation | 5 |
| Film | 7 |
| Global Commerce | 9 |
| International Trade | 11 |
| International Relations | 13 |
| Tourism..... | 15 |



Governor and First Lady Marty Kemp celebrate the recipients of the 2022 Governor's Awards for the Arts & Humanities in Georgia. The 10th annual recognition was held at the State Capitol in February.

By the Numbers

Arts and Cultural Production account for*

\$29.2B in Georgia

4.2% of Georgia's economy

149,036 jobs

**According to U.S. Bureau of Economic Analysis*

FY23 Grants

112 Arts Education Program grant applications received

35% increase over last year

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. 'More Than Murals' creative placemaking workshop

Georgia Council for the Arts partnered with the Georgia Municipal Association, the City of Thomasville, and the Thomasville Center for the Arts to present "More Than Murals," a three-day creative placemaking/public art workshop for rural communities February 22-24. Each city that attended will receive an \$8,000 grant to carry out a creative placemaking project in their community.

2. Governor's Awards for the Arts and Humanities

On March 2, Governor Brian P. Kemp presented the [Governor's Awards for the Arts and Humanities](#) to six individuals and four organizations for their achievements in the fields of the arts and humanities. The Governor's Awards are presented annually and are a partnership between Georgia Council for the Arts, Georgia Humanities, and the Governor's Office.

Contact Information

For further information or details, please contact:

Tina Lilly
 Georgia Council
 for the Arts
Executive Director
 404.962.4827
tlilly@gaarts.org

3. Poetry Out Loud

On March 14, Molly Pitra, a junior at St. Pius X Catholic High School, was selected as the winner of Georgia's [Poetry Out Loud](#) competition. Amaya Ariel McGee from DeKalb School of the Arts was runner-up in the competition. The state champion will go on to represent Georgia at the national finals in May in Washington, D.C. Poetry Out Loud is a national program, sponsored by the National Endowment for the Arts (NEA) and the Poetry Foundation, to build self-confidence and public speaking abilities in students. GCA partners with the Alliance Theatre to present this program in Georgia.

MARKETING & COMMUNICATIONS HIGHLIGHT

Art and Humanities Video

The recipients representing a diverse group of individuals and organizations that have contributed to, and supported the growth of Georgia's thriving creative industries through community involvement, pioneering programs, and long-term financial commitment are featured in a video located at gaarts.org.

UPCOMING EVENTS AND OPPORTUNITIES

- **Art of Georgia: May/June**
GCA will install the latest Art of Georgia exhibit. Through this program, work by Georgia artists is displayed for approximately one year in the Governor's Office at the Capitol as well as in the Governor's Mansion.
- **Grant announcements: July**
GCA will announce the recipients of FY24 Bridge, Project, and Arts Education Grants.



Governor Brian Kemp delivers keynote remarks during the sold-out 2023 Georgia Logistics Summit in Savannah.

By the Numbers

Through FY23Q3

400 client engagements

297 industry partner engagements

12 state regions touched

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

800+ registrants at the 2023 sold-out Georgia Logistics Summit

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. Logistics team hosts sold-out crowd at Georgia Logistics Summit

The Center of Innovation’s Logistics team hosted more than 800 people from all over the world at the [2023 Georgia Logistics Summit](#) in March. Across the river from the third-largest and fastest-growing seaport in the U.S. – the Port of Savannah – a knowledgeable lineup of speakers and panelists, including Governor Brian Kemp, provided guests with valuable information ranging from the latest updates in technology and innovation in the logistics sector to insights into the Georgia Department of Transportation’s statewide projects.

2. AgTech team presents Agribusiness Financing Workshop in Metter

Hosted by the Georgia Grown Innovation Center in Metter, Center of Innovation AgTech Director Chris Chammoun served as emcee and lead coordinator for the Agribusiness Financing Workshop in January. Featuring speakers from several state and federal partners, banks, and other financial institutions, this sold-out workshop gave agribusinesses in Georgia connections to help them further grow their business.

Contact Information

For further information or details, please contact:

David Nuckolls
Center of Innovation
Executive Director
478.462.4130
dnuckolls@georgia.org

3. Energy Technology Director tapped to serve on Hydrogen Economy Braintrust

By invitation, Energy Technology Director Costas Simoglou is participating in the Hydrogen Economy Braintrust, which is led by U.S. Senator Jon Ossoff and Georgia Public Service Commissioner Tim Echols. The group is working with Georgia businesses, public and private partners, energy companies, universities, transportation agencies, and more to make the state a national leader in the hydrogen energy space.

