



GEORGIA TOURISM 2019-2020 PARTNER OPPORTUNITIES



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WELCOME

The road leads back...to you.

At Georgia Tourism, we are grateful for our industry partners statewide. Together, our collective sales, marketing and product development efforts continue to expand Georgia’s market share and increase the annual economic impact that tourism generates statewide. At Georgia Tourism, our team focuses on inspiration and connection: inspiring travelers to choose Georgia as a destination and connecting them to your destinations and experiences. Guided by research, we work closely with GDEcD’s Marketing and Communications team, as well as our agencies of record, to ensure our sales, owned, earned and paid media strategies work efficiently and aggressively to achieve our objectives, while also leveraging our programs and investments to create opportunities for our partners statewide.

Within this book, we have aggregated new and ongoing partner opportunities that can help enhance and amplify your sales and marketing programs. Throughout the year, there may be additional opportunities which we’ll share via our monthly PeachByte newsletter and through the online partner resource, MarketGeorgia.org. In November, thanks to our interactive agency, Miles Partnership, we will launch a redesigned MarketGeorgia.org with simplified navigation, improved access to research and expanded Georgia Tourism program information.

Thank you for all that you do to support the tourism industry. We appreciate your partnership and working together to position Georgia as the #1 destination of choice in the American South. Let’s keep Georgia on everyone’s mind.

The 2019-20 Georgia Tourism partner opportunities will officially open on October 1, 2019. Please check marketgeorgia.org/partneropps for additional details on these and any new opportunities. Further information will also be shared in future issues of PeachByte.



BRAND & CONTENT STUDIO

The Brand & Content Studio team ensures consistent, integrated and inspiring message delivery across all platforms. With a visitor-centered focus, we create original content and ensure brand integration and alignment for Georgia Tourism.

Guided by industry research and visitor data, we competitively position Georgia through distinctive assets on ExploreGeorgia.org, in advertising, special promotions, print publications and collateral, media relations, digital media, influencer and content creators and social media. This approach integrates our paid, earned, shared and owned media to unify Georgia Tourism in its branding, messaging and content. The Brand & Content Studio works to inspire the millions of visitors to explore every corner of this great state.

For more information or questions about the Brand & Content Studio, please contact:
Meggan Hood | mhood@georgia.org.

ADVERTISING CO-OP OPPORTUNITIES

Georgia Tourism and three of its agencies of record, Blue Sky Agency, Miles Partnership and Conway PR & Marketing, have identified the following opportunities to best support the Georgia Tourism objectives, target audience and key planning window.

Specifically:

- Timing: January-June spring and summer peak planning window
- Target Audience: Millennial and Gen-X women
- Geography: Atlanta, Jacksonville, Orlando, Tampa, Birmingham

NEW CREATIVE SPECIFICATIONS

For consistency in telling a cohesive Georgia Tourism story, partner advertisements must utilize the “Invitation to Explore” campaign and will not reflect individual partner’s branding. The campaign features user-generated content to deliver on our target audience’s desire for authentic, local experiences.

The Georgia Tourism team and its agencies will provide creative development services including, but not limited to, location identification, UGC image sourcing/permissions, copywriting, design of layout, preparing files for trafficking and release to vendors. Pricing for creative production is included within each opportunity, as applicable.

NEW LOTTERY & AVAILABILITY

There are limited spots available, as noted within each opportunity. Should participation exceed the number of available spots, available spots will be decided by lottery after November 15, 2019.

All opportunities will formally be available October 1, 2019, and opportunities not tied to paid media will take effect on, or around, January 1, 2020. Sales teams will work with partners who have previously purchased items after this date.

PRICING

Rates include all applicable Georgia Tourism discounts, and where applicable, production costs are included. Costs are subject to change.

CONTACT INFORMATION

Opportunities are offered through various contacts. Please see contact information within each opportunity.

Please note that these opportunities are voluntary and partners are under no obligation or requirement to participate. The Georgia Department of Economic Development makes no representations or warranties as to the quality or content of any third-party opportunities. Partners participate in these opportunities at their own risk. If partners choose to participate in any opportunity, the partner may be required to contract directly with the third-party vendor. In doing so, partners must ensure that they follow all applicable procurement and contracting requirements. Additional terms may apply.

A LOOK AT THE “INVITATION TO EXPLORE” CAMPAIGN

In February 2019, Georgia Tourism introduced a new creative campaign called “Invitation to Explore.” The new campaign uses UGC (user-generated content), both photography and videos, from real travelers having real experiences throughout the state and crafts them into beautiful and compelling creative. The campaign featured more than 40 different locations throughout the state – from zip lines in Helen, to museums in Atlanta, down to trails in Providence Canyon and up the 100 miles of Georgia coast. The new creative packed a lot in and works hard to inspire visitors to get out and discover all this beautiful state has to offer.

After only four months in-market (February-June 2019) SMARI Ad Effectiveness research tell us that, on average, this new campaign does a better job than most other travel industry advertising in telling visitors that Georgia is a good place to visit. People who saw the ads were 150% more likely to gather information about leisure travel to Georgia than those who did not see the ads, and were 75% more likely to visit Georgia than those who did not see the ads.

Campaign Creative Examples



NEW LOCAL MARKET PRINT

Partners can now purchase local print opportunities within each of the State's key markets. Print offerings by publication include a four-page section made up of full- and half-page ads. The section will lead with an Explore Georgia ad, and collectively, all materials should work together to create a special section dedicated to Georgia Tourism. All creative will fall within the "Invitation to Explore" campaign, as noted within the Creative Specifications on previous page. Offerings are for March and May 2020 insertions only. Georgia Tourism, Blue Sky and partners will work together to determine content.

PRICING

Pricing reflects all applicable Georgia Tourism's discounts. There is a maximum of 10 partners per publication (five partners per insertion), should participation exceed the number of spots, available spots will be decided by lottery.

For more information or to participate in one of these offerings, please contact:

Melissa Nordin | melissa@bluesky-agency.com and **Erin Stone** | erin@bluesky-agency.com.

Inquiries must be received by November 15, 2019.

ATLANTA MAGAZINE

Circulation: 70,000

Available insertion dates: March and May 2020

PRICING

Full-page: \$6,348

Half-page: \$3,174



BIRMINGHAM MAGAZINE

Circulation: 18,000

Available insertion dates: March and May 2020

PRICING

Full-page: \$1,589

Half-page: \$795



JACKSONVILLE MAGAZINE

Circulation: 25,000

Available insertion dates: March and May 2020

PRICING

Full-page: \$2,204

Half-page: \$1,102



ORLANDO MAGAZINE

Circulation: 33,000

Available insertion dates: March and May 2020

PRICING

Full-page: \$3,771

Half-page: \$1,886



TAMPA MAGAZINE

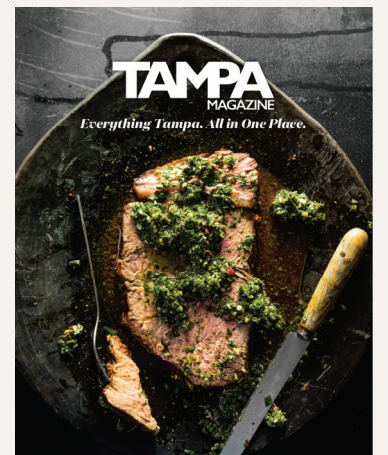
Circulation: 20,000

Available insertion dates: March and May 2020

PRICING

Full-page: \$2,414

Half-page: \$1,207



For more information or to participate in one of these offerings, please contact:
Melissa Nordin | melissa@bluesky-agency.com and **Erin Stone** | erin@bluesky-agency.com.

NEW DIGITAL OPPORTUNITIES

For more information or to participate in one of these offerings, please contact:

Melissa Nordin | melissa@bluesky-agency.com and **Erin Stone** | erin@bluesky-agency.com.

Inquiries must be received by November 15, 2019.

ATLANTA JOURNAL CONSTITUTION/COX MEDIA GROUP - NATIVE CONTENT

Georgia Tourism is excited to introduce this native content program which takes a publisher-first approach and utilizes the strength of the *AJC* to produce content with a focus on being useful, credible and shareable. Content will be owned by partner for use/amplification on their owned channels. There is a maximum of five partners for this offering. Should participation exceed the number of spots, available spots will be decided by lottery. This opportunity includes:

- In collaboration with the partner, AJC will create compelling digital content highlighting all the great things to see, do and discover in the partner area
- Partner will have 100% share-of-voice of the ad units on the article page along with Facebook and Twitter widgets
- 9,000 guaranteed clicks per article

PRICING

\$10,588: cost of entry per participant. Maximum of five partner participants.