4. Co-host of inbound Canadian trade delegation

In February, members of the Center of Innovation team worked with the International Relations team to serve as a co-host for an inbound Canadian trade delegation of aerospace and technology companies visiting Atlanta. The Center's team provided several connections to these companies as they seek to do business in the state.

5. Aerospace team lead sponsor for Augusta air mobility event

As a way to better connect the industry, the Aerospace team served as a lead sponsor and speaker at the Innovation Xchange Forum led by Skyworx, the Augusta Regional Airport's aerospace business incubator. This forum focused on the topics of Air Mobility and Cyber Security and provided the audience several best practices. In addition, attendees were able to view several demonstrations from industry partners.

MARKETING & COMMUNICATIONS HIGHLIGHT

Americus-based TSG Resolute featured in new success story video

The latest success story video features Americus-based TSG Resolute. This company connected with the Center during the pandemic trying to find ways to increase their workforce capacity due to demand. The Center of Innovation team introduced the company to an innovative solution that not only addressed their immediate need, but enhanced their overall operations. The video can be viewed on the Center of Innovation's website at georgia.org/innovation.

UPCOMING EVENTS AND OPPORTUNITIES

- **AgTech Summit: Macon; June 7**
More details to come!



Building on the success of the first movies in the franchise, “Creed 3” has been filming in Georgia, delivering paychecks, hotel nights, and other spending to Georgia’s small businesses and tax base.

By the Numbers

Projects

8 in prep

42 in production

New projects

The return of Netflix hit series “Stranger Things”

Feature film “Juror #2,” directed by Clint Eastwood, is shooting in Savannah

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. Association of Film Commissioners International (AFCI) Week

Georgia Film Office staffers Lee Thomas and Alison Fibben represented the division at the Association of Film Commissioners International (AFCI) Week in Los Angeles in late March. Founded in 1975, AFCI provides advocacy, connectivity, and education necessary for film commissions and businesses in the screen sector to foster economic growth, to initiate the groundwork for strong infrastructure, and provide the essentials for professional development worldwide.

2. No. 2 for studio space

In FilmLA’s March 2023 stage report, Georgia is now ranked No. 2 in the United States for the amount of studio space, surpassing New York. This report was based on 2021 numbers, and does not include the new Athena Stages in Athens, The Assembly development in Doraville, Electric Owl on Redan Road, BlueStar Studios at Fort Gillem, or expansions at Trilith, EUE/Screen Gems, or Shadowbox Studios.

Contact Information

For further information or details, please contact:

Lee Thomas
 Georgia Film Office
 Deputy Commissioner
 404.962.4048
lthomas@georgia.org

3. Great Point Studios-Lionsgate deal

Great Point Studios, a media-focused company specializing in film and television infrastructure, has announced it has signed a deal with global content leader Lionsgate and is currently building a major \$200 million production facility in Douglasville. Lionsgate Studios Atlanta, a 500,000-square-foot, full-service, modern entertainment complex will include 12 large sound stages, office and support space, a back lot and parking for 400 cars and 100 trucks. Opening in late 2023, it will also offer a full set of production services on site, including grip and electric, equipment, props, set building, restaurants, location catering, cleaning service, and security.

MARKETING & COMMUNICATIONS HIGHLIGHT

Lionsgate in Georgia

By working with the company's public relations team and Governor Kemp's office, Governor Kemp's quote was not only included in the company's press release with Hollywood, New York and New Jersey, and other film industry media, but GDEcD was able to help the Great Point Studios and Lionsgate reach the right media contacts in Georgia for the announcements as they make stronger inroads with the state. This customer service approach benefited all parties involved in the short- and long-term.

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:

[American Youth Film Festival](#): Atlanta; June 1-4

Held annually at the Westin Peachtree Plaza in Atlanta, entries for the American Youth Film Festival (AYFF) are open to students in three categories: middle school, high school, or college. Judging categories include animation, comedy, commercials, documentaries, feature films, music videos, public service announcements, science fiction, or short films. The festival includes screenings, panel discussions and workshops for young people.

[Atlanta Shortsfest](#): Atlanta; June 2-3

Atlanta Shortsfest showcases a diverse mix of short films (under 45 minutes) by filmmakers from across the globe in a wide range of genres. The festival was established to spotlight and promote excellent short films, and provide an important platform to share work with appreciative audiences and fellow filmmakers. The festival will be held at RoleCall Theater in Atlanta's Ponce City Market.



Governor Brian Kemp, GDECD Commissioner Pat Wilson, Kia Georgia CEO Stuart Countess and other state and company leaders celebrated Kia's long-term commitment to, and investment in, Georgia with Kia Day at the Capitol during the General Assembly session.

By the Numbers

Hyundai Suppliers Located in FY23

7 suppliers

5 counties

4,500+ new jobs

\$1.9B investment

DIVISION PROFILE

The Global Commerce team 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

1. Renewal by Andersen to open first Southeast manufacturing facility in Locust Grove

Governor Brian P. Kemp announced on January 3 that Renewal by Andersen, the full-service window replacement division of Andersen Corporation, will create 900 new jobs and invest more than \$420 million in a new manufacturing facility in Henry County. It will be the company's first manufacturing facility in Georgia. The facility will initially support Renewal by Andersen, the company's start-to-finish window and door replacement division, with capacity to expand in future years to support additional Andersen-enterprise product lines. Construction on the facility will begin in 2023, with operations expected to begin in 2025.

2. Qcells to more than double production in Georgia, create 2,500 new jobs

Qcells, one of the largest and most-recognized renewable energy solutions providers, will invest more than \$2.5 billion to expand its solar module manufacturing operations in Georgia. Qcells will build a new facility in Cartersville and add a third facility to its Dalton location, creating more than 2,500 new jobs in northwest Georgia. These investments are expected to bring Qcells' total solar panel production capacity in Georgia to 8.4 gigawatts by 2024. Qcells expects to break ground at the Cartersville site in the first quarter of 2023.

Contact Information

For further information or details, please contact:

Kristi Brigman
Deputy Commissioner
 404.962.4037
kbrigman@georgia.org

3. Governor Kemp and Rivian CEO RJ Scaringe celebrate Rivian Day

Governor Brian P. Kemp and First Lady Marty Kemp, along with Rivian founder and CEO RJ Scaringe, joined Commissioner Pat Wilson, legislative leaders from both chambers, local elected and economic development officials, and company representatives to celebrate the first-ever Rivian Day on March 1 at the State Capitol. The full day of events included a legislative luncheon for members of the General Assembly to engage with Rivian executives to hear more about the company's planned operations in Georgia. At full buildout, the plant will create 7,500 jobs and will be capable of producing up to 400,000 vehicles per year.

MARKETING & COMMUNICATIONS HIGHLIGHT

'EV Capital' efforts

Communications efforts supporting Georgia's leadership in clean energy and EV continue, with new website content tied to project sites and suppliers, as well as national and international news media interviews, including the Washington Post, BBC, The Economist, and Wired.

UPCOMING EVENTS AND OPPORTUNITIES

- **BIO International Convention: Boston; June 5-8**

The BIO International Convention attracts 14,000+ biotechnology and pharma leaders for one week of intensive networking to discover new opportunities and promising partnerships. The GDEcD Global Commerce team will be joined by local partners and educational institutions from around the state to promote the burgeoning life sciences industry in Georgia.

- **Money20/20: Amsterdam; June 6-8**

Money20/20 was founded in 2012 by payment and fintech veterans from Google, TSYS, and Citi Bank. C-level executives, speakers, innovators and disruptors from across the world will convene to discuss advances in financial technology and the state of the finance sector. Attendance will further spotlight Georgia's large place in the global fintech ecosystem.

- **The International Paris Air Show: Paris; June 19-25**

Supporting Georgia companies like Gulfstream and Delta and helping to drive new investment to the state, the team will be attending the 54th Annual Paris Air Show at the Le Bourget Parc des Expositions in June 2023. The air show brings together companies from 49 different countries to showcase the latest technological advances in aviation.



During Arab Health in Dubai, six companies co-exhibited in the State of Georgia's busy booth.