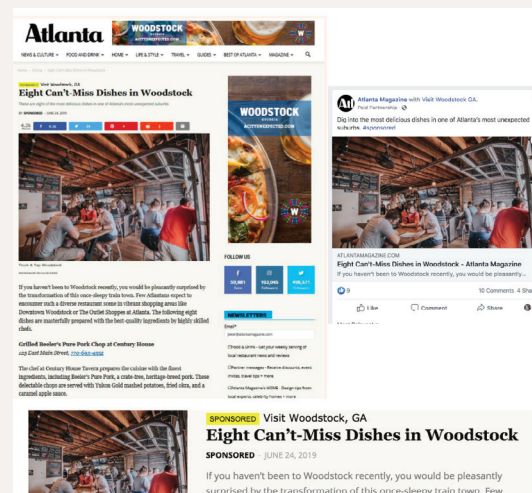
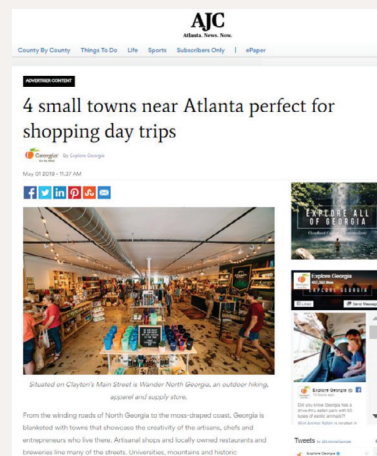
ATLANTA MAGAZINE - SPONSORED CONTENT

Content will be selected and provided by partner, but will mimic the look and feel of editorial content on *Atlanta Magazine's* site. There is a maximum of five partners for this offering. Should participation exceed the number of spots, available spots will be decided by lottery. In addition to partner owning the content for use/amplification on their own channels, this opportunity includes:

- Content hosted on *Atlanta Magazine's* site
- 100% share-of-voice display ads on the article page for three months
- Facebook post to promote the article; boosted for two weeks
- 1x Twitter post promoting article
- 1x Instagram post to promote article
- 27,000 guaranteed impressions

PRICING

\$2,895: cost of entry per participant. Maximum of five partner participants.



SOCIAL

Georgia Tourism has 784,000+ highly engaged followers across its social media channels and @ExploreGeorgia is the seventh most followed state DMO instagram account in the US.

For more information on the Georgia Tourism social media channels, please contact:

Parker Whidby | pwhidby@georgia.org.

ORGANIC POSTS

Partners can submit content for consideration as an organic post on Georgia Tourism's social media channels. To be considered, please email **Parker at pwhidby@georgia.org** with two to three high-resolution photos with a brief description. Please visit marketgeorgia.org/partneropps for more information on business rules around organic posts.

NEW SPONSORED SOCIAL MEDIA POSTS

Partners now have the chance to take advantage of Georgia Tourism's reach on social media. Showcase your destination and increase awareness through a promoted post on Georgia Tourism's channels. There will be two sponsored social media posts available per month. Partners can secure either a Facebook + Instagram combo post or a Facebook-only promoted post. All costs include the development, production and promotion of partner-provided content.

PRICING

Facebook + Instagram: \$900 per post

Facebook only: \$500 per post

Inquiries must be received by November 15, 2019.

Participation is limited to one time per quarter, and excludes consecutive-month purchases. Business rules regarding content will be supplied to partners at contracting. Should participation exceed the number of available spots, we will lottery the spots.

For more information or to participate in this opportunity, please contact:

Jon Brasher | jbrasher@atlantamagazine.com.



OWNED PUBLICATIONS

EXPLORE GEORGIA TRAVEL GUIDE

Circulation: 700,000

The official Georgia Tourism travel guide is the primary consumer fulfilment publication for the state in its marketing efforts. This guide serves as an inspirational piece for travelers planning their vacations and as a resource for specific partner information.

As a partner in the guide, your message will be seen by consumers who have expressed interest through direct requests or through additional distribution at Visitor information Centers, CVBs and state parks, as well as at festivals, events and trade shows throughout the year.

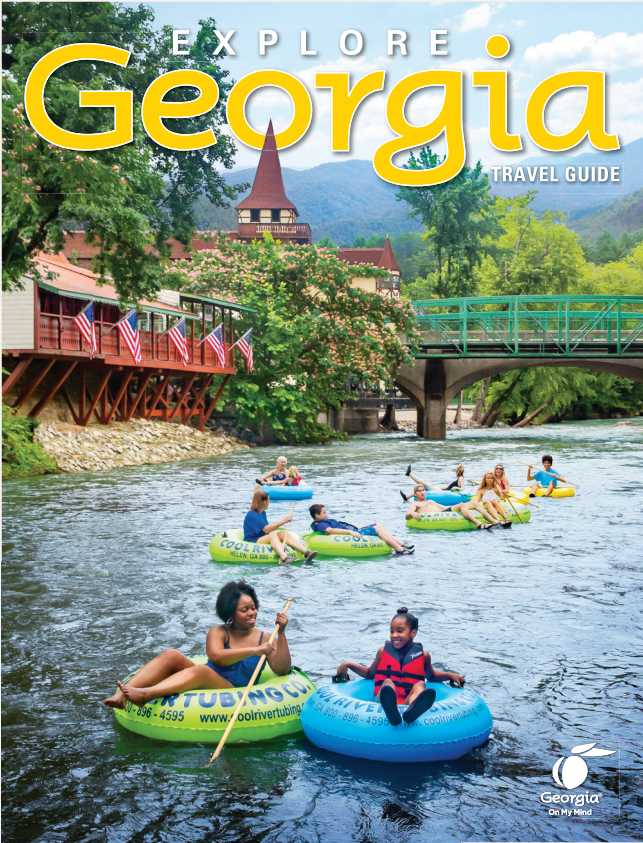
PRICING

2020 Display Rates	
Full Page	\$17,595
2/3 Page	\$15,595
1/2 Page	\$12,500
1/3 Page	\$8,750
1/4 Page	\$6,295
1/6 Page	\$4,315

Premium Positions	
Back Cover	\$28,535
Inside Front Cover	\$24,465
Inside Back Cover	\$23,220
Page One	\$19,355
Masthead	\$18,950
Table of Contents	\$19,355

- Deadlines:
- Ad space: November 22, 2019
 - Materials: December 6, 2019

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com or Jill Teter | jteter@atlantamagazine.com.



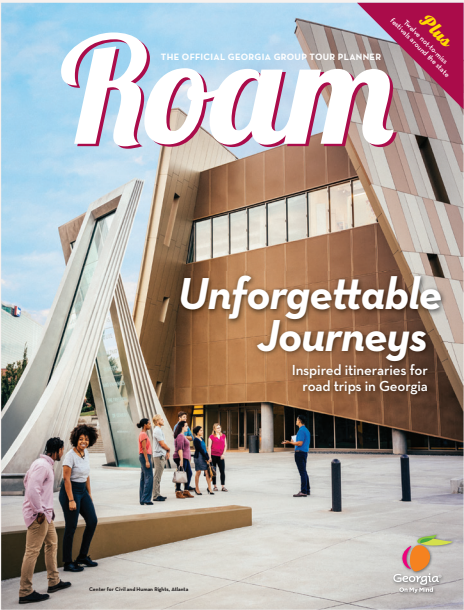
EXPLORE GEORGIA TRAVEL TRADE PLANNER

Delivers March 2020

Redesigned for 2020, this guide offers group planners information about group-friendly attractions and destinations across Georgia. Useful itineraries and a festival guide make this a must-have resource for tour operators.

PRICING & DEADLINES

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com or Jill Teter | jteter@atlantamagazine.com.



Redesign In Progress

EXPLOREGORGIA.ORG

ExploreGeorgia.org, the state’s official tourism destination website, is visited by more than five million unique users each year and is a primary driver of traffic to partner websites.

EXPLOREGORGIA.ORG ORGANIC CONTENT

Partners can submit blog content for consideration on ExploreGeorgia.org. Blogs must be 1,000 words or fewer and include two to five photos. The blog must be original content and never-before published.