By the Numbers

During Q3FY23

107 key clients assisted

228 export successes supported

476 companies engaged

\$2.3M in exports supported by Go Global Georgia

DIVISION PROFILE

GDEcD's nationally recognized International Trade team 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. Georgia Trade shatters previous records

2022 marked the second record-breaking year in a row for global trade in Georgia. Total Trade increased by nearly \$30 billion from the 2021 record, exceeding \$196 billion. Exports outperformed the 2021 record by \$5 billion, and Georgia moved up to 11th in U.S. rankings for export value. Over the past decade, Georgia exports have grown by 25%. Eighty-five percent of Georgia exporters are small businesses. Leading export industries for the state include aviation/aerospace, automotive manufacturing, and agriculture. Of the 12 international markets with Georgia representation, 52% of exports and 57% of total trade involved these strategic markets, which extend throughout Europe, the Middle East, Asia, and the Americas.

2. Georgia companies report 400 new leads from Arab Health

Arab Health is one of the premier healthcare and life science exhibitions in the world and the largest of its kind in the Middle East. The International Trade team led a delegation of six Georgia companies who co-exhibited in the Georgia booth. At least five other Georgia companies exhibited or attended the show independently. Since the show, companies have reported over 465 qualified leads and anticipate millions of dollars in future sales. Arab Health continues to be an excellent trade show for Georgia companies with high potential for future growth opportunities.

Contact Information

For further information or details, please contact:

Mary Waters
International Trade
Deputy Commissioner
404.962.4120
mwaters@georgia.org

3. Georgia promotes flooring industry at Domotex

Domotex is the leading worldwide trade show for carpets and floor coverings. Georgia's success in the flooring industry continues to grow with at least 15 direct new locations or expansions within the industry since 2020. Members from Georgia Department of Economic Development team from Atlanta and Europe attended the show and met with Balta Rugs and Sellit (from Europe), Oriental Weavers (from Egypt), Carter Custom Carpets (from Rome, Georgia) to promote future trade opportunities. Two companies with significant presence in Georgia, Tuftco and Next Floor, exhibited in the booth with GDEcD.

MARKETING & COMMUNICATIONS HIGHLIGHT

Trade Report

The 2022 Trade Report showcases Georgia's continued export success. Published annually, it summarizes global merchandise trade; including dollar value, top trading partners, and leading exported and imported products, and is announced by press release and shared through various digital marketing channels, including being featured prominently on the homepage of georgia.org.

UPCOMING EVENTS AND OPPORTUNITIES

- **2023 GLOBE Awards Announcement: May**

Established in 2014, the Annual GLOBE Awards program honors Georgia businesses that successfully enter new international markets during the previous calendar year. The International Trade team will recognize companies that contributed to Georgia's record export value in 2022, including those that exported for the very first time last year! The 2023 GLOBE winners, including Exporters of the Year, will be announced in May during World Trade Month.

- **SEUS Canada: St. John's, Newfoundland and Labrador; July 23-25**

Recruitment will soon be underway for the 14th Annual SEUS-CP conference in St. John's, Newfoundland and Labrador. The SEUS-CP alliance brings together six southeastern U.S. states and six Canadian provinces to promote trade development between and among the jurisdictions. The 2023 event will focus on trade opportunities in green and renewable technologies, featuring two days of business-to-business meetings for Georgia exporters. Canada has been Georgia's largest export market for more than two decades, exceeding \$7 billion in 2022.



The 2023 International VIP Tour included a stop at the VECTR Center in Warner Robins. The tour highlighted Georgia's workforce development and veterans' services.

By the Numbers

50 years of Georgia representation in Japan and Europe

37 years hosting International VIP Tour

+26% growth of bilateral trade with Israel (2021-2022)

6,473 miles on Delta's new flight between Atlanta and Tel Aviv

DIVISION PROFILE

The International Relations team is dedicated to strategically cultivating and expanding the State of Georgia's international relationships. These responsibilities include serving as the state's liaisons to foreign governments and the Consular Corps, coordinating international missions, and welcoming visiting dignitaries and delegations, in addition to serving as a link for bi-national chambers that are invested in Georgia's international business community.

QUARTERLY DIVISION HIGHLIGHTS

1. Governor's mission to Germany & Switzerland

The International Relations Team coordinated Governor Kemp's January mission to Germany and Switzerland, where time was spent in Hamburg and Davos, among other locations. This mission kicked off the recognition of the 50th anniversary of the establishment of Georgia's office in Europe. Governor Kemp spoke at the invitation of the World Economic Forum in Davos, and the team met with Georgia investors such as Aurubis, Hapag-Lloyd AG, and Ritz Instrument Transformers in Germany, and SUHNER, On, and Elma Electronic in Switzerland.

2. 2023 International VIP Tour

The team hosted the [2023 International VIP Tour](#) March 7-9. This unique, hybrid program was created in 1986 and aimed at creating meaningful relationships that catalyze growth between international representatives located in Georgia and local communities across the state. Esteemed guests representing 23 of Georgia's top international trading partners, investor nations, tourism, and study abroad destinations explored the history, industry, tourism, and educational institutions that make a few of South Georgia's communities exceptional, with visits to Warner Robins, Albany, Thomasville, Valdosta, Vienna, and Macon.

Contact Information

For further information or details, please contact:

Nico Wijnberg
International Relations
Director, Chief of Protocol
404.962.4834
nwijnberg@georgia.org

3. Return of Delta transatlantic flights to Israel

In March, Georgia's largest airline, Delta, reestablished direct flights from Atlanta to Israel. The IR team organized a Commissioner's mission around the celebration of the return of this connectivity. The GDEcD team joined the inaugural flight, highlighting how connectivity leads to business. The team explored opportunities for further collaboration in investment, trade, and tourism. Business and education communities in Georgia and Israel are working together to lead cutting-edge advancements, especially cybersecurity, fintech, AgTech, and mobility. Bilateral trade grew 26% from 2021 to 2022. Georgia welcomed more than 2,600 visitors from Israel in 2021, with this volume forecasted to grow as normal travel resumes and direct flights are reintroduced.

MARKETING & COMMUNICATIONS HIGHLIGHT

To ensure the most direct connections with their target audiences, social media is consistently utilized to demonstrate Georgia's commitment to, and engagement with, global partners and the Consular Corps. These opportunities reinforce productive relationships and increase opportunities that benefit Georgia businesses.

UPCOMING EVENTS AND OPPORTUNITIES

- **The International Paris Air Show: Paris; June 19-25**

The International Relations team will be organizing a mission around the Paris Airshow this year and supporting the Department's business development in one of the state's top industries. The team will be attending the 54th Annual Paris Air Show at the Le Bourget Parc des Expositions in June 2023. As part of the State of Georgia's celebration of 50 years of representation in Europe, the International Relations team will join Georgia communities and GDEcD's Global Commerce team in supporting Georgia companies through diplomacy and helping to drive new investment to the state. Companies from 49 different countries are expected at the air show to showcase the latest technological advances in aviation.

- **SEUS Canada: St. John's, Newfoundland and Labrador; July 23-25**

The SEUS-CP alliance brings together six southeastern U.S. states and six Canadian provinces to promote trade development, strengthening economic bonds between and among the jurisdictions. The 2023 event will focus on trade opportunities in green and renewable technologies. Canada has been Georgia's largest export market for more than two decades, exceeding \$7 billion in 2022. Together with the Trade & Global Commerce teams, the International Relations division works to support business development and lead government to government bilateral and multilateral relationship development through this alliance.



Governor Kemp and Explore Georgia debuted the 2023 Official State Travel Guide, which plays a key role in marketing Georgia and driving economic impact into local communities across all regions of the state.

By the Numbers

Tourism Research
(YTD through Feb.)

\$5.6B in travel spending
(up 15.9% YoY)

Source: USTA

26.7% increase in hotel
room revenue YoY

Source: STR

18.6% increase in air
passengers at Hartsfield-
Jackson Atlanta International
Airport YoY

Source: ATL Airport

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. Governor Kemp, Explore Georgia unveil 2023 Official State Travel Guide

In February, Governor Kemp, and Explore Georgia unveiled the 2023 Official State Travel Guide at the State Capitol. The guide features four different covers that represent the key destination types market research shows travelers are most interested in visiting, and highlight Georgia's diverse geographies and experiences, including Providence Canyon State Park in Lumpkin, Amicalola Falls State Park in Dawsonville, Driftwood Beach on Jekyll Island, and Savannah's Waterfront. Leaders from each of the cover destinations, as well as General Assembly members from these areas, attended the unveiling.