Send blog ideas for consideration to: **Lindsay Isaacs | lisaacs@georgia.org**.

Georgia
On My Mind

EXPLORE DESTINATIONS | FIND THINGS TO DO | FIND PLACES TO STAY | PLAN YOUR TRIP | SEARCH Q



Southern Classic BBQ Competition in Madison, Georgia

Best Barbecue in Georgia's Lake Country

Georgia
On My Mind

EXPLORE DESTINATIONS | FIND THINGS TO DO | FIND PLACES TO STAY | PLAN YOUR TRIP | SEARCH Q




Loggerhead sea turtle hatching in Georgia. Photo courtesy Georgia Department of Natural Resources

How to See and Protect Sea Turtles on Georgia's Coast

Georgia
On My Mind

EXPLORE DESTINATIONS | FIND THINGS TO DO | FIND PLACES TO STAY | PLAN YOUR TRIP | SEARCH Q




Forsyth Park in Savannah

15 Best Free Things to Do in Savannah

Georgia
On My Mind

EXPLORE DESTINATIONS | FIND THINGS TO DO | FIND PLACES TO STAY | PLAN YOUR TRIP | SEARCH Q



Tybee Island

A Guide to Georgia's Coast

EXPLORE GEORGIA PARTNER EXTRANET

Partners receive access to the Partner Extranet to create free listings showcasing their accommodations, attractions, events and deals on ExploreGeorgia.org. In addition to giving visitors ideas for things to do and places to visit while they’re planning their trips to Georgia, partner listings, events and deals are promoted through ExploreGeorgia.org’s editorial content, email, social media, printed guides and PR channels. Your listing(s) on the website must be up-to-date to be considered for any of the communication strategies. Content submission does not guarantee inclusion or publication.

Example Partner Listing

Georgia
On My Mind

EXPLORE DESTINATIONS | FIND THINGS TO DO | FIND PLACES TO STAY | PLAN YOUR TRIP | SEARCH Q

Mulberry Gap Mountain Bike Get-A-Way

Get a Way

Location:

400 Mulberry Gap Rd.
Waynes, GA 30186
(770) 490-2863

Hours of Operation:

Monday: 9:00am - 4:00pm
Tuesday: 9:00am - 12:00pm
Wednesday: 12:00pm - 4:00pm
Friday: 10:00am - 4:00pm
Saturday: 9:00am - 4:00pm
Sunday: 9:00am - 4:00pm

Related Documents:

Mulberry Gap MTB Get-A-Way (pdf)
Mulberry Gap MTB Get-A-Way (pdf)

Special:

Mulberry Gap Mountain Bike Get-A-Way

Get a Way

RELATED CATEGORIES:

BIKES, BIKING & CYCLING, CHARGES & FEES, COTTAGES, CAMPING & RV, HOLIDAY HOMES, SPECIAL EVENTS

DESCRIPTION:

Mulberry Gap Mountain Bike Get-A-Way is a public resort for all outdoor enthusiasts who love being outdoors. The resort is located in the heart of the Georgia mountains and offers a variety of recreational activities. The resort is a great place to relax and enjoy the beauty of the Georgia mountains. The resort is a great place to relax and enjoy the beauty of the Georgia mountains. The resort is a great place to relax and enjoy the beauty of the Georgia mountains.

Services:

Discounts:

Military Discount

Family Services:

Parking on Site
Equipment Rentals Available
Gift Shop
Lodging on Site
Mountain Biking
Party Facilities
Swimming Pool
Tennis & Racquetball Courts
Tram/Lift Cable
Hiking/Bike Trails
Laundry

Nearby Attractions:

City
Tennis

Payment Options:

MasterCard
Discover
Visa

Special Tags:

UBT

Explore Georgia Travel Guide listings are populated directly from ExploreGeorgia.org listings that meet visitor-readiness criteria, which is available at <http://www.marketgeorgia.org/resource/2019-georgia-travel-guide-criteria>.

Partners are encouraged to keep their listings updated on ExploreGeorgia.org. A written tutorial at <http://www.marketgeorgia.org/resource/exploregeorgiaorg-extranet-quick-reference-tips> outlines how to post listings, events and deals to ExploreGeorgia.org.

Partners can register to receive access and a password to the Partner Extranet at <http://partner.exploregeorgia.org>.

Partners can access all of their accounts, listings and events from their dashboard, which also includes performance data about referrals from ExploreGeorgia.org.

For more information or to participate in this opportunity, please contact: **Lori Hennessy | lhennesy@georgia.org**.

Extranet Dashboard

GDEcD

Search

Lori Hennessy

Online

ACCOUNT:

Jekyll Island Club Resort

DASHBOARD

PERFORMANCE

LISTINGS

EVENTS

DEALS

PHOTOS

DOCUMENTS

BROCHURES

ARTICLES

MANAGE

Dashboard

Jekyll Island Club Resort

What's New

Welcome to the Georgia Industry Portal.

Use the navigation to the left to manage your business listings, events, deals and photos on ExploreGeorgia.org. Allow 3-5 business days to see your updates reflected on ExploreGeorgia.org.

If you have any questions or concerns about using the system, use the Help link at the top to send an email to our support team.

—The GDEcD Team

1,444

Total Referrals

Since 08/29/2018

1,246

Total Pageviews

Since 08/29/2018

838

Total Website Referrals

Since 08/29/2018

Georgia
On My Mind

15

NEW FEATURED LISTINGS

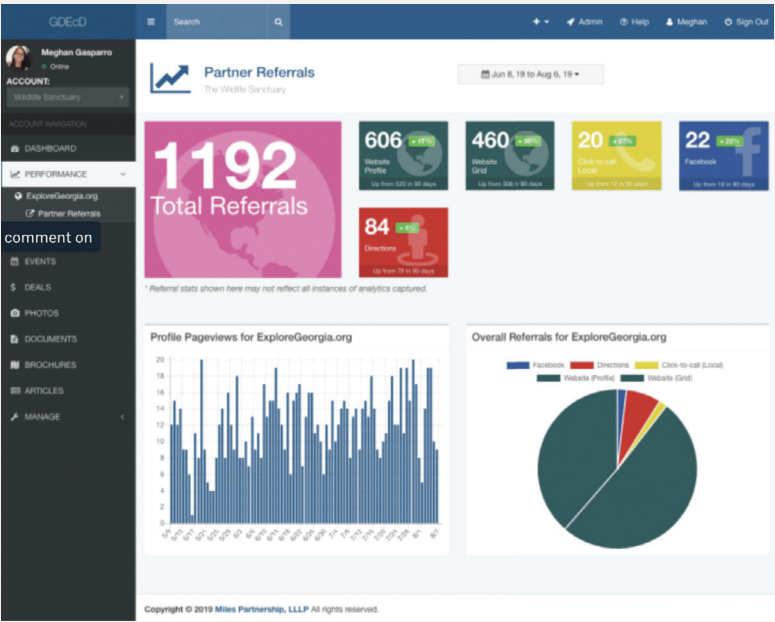
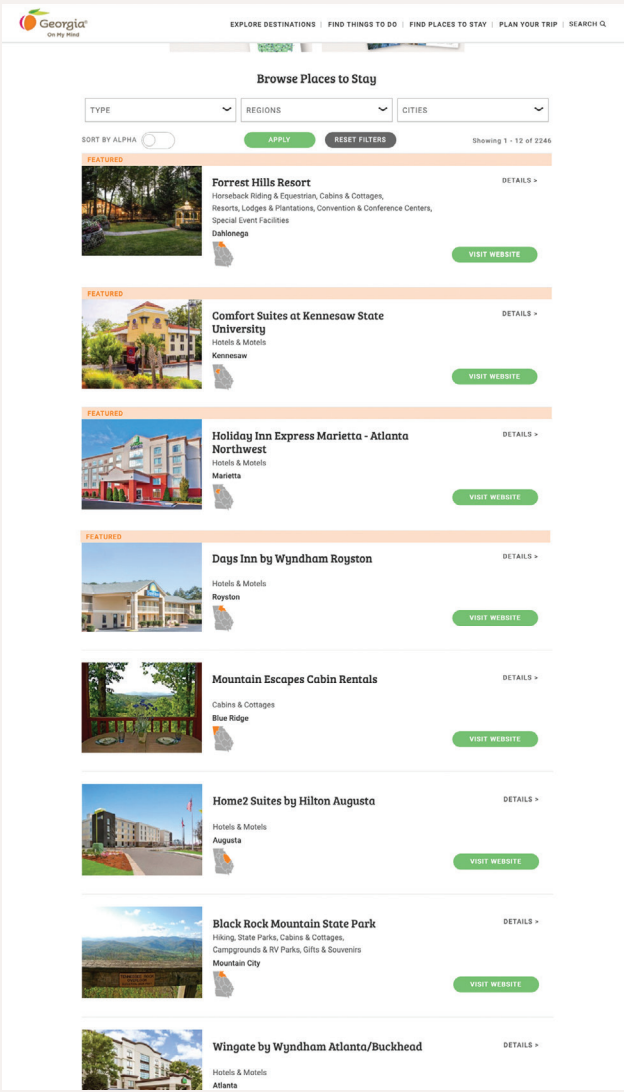
Revamped for 2020, the Featured Listings program will offer a top-tier sort, highlighting four partner listings per category (final categories pending). Each category will display four featured listings, randomly served from a roster of 12 total partners per category. This opportunity offers partners a cost-effective, annual presence within ExploreGeorgia.org's highly-trafficked site (5.1 million unique visitors & 12 million page views in CY2018). Additionally, partners will continue to see real-time reporting through the Extranet dashboard.

PRICING
\$1,200 annually - requires an annual commitment.

Inquiries must be received by November 15, 2019.

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.

Please note, there are limited opportunities available. Should participation exceed the number of available spots, we will lottery the spots.



NEW WEB BANNER PROGRAM

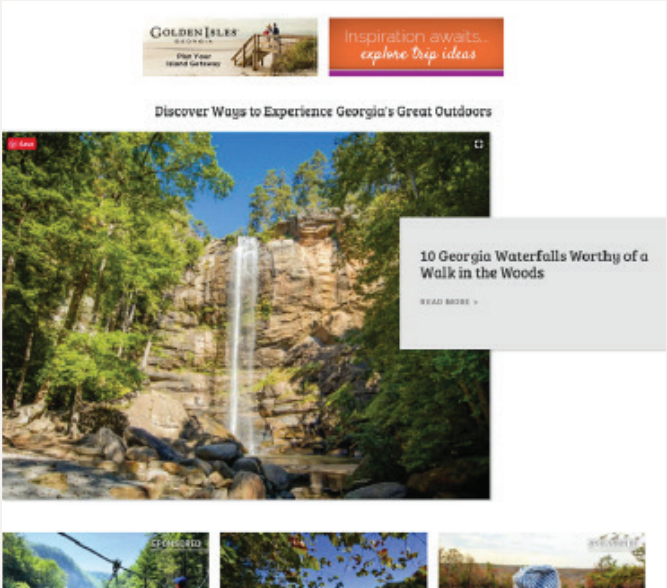
Reimagined for 2020, the ExploreGeorgia.org display advertising program offers partners more sophisticated targeting, with package pricing options serving all partner levels and a new rewards program (see details below), improving overall partner ROI.

Using a tiered approach of guaranteed impressions delivery, partners can select the delivery/rate best fitting both their goals and budget. Impressions will rotate with a mix of existing banner sizes, 300x100 and 300x250, and will be priced on a cost-per-thousand (CPM) model with discounts triggering at defined impression levels.

The Georgia Tourism team, in conjunction with Atlanta Magazine Custom Media and Miles, will work with individual partners to determine optimal targeting categories and timing to deliver goal impressions.

PRICING

Total Impressions	Rate	CPM
50,000+	\$900	\$18
100,000+	\$1,600	\$16
200,000+	\$2,800	\$14



Please note, the Web Banner Program is a pilot effort for this year and requires a minimum 50,000 impression buy-in. The Georgia Tourism team will work with partners to ensure transparency around delivery, pricing and performance. Details are subject to change pending future learnings as the program continues to evolve.

Inquiries must be received by November 15, 2019.

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.

NEW REWARDS PROGRAM

Qualifying partners will receive a free run-of-site campaign, per purchased campaign. Running concurrently with the paid campaign, partners will receive the equivalent of their paid impressions using available banner ad inventory. In addition to more clicks and a lower cost-per-click, partners will be able to gain new learnings as to what other categories perform well for future targeting efforts.

For more information on rewards program and qualifying criteria, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.



NEW EXPLOREGEOORGIA.ORG RETARGETING

Building upon Georgia Tourism's paid media investment, partners will have the opportunity to retarget off of ExploreGeorgia.org. In conjunction with Centro, a digital advertising company, partners will be able to run either display or video ads, leveraging ExploreGeorgia.org's web traffic (5.1 million unique visitors & 12 million page views in CY2018).

A pilot program for 2020, this offering will be limited to four partners.

PRICING

\$6,000

Inquiries must be received by November 15, 2019.

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.

NEW SPONSORED CONTENT

An enhancement to ExploreGeorgia.org, this new offering is designed to help partners build content that is professionally written and keyword-rich that leverages Georgia Tourism's web traffic.

Limited to 10 partners in its inaugural year, custom content, including copy writing and image selection, will be developed in conjunction with the Georgia Tourism team and Miles. This partner-specific content will live on ExploreGeorgia.org for 12 months, after which, partners will own content for their direct channel distribution.

Georgia Tourism will promote this partner content through run-of-site ads, social post and e-newsletter inclusion, based on availability. Additionally, partner article will have priority sorting in related content and will own 100% share-of-voice on all ad units on their page.

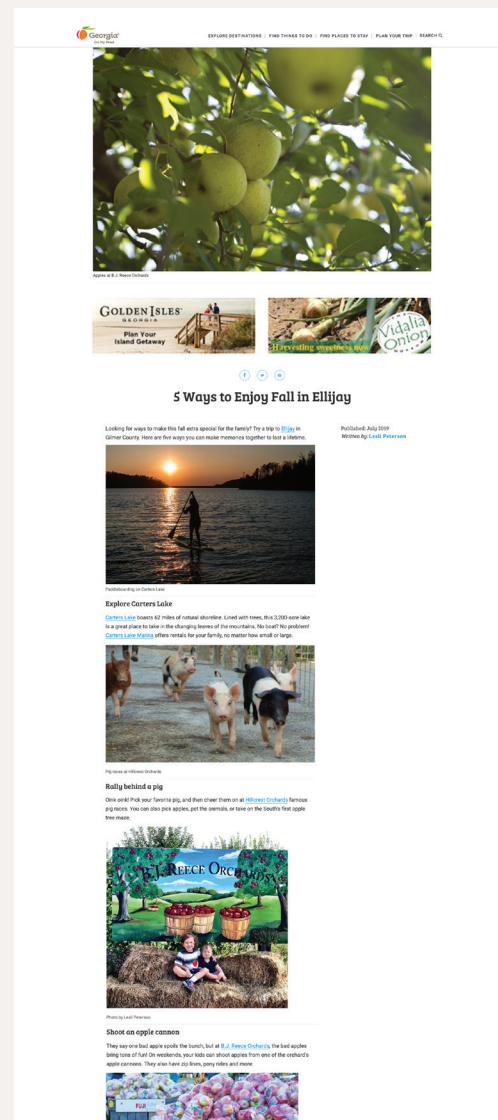
PRICING

\$5,000: includes all development & production costs.

Inquiries must be received by November 15, 2019.

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.

Please note, this is limited to 10 partners. Should participation exceed the number of available spots, we will lottery the spots.



NEW EMAIL

Explore Georgia's email program reaches a targeted audience of nearly 200K subscribers. With a 20% unique click-to-open rate and a 25% open rate, these emails perform above the travel industry averages. Redesigned for 2020, the new email program will feature new email designs and new advertiser opportunities.

The existing email program will continue through December 2019, and the new email program detailed below will begin January 2020.

Inquiries must be received by November 15, 2019.

For more information or to participate in any of the email opportunities, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.

MONTHLY E-NEWSLETTER

Redesigned for 2020, Explore Georgia's e-newsletter will deploy once a month, allowing for additional partner opportunities in other deployments. Limited to two advertisers per issue.

PRICING

- Sponsored Content: \$1,500/issue
- Footer Display Ad: \$1,000

Inquiries must be received by November 15, 2019.

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.

Participation limited to one time per quarter and excludes consecutive-month purchases.

CUSTOM MONTHLY EMAIL

Leverage Georgia Tourism's opt-in database of over 200k with this custom, co-branded email. Written and developed in conjunction with Miles.

PRICING

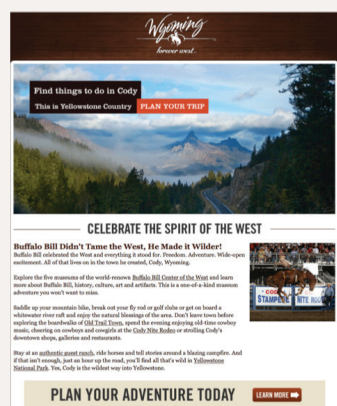
\$5,000: includes all development & production costs.

Inquiries must be received by November 15, 2019.

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.

Participation limited to one time per quarter and excludes consecutive-month purchases.

Example



QUARTERLY EVENTS EMAIL

New for 2020, this email will deploy once a quarter, spotlighting the state’s best and most interesting events. Partners will have the opportunity to purchase featured listings as well as display ads.

A pilot program for FY20, this offering will be limited to four partners.

PRICING

- Sponsored Content: \$1,500/issue
- Footer Display Ad: \$1,000

Inquiries must be received by November 15, 2019.

For more information or to participate in this opportunity, please contact:
Jon Brasher | jbrasher@atlantamagazine.com.

Participation limited to one time per quarter and excludes consecutive-month purchases.



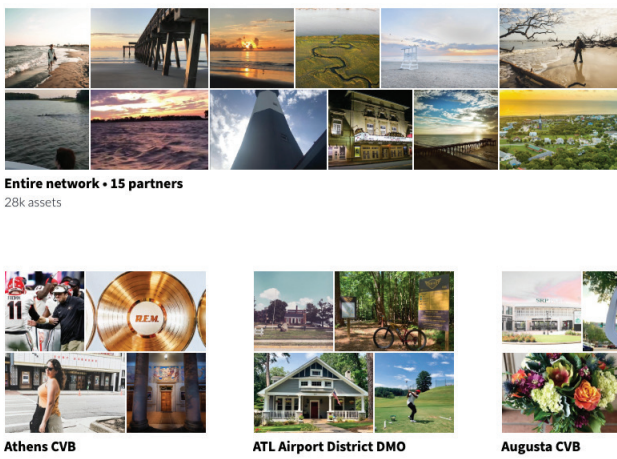
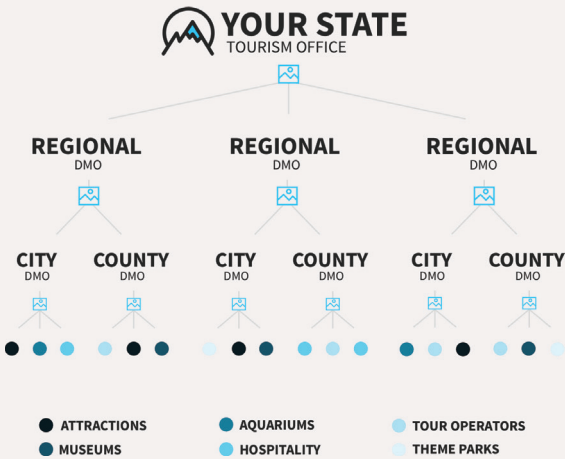
CROWDRIFF

CrowdRiff enables tourism marketers to discover and deliver top-performing visuals across every channel and is the only platform purpose-built for travel and tourism. CrowdRiff is loved by 700 tourism brands globally and over twenty tourism brands in Georgia alone.

Earlier this year, the State of Georgia partnered with CrowdRiff, an AI-powered visual marketing platform, to launch a statewide partner network to share marketing visuals between the State and their tourism partners.

For 2020, CrowdRiff and Georgia Tourism are offering new partners the opportunity to adopt CrowdRiff and join Georgia’s visual partner network with a 10% savings until October 30th, 2019.

For more information or to participate in this opportunity, please contact:
Jarrett Ash | jarrett.ash@crowdriff.com or visit **www.crowdriff.com.**

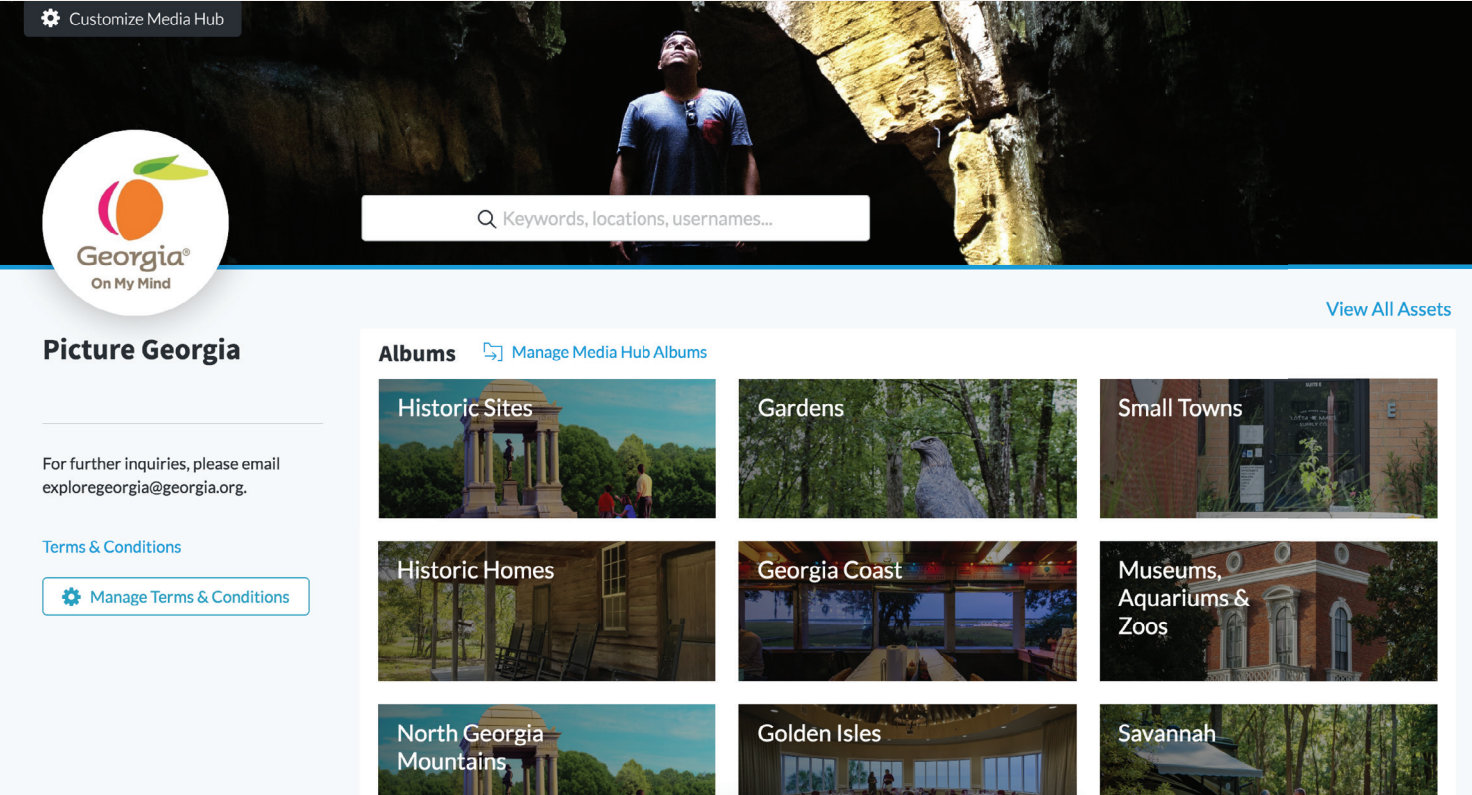


PICTURE GEORGIA

The new Picture Georgia, the state’s tourism photo library, now lives on a platform powered by CrowdRiff which enables clearly-defined albums and improved search functionality. The new Picture Georgia will ensure you have an easier time finding the assets you need. New photos from throughout the state have been added, and in the future, the library will include b-roll video.

Downloads are available in several different pre-set sizes, as well as custom sizes to better fit photos to your needs. And, a set login will allow for quicker access to the system: you will no longer need to fill out the login form every time you access the site.

Visit **PictureGeorgia.org** to begin accessing the state’s photo assets today.



MEDIA RELATIONS

Fostering relationships with media and influencers is essential to earning coverage that will help share your destination's story with thousands of potential visitors. The Georgia Tourism PR team can help support your efforts with opportunities that will connect you with media and secure placements in top publications and outlets.

EXPLORE GEORGIA MEDIA ROOM & OUTREACH

The Georgia Tourism PR team is constantly sharing information with media, so it's important for them to have up-to-date information on the state's tourism products. Help our team stay informed on what's happening across the state by submitting press releases and information. This information will be considered for press kit materials, pitching, reactive follow-up and the media room on ExploreGeorgia.org. This is a complementary opportunity that helps the PR team stay knowledgeable on our state's tourism offerings.

Examples of items to share:

- New boutique hotel (no chains)
- Up-and-coming chef
- Big anniversaries
- New attractions

To have your press release reviewed and considered for the ExploreGeorgia.org Media Room and media outreach, please send press releases to **Emily Murray | emurray@georgia.org**.

TRAVEL SOUTH DOMESTIC MEDIA MARKETPLACE

Travel South Domestic Showcase offers a media marketplace that allows you to meet one-on-one with travel writers, influencers and bloggers. The event provides each table with pre-scheduled appointments to pitch media your destination's story ideas as well as several networking opportunities. We encourage you to consider attending this event to build relationships with domestic media.

Find more information and registration information at **TravelSouthUSA.org**.



NEW PITCHING YOUR STORY TO THE PRESS

Getting your story in front of the right audience is where we can help. Georgia Tourism staff and its communication agency, Conway, will work with you to develop a customized pitch that will resonate with target media. Conway will then share this pitch with relevant target media and if there's any interest, will facilitate a connection (i.e. phone interview). We will provide a brief with background information on the reporter/media outlet along with suggested talking points. We will then follow up after the interview to determine whether any coverage will be generated. Conway can target relevant press across North America and/or key geographic international markets.

Conway will provide two pitch windows - Fall & Spring - and each pitch window will be limited to five total partners.

- Spring deadline: February 10, 2020
- Fall deadline: August 3, 2020

PRICING

\$1,500: includes single-topic package, with pitch, targeted media list, follow-up and reporting.

For more information on these opportunities, please contact:

David Margolis | david@conway.com or Emily Murray | emurray@georgia.org.

NEW ATLANTA MEDIA MIXER

Media events let you meet and tell your story to travel and lifestyle media in targeted media markets. Georgia Tourism is excited to offer an in-state media mixer event in Atlanta to mingle with local print, broadcast, digital and freelance writers in a social atmosphere.

Registration fee includes event attendance, tabletop exhibit space, media attendance list and inclusion in the pitch/invitation sent out to the press. Expecting a minimum of 15 local media to attend. Program to include a two-minute presentation for partners to present their products.

This event will be held in the spring (date TBD), and the deadline to sign up is February 10. Please note, there is a maximum of 10 total partner spots. Should participation exceed the number of available spots, we will lottery the spots.

PRICING

\$2,000: plus travel expenses.

For more information on these opportunities, please contact:

David Margolis | david@conway.com or Emily Murray | emurray@georgia.org.



GLOBAL MARKET DEVELOPMENT

GLOBAL MARKET DEVELOPMENT

Georgia Tourism’s Global Market Development team oversees all targeted marketing to key domestic and international travel trade influencers by leading sales missions, special in-country advertising and promotions, attending consumer and travel trade shows and organizing familiarization tours in and around Georgia, for both journalists and travel trade professionals/tour operators. The Global Market Development team also manages our investment and participation in Travel South US and Brand USA activities.

For more information on these opportunities, please contact **Johanna D’LaRotta** | jdlarotta@georgia.org.

PARTNER PARTICIPATION TERMS

Brochure Distribution

Georgia Tourism distributes partners’ collateral at scheduled events and trade shows, where brochure quantity is driven by show attendance. Partners are responsible for creation, printing, language translations and all shipping related costs.

Digital Flyer

A one-page (PDF format) sheet detailing key destination highlights. PDFs are included on a Georgia Tourism USB drive and distributed at trade shows and sales calls. Partners are responsible for PDF creation and language translations.

Mission

An international trip organized by Georgia Tourism with the purpose of promoting travel to the state to key travel trade companies and/or travel journalists. Georgia Tourism trade missions must always include a minimum of two partner participants in order for the mission to take place.

Mission participation is based on a per-person fee and may be limited to one person per company. The fee is determined by the total sum cost of mission trade events and in some cases will include internal country airfare.

Trade Show

A third-party-organized event where state DMOs, local DMOs/CVBs and attractions showcase their travel product to the travel trade, consumers and/or journalists. Participation is per-person fee and limited to one person per company. Additional delegate fees (determined by booth space cost, design and badge).

Please note that these opportunities are voluntary and partners are under no obligation or requirement to participate. The Georgia Department of Economic Development makes no representations or warranties as to the quality or content of any third-party opportunities. Partners participate in these opportunities at their own risk. If partners choose to participate in any opportunity, the partner may be required to contract directly with the third-party vendor. In doing so, partners must ensure that they follow all applicable procurement and contracting requirements. Additional terms may apply.

GLOBAL MARKET DEVELOPMENT 2019-20
DOMESTIC & INTERNATIONAL PARTNER OPPORTUNITIES CALENDAR

	2019		2020						TBD
	November	December	January	February	March	April	May	June	
Domestic Co-Op	OMCA Nov. 3-6		AAA Sales Blitz Jan. 2020	Seeing America PR Co-Op Feb. 2020	Air Canada & Air Canada Vacations Co-Op Mar. 2020				
			ABA Jan. 10-14		Travel South Domestic Showcase Mar. 8-11				
Domestic FAM/In-Person				Domestic Market Trade FAM Feb. 2020	Canada Market Trade FAM Mar. 2020		Domestic Market Trade FAM May 2020		
International Trade Shows	Chinese FAM Nov. 2019			Connect Travel Marketplace Feb. 19-21	ITB, Berlin Mar. 4-8	Active America China Mar. 31 – Apr. 2	U.S. Travel Association's IPW May 30 – Jun. 3		
			Destinations London Jan. 30-31, Feb. 1-2			Explore Georgia WeChat Account Opportunity Mar. 31 – Apr. 2			
International FAM/In-Person Europe			German-Speaking Market Trade FAM Jan. 2020			UK Trade FAM Virgin Atlantic/Delta Apr. 2020			German Individual Media FAM
									UK/Ireland Media FAM
International Trade Shows: Latin America			Brand USA Mexico Mission Jan. 27-31			Visit USA Event & Sales Calls Brazil Apr. 3-8			

DOMESTIC CO-OP OPPORTUNITIES

For more information on these opportunities, please contact:

Johanna D'LaRotta | jdlarotta@georgia.org.

ONTARIO MOTOR COACH ASSOCIATION (OMCA)

Ottawa, Canada | November 3-6, 2019

PRICING

Digital Sales Sheet Co-Op: \$250

OMCA Marketplace is the premier event in Canada for North American packaged travel taking place over a period of four days. The motor coach and group travel industry are an important part of the Canadian travel and tourism sector which fosters a unique opportunity to promote directly to the Canadian buyer. <http://www.omca.com/event/marketplace/>

ROI:

- Your one-page profile sheet will be loaded onto a flash drive and given to over 50 tour operators
- Your product will be highlighted during our 30 one-on-one appointments

Deadline: Confirmation of participation, payment and materials due by October 21, 2019.

AAA SALES BLITZ

Heathrow, FL and Georgia regional offices | January 2020

PRICING

\$500 per partner for participation (hotel and personal expenses not included).

Join Georgia Tourism on a sales blitz to AAA offices in Florida and their headquarters in Heathrow, FL.

ROI:

- Your one-page profile sheet will be loaded into a binder and given to each of the offices visited
- Your visitor guide/brochure will also be included in the binder to be given to each office visited
- Face-to-face time with staff members at each of these offices
- 20 promotional items showcasing your destination in gift bags for staff members

Deadline:

- Confirmation for participation due by October 21, 2019
- Payment and materials due by November 15, 2019

AMERICAN BUS ASSOCIATION (ABA)

Omaha, NE | January 10-14, 2020

PRICING

Digital Sales Sheet Co-Op: \$250

The industry's premier business event with over 3,500 tour operators, suppliers and exhibitors following the format of pre-scheduled appointments with pre-qualified operators. <http://www.buses.org/>

ROI:

- Your one-page profile sheet will be loaded onto a flash drive and given to over 50 tour operators
- Your product will be highlighted during our 30 one-on-one appointments
- Product profile sheet featured at the Georgia Tourism sponsored 10x20 trade show booth

Deadline: Confirmation of participation, payment and materials due by November 8, 2019.



SEEING AMERICA PR CO-OP

Media Opportunity with Canadian Journalist | February 2020

PRICING

\$2,000: per partner, maximum of four partners. Along with In-kind contribution of hotel and meals for journalist and cameraman.

This Canadian PR Co-Op allows Georgia to be featured on an episode of the series “Seeing the USA” which showcases Canadian journalist, Brandy Yanchyk, exploring the USA. After the success of Brandy Yanchyk’s series, “Seeing Canada”, on PBS stations, Brandy is now exploring America in her new show “Seeing the USA”. The series will connect viewers to the USA’s iconic nature, thrilling adventures and unique, varied culture through Brandy’s eyes. These experiences are adventurous in nature, making for great television! Rather than focus on current events, “Seeing the USA’s” focus will be on the vibrant cities, culinary delights, world-class attractions, unique characters and natural wonders of the USA. The Georgia segment will include up to four stops to explore unique Georgia destinations. 402,000 Canadians visited Georgia in 2017, an increase of 2.3% from 2016 and that number continues to grow year-over-year.

Criteria to Participate:

- Provide unique immersive hands-on experiences. Each experience should provide the Canadian journalist and viewing audience the opportunity to learn something new and have a hands-on, one-on-one experience with an on-site guide for filming.

Content for filming to include:

- Wine, brewery or distillery experience
- Agritourism activity
- Adventure activity
- Unique Culture



Each episode for the series will need to include one Native American tourism experience, where the journalist will meet someone Indigenous and do a hands-on activity with them. We would also like to showcase diversity with different cultures around Georgia.

Please be aware of what doesn’t work well for the series:

- Music is challenging because of the legal rights involved - artist would have to play their original music
- Museums can be static
- Water can be dangerous for the camera and wireless microphones
- Traveling long distances without filming opportunities

ROI:

- Access to 4K b-roll on a hard drive for participating destinations to use how they want
- Canadian viewership on PBS stations is: 41,410,988
- Potential US viewership is 66 million
- Increased market share in Canadian market
- Potential for Georgia episode to air on:
 - Amazon Prime, Air Canada’s In-flight Entertainment System, West Jet, Eva Air and Times of India

Deadline:

- Confirmation of participation due by October 21, 2019
- Payment and materials due by December 2, 2019

For more information on these opportunities, please contact:
Johanna D’LaRotta | jdlaRotta@georgia.org.

AIR CANADA AND AIR CANADA VACATIONS CO-OP

Canada | March 2020

PRICING

\$4,500 per partner, minimum of two partners.

This Canada Co-Op is a comprehensive integrated co-op marketing campaign that will be launched in partnership with Air Canada and Air Canada Vacations. The campaign includes:

- Joint sales calls trainings
- Webinars
- Call Center Trainings with Air Canada Vacations calls centers in Montreal
- Call Center Contest- Incentives offered for bookings to Georgia (air & hotel/air & car) to qualify targets to be established. Prizes to be SWAG items. No cash.
- Direct Marketing - E-Newsletter-featured promotion placement in Air Canada and Air Canada Vacations weekly newsletter
- Digital Media - Up to three advertorial articles, a dedicated newsletter, five-minute video interview, thirty-second video content on the destination, promotional banners

ROI:

- Opportunity to train over 20 travel professionals including invitation and follow up with Air Canada expert sale managers
- Product to reach top travel agencies throughout Canada
- Increased market share in Canadian market
- Product to reach over 15,000 travel professionals and consumer travel enthusiasts in email data base with partnership with Air Canada and Air Canada Vacations

Deadline:

- Confirmation of participation due by October 21, 2019
- Payment and materials due by December 6, 2019

For more information on these opportunities, please contact:
Johanna D’LaRotta | jdlaRotta@georgia.org.

TRAVEL SOUTH DOMESTIC SHOWCASE

Baton Rouge, LA | March 8-11, 2020

PRICING

Digital Sales Sheet Co-Op: \$250

Travel South Showcase is the only regional marketplace focused solely on the cultural, musical, artistic and culinary heritage of the South. The showcase consists of pre-scheduled appointments and several networking opportunities. <http://www.travelsouthusa.org/>.

ROI:

- Your one-page profile sheet will be loaded onto a flash drive and given to over 50 tour operators
- Your product will be highlighted during our 30 one-on-one appointments

Deadline:

- Confirmation for participation due by December 6, 2019
- Payment and materials due by February 7, 2020



DOMESTIC FAM/IN-PERSON OPPORTUNITIES

For more information on these opportunities, please contact:
Johanna D’LaRotta | jdlarotta@georgia.org.

DOMESTIC & CANADA MARKET TRADE FAM

Domestic Market Trade FAM: February & May 2020 | Canada Market Trade FAM: March 2020

PRICING

Partner Participation Fee: in-kind contribution of hotel, meals, attraction tickets, shopping opportunities with (discount pass/booklet) and ground transportation.

One of the most effective ways to expand the Georgia product within the tour operator portfolio is to showcase a destination directly to the decision makers and have them experience the state first-hand. Partners will be invited to host FAM participants to showcase their destination/product offerings.

ROI:

- One-on-one interaction with operators from overseas market
- New relationships with Travel Trade from market
- Operators experience product they are selling first-hand, making their sell better in the end

Deadline: Please contact Johanna D’LaRotta for additional details.



INTERNATIONAL TRADE SHOWS

For more information on these opportunities, please contact:

Johanna D’LaRotta | jdlarotta@georgia.org.

CONNECT TRAVEL MARKETPLACE

Kissimmee, FL | Feb 19-21, 2020

PRICING

Digital Sales Sheet Co-Op: \$250

A new International travel show, specifically designed to address industry needs. Connect Travel Marketplace combines the right timing for product development, a unique format that creates an efficient and effective environment to expedite the sales process and close business and a robust educational track to inspire and inform industry leaders in a rapidly evolving global market. This internationally attended show brings together buyers from Canada, the UK, Europe, Latin America, China and the Middle East. Show style is one-on-one pre-scheduled appointments with top international tour operators in a reverse-style trade show that is proven to be an efficient and effective way to expedite the sales process and close business. Visit <https://connecttravel.com/events/marketplace/>.

TESTIMONIAL

“Great job on getting a new set of Chinese buyers out the southeast region!” – Anne Chen, Explore Gwinnett

“Thank you for an excellent show, perfect time of year and well put together. Looking forward to attending next year.” – Julian Stockdale, Thomas Cook UK & Ireland

ROI:

- Your one-page profile sheet will be loaded onto a flash drive and given to 40 tour operators
- Your product will be highlighted during our 40 one-on-one appointments
- As an added value, your product information will also be included in our 10 key international receptive operators sales calls that are being conducted pre-show in the Orlando/Kissimmee area

Deadline:

- Confirmation of participation due by November 8, 2019
- Payments and materials due by January 10, 2020

ITB, BERLIN

Berlin, Germany | March 4-8, 2020

PRICING

Partner Participation Fee:

- Booth participation: \$2,800
- \$500 for brochure distribution (minimum brochures: 500 copies, shipping cost on your own)
- Digital Sales Sheet Co-Op: \$250

As the world’s leading travel trade show, ITB Berlin is the foremost business platform for global tourism offers. 180 countries from six continents were present in 2019, with more than 113,500 trade visitors doing business at more than 10,000 exhibitor booths. During the two public days at the end more than 46,500 private visitors came to ITB, looking for inspiration on where to travel and even booking directly at the show. There are several opportunities to have media appointments at the booth as PR rep Anja will meet with media and bloggers from around the world covering a variety of subjects such as Adventure Travel, Culinary Travel, Family Travel and much more. Join Georgia to participate within the large Brand USA pavilion with own counter and qualified one-on-one appointments. Visit <https://www.itb-berlin.de/>.

TESTIMONIAL

“As one of the largest international feeder markets for Georgia, Germany has long been a focus for Savannah. We’ve found there’s no better trade show than ITB to target that market. The appointments, events and personal connections made are vital to our efforts in Germany and we always feel we’ve received a substantial return on our investment when we attend the show.” – Mindy Shea, Visit Savannah

ROI:

- Largest tourism show in the world
- Your one-page profile sheet will be loaded onto a flash drive and given to 50 German tour operators and media
- Your travel guide/brochure will be displayed during the consumer days which expect around 46,000 consumers

Deadline:

- Confirmation for participation due by December 16, 2019
- Payment and materials due by January 31, 2020



US TRAVEL ASSOCIATION'S IPW

Las Vegas, NV | May 30 – June 3, 2020

PRICING

Partner Participation Fee:

- Stand Participation: First delegate \$3,500, second delegate \$1,525. Includes participation in all scheduled appointments and IPW scheduled luncheons, educational sessions and evening events.
- Digital Sales Sheet Co-Op: \$250

U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - it is NOT a typical trade show. IPW 2020 will be held Saturday, May 30th through Wednesday, June 3rd in Las Vegas. IPW will have more than 1,300 exhibitor booths held by U.S. suppliers of USA travel products and destinations and more than 6,000 attendees who are international travel buyers, domestic travel buyers and international journalists representing more than 70 countries. In just three days of intensive pre-scheduled business appointments, we will have the opportunity to meet with approximately 130 top-producing buyers for Georgia. The Georgia Tourism team will facilitate the meetings and provide interpretations during the meetings if needed and available.

Media Marketplace Opportunities at IPW:

Bring your destination's inspirational travel stories to new international and domestic markets at IPW's Media Marketplace! This all-day event is the best way for U.S. suppliers to connect with media and pitch story ideas on-site. The Brand USA Media Marketplace brings over 500 international and domestic media to meet with travel professionals and learn more about their destination, attraction or service.

This notable industry event allows participants to build media relationships in new domestic or international markets. During the day, participants will have 20 appointments with journalists that are pre-scheduled during the appointment requesting session. The media opportunities continue before and after the event through the IPW Online Press Room which is included in the package.

To participate in Brand USA Media Marketplace, U.S. suppliers must be a registered booth holder and purchase a Media Marketplace Package in advance. Pricing: \$1,150 for members, \$1,380 for non-members through November 22, 2019. \$1,350 for members, \$1,620 for non-members beginning November 23, 2019. If you plan to assign one of your registered booth delegates to staff the Media Marketplace table, you do not need to purchase a One-Day Media Marketplace Delegate registration (\$500 members/\$550 non-members) for that person. (Note: At least one booth delegate must remain in the booth to take appointments.)

ROI:

- Your one-page profile sheet will be loaded onto a flash drive and given to 130 tour operators
- One-on-one appointments with hundreds of travel buyers and/or journalists representing multiple countries
- Your destination's two-minute video can be loop-played on our booth's TV to reach 6,000 viewers
- Opportunity to attend meetings like Brand USA Market Trends Update and International Market Exchange
- Opportunity to have an intimate gathering with Georgia Tourism's top clients for networking

Deadline:

- Confirmation of participation due by January 31, 2020
- Payment and materials due by March 31, 2020

CHINESE FAM

Statewide, GA | November 2019

PRICING

Partner Participation Fee: in-kind contribution of hotel, meals, attraction tickets, shopping opportunities with (discount pass/booklet) and ground transportation.

One of the most effective ways to the expand Georgia product within the tour operator portfolio is to showcase a destination directly to the decision makers and have them experience the state first-hand. Partners will be invited to host FAM participants to showcase their destination/product offerings.

ROI:

- Decision makers will experience hands-on partners' venues and have the opportunities to sell the products in the Chinese market

Deadline: Confirmation for participation, payment and materials due by October 21, 2019.





ACTIVE AMERICA CHINA

San Diego, CA | March 31-April 2, 2020

PRICING

Digital Sales Sheet Co-Op: \$250

Active America China is an annual product development show that brings together top Chinese tour operators to develop new tour opportunities. Tour operators who have previously attended Active America China were from companies that were responsible for over 40% of all tourism to North America. Visit <http://www.activeamericachina.net/>.

TESTIMONIAL

“I appreciated the information and materials I received during the appointment with Explore Georgia. Now I can build Georgia into our products.” – Jin Ling, CTS Mice Serciev Co

ROI:

- The U.S. received over three million Chinese visitors in 2017 and their spending is over \$33.2 billion, according to Brand USA
- Georgia receives over 300 visitors per day from Delta’s Shanghai-Atlanta direct flight
- Your one-page profile sheet will be loaded onto a flash drive and given to approximately 80 tour operators
- Your product will be highlighted during our 30 one-on-one appointments

Deadline:

- Confirmation for participation due by December 16, 2019
- Payment and materials due by January 31, 2020



EXPLORE GEORGIA WECHAT ACCOUNT OPPORTUNITY

Statewide, GA | March 31-April 2, 2020

PRICING

\$500 per partner

Georgia Tourism established an official account on the largest Chinese social media platform “WeChat” in April 2019. The Explore Georgia WeChat account targets both trade and consumer tourism markets in China. Georgia Tourism’s official WeChat account pushes newsfeeds such as destination information, itineraries, special events and much more to strongly engage with subscribers. Partners will need to provide content that will be translated into Chinese for distribution. Chinese travelers are enthusiastic about checking in and highlighting their location on WeChat; this is a great opportunity to showcase your destination to make it a top trendy location to visit that will be viewed by over two million Chinese tourists looking to travel to the U.S.

ROI:

- Your destination’s information will be translated into Chinese and featured in weekly articles
- Your destination will be directly exposed to all region of Chinese readers and reach over thousands of viewers, including the tour operators

Deadline:

- Confirmation of participation by November 29, 2019
- Payment and materials due by December 31, 2019

INTERNATIONAL TRADE SHOWS: EUROPE

For more information on these opportunities, please contact:
Johanna D'LaRotta | jdlarotta@georgia.org.

DESTINATIONS LONDON

United Kingdom | January 30-31 and February 1-2, 2020

PRICING

\$500 per partner for brochure distribution, maximum of three partners (minimum brochures: 250 copies, excludes shipping cost).

The Destinations Holiday & Travel Show, in association with *The Times*, *The Sunday Times* and *Sunday Times Travel Magazine*, is now in its 26th year and is the UK's biggest and most inspiring consumer event with over 640 tourism destinations/suppliers exhibiting. Georgia Tourism will exhibit as part of the Visit USA Pavilion. This is an excellent opportunity to meet experienced travelers face-to-face and inspire them to include Georgia in their next U.S. vacation. There is an opportunity for up to three partners to supply a mini brochure/flyer/handout for consumers looking for inspiration for travel to destinations within Georgia.

TESTIMONIAL

"It's been really good, we haven't been for five or six years and it has been really successful. The demographic is very much our target market...It's good to be back." – Claire Martin, Noble Caledonia

ROI:

- Your destination will potentially reach over 50,900 visitors over the four-day event in 2019 and approximately 10% of these will visit the Visit USA Pavilion and engage with the Georgia Tourism booth

Deadline:

- Confirmation of participation by November 30, 2019
- Payment and materials due by December 31, 2019



UK TRADE FAM VIRGIN ATLANTIC/DELTA

April 2020

PRICING

Partner Participation Fee: in-kind contribution of hotel, meals, attraction tickets, shopping opportunities with (discount pass/booklet) and ground transportation.

One of the most effective ways to expand Georgia's product within UK/Irish tour operator portfolios is to showcase a destination directly to the decision makers and have them experience the state first-hand. Partners will be invited to host FAM participants to showcase their destination/product offerings. This UK FAM will be based on eight key UK tour operator top level managers/directors attending. The FAM will be hosted by Georgia's UK account director, Della Tully, as well as a host from Virgin/Delta.

ROI:

- Decision makers will experience hands-on partners' venues and have the opportunity to sell the products in the UK/Irish market

Deadline: Please contact Johanna D'LaRotta for additional details.

For more information on these opportunities, please contact:
Johanna D'LaRotta | jdlarotta@georgia.org.

GERMAN-SPEAKING MARKET TRADE FAM

Winter 2019

PRICING

Partner Participation Fee: in-kind contribution of hotel, meals, attraction tickets, shopping opportunities with (discount pass/booklet) and ground transportation.

One of the most effective ways to expand the Georgia product within tour operator portfolios is to showcase a destination directly to the decision makers and have them experience the state first-hand. Partners will be invited to host FAM participants to showcase their destination/product offerings.

ROI

- One-on-one interaction with operators from overseas