The 2023 Explore Georgia Official State Travel Guide contains more than 125 pages of beautiful imagery and inspirational storytelling about destinations across the state. As part of its visitor-centered approach, Explore Georgia increased circulation of this year's guide by 50% compared to 2022 to meet increased travel and consumer demand. The 750,000 guides are distributed to consumers online at the Explore Georgia website, by phone, on-site at the nine Georgia Visitor Information Centers, and through a statewide network of tourism partners.

Contact Information

For further information or details, please contact:

Mark Jaronski
Chief Marketing Officer
404.962.4082
mjaronski@georgia.org

2. Explore Georgia celebrates Global Meetings Industry Day (GMID)

Led by the Meetings Mean Business coalition and the U.S. Travel Association, Global Meetings Industry Day (GMID) took place on March 30 to recognize the undeniable value that business meetings, trade shows, conferences, and conventions bring to people, businesses and communities. Explore Georgia supported GMID and this year's "Meetings Matter" theme by developing website, social media, and press release content showcasing the economic and societal impact of professional in-person meetings across the state. According to the most recent data from Longwoods International and Tourism Economics, in 2021, professional meetings attracted 5.5 million overnight domestic travelers to Georgia and drove \$2.6 billion in business travel spending statewide. Explore Georgia's activations during the week of GMID generated a 15.5% increase in meetings-related pageviews compared to 2022, a 6.7% LinkedIn post engagement rate, a 2.3% Facebook post engagement rate, and nearly 60,000 earned media impressions.

3. Earned media coverage update

In FY23 Q3, Explore Georgia secured more than 93 earned media placements across local, national, international, and travel news outlets, generating more than 972 million impressions of Georgia travel and tourism. Earned media coverage highlights include a seven-page feature story about Atlanta in the National Geographic Traveller (UK) January/February 2023 print issue and online, a WSB-TV interview segment about the power of Georgia's tourism industry, quotes in two Travel + Leisure online articles about the best small towns and the best waterfalls in the U.S., and inclusion in two articles in The Group Travel Leader's 2023 U.S. Civil Rights Trail Guide, which was published in print, digitally and online.

UPCOMING EVENTS AND OPPORTUNITIES

- **U.S. Travel Association's IPW 2023: San Antonio, TX; May 20-24**
IPW is the leading international inbound travel trade show, driving \$5.5 billion in future travel to the United States. It is a national showcase of America, where U.S. travel exhibitors connect with travel buyers and media from more than 70 countries to promote their product, negotiate future business, and build relationships. IPW secures America's position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer. Explore Georgia is co-exhibiting with six state tourism partners, including the Atlanta Braves, Atlanta Convention & Visitors Bureau, Gilmer Chamber & Welcome Center, Golden Isles Convention & Visitors Bureau, Okefenokee Swamp Park, and Visit Savannah. This integrated trade show booth allows Explore Georgia and its partners to increase the state's visibility to international buyers and press at IPW.
- **American Society of Association Executives (ASAE) Annual Meeting & Exposition 2023: Atlanta, August 5-8**
The American Society of Association Executives (ASAE) Annual Meeting & Exposition is the leading trade show for thousands of association professionals and industry partners. It is the largest generator of business for Georgia's convention destinations. The Tourism division is leading a statewide presence at ASAE to grow Georgia's exposure among association executives, who represent the majority of convention business in our state. The Georgia-branded booth will include Visit Athens, Visit Augusta, Explore Brookhaven, Visit Cartersville, Visit Columbus, Discover Dunwoody, Visit Lake Oconee, Visit Macon, Visit Peachtree City, Visit Savannah, and Think Tifton.
- **U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) 2023: Savannah, August 19-22**
U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) is the leading annual learning and knowledge-sharing forum for destination marketing professionals. This dynamic and acclaimed conference features four nonstop days of relevant, engaging content. Explore Georgia was instrumental in bringing this convention to Georgia, which is estimated to bring more than 1,000 attendees and an economic impact of approximately \$1 million to Savannah.
- **Georgia Governor's Tourism Conference: Jekyll Island, September 11-13**
The Georgia Governor's Tourism Conference is the premier annual event for the state's tourism industry. Presented by Explore Georgia, the event is attended by more than 500 tourism and hospitality professionals.



WE **SPEAK** BUSINESS

Georgia.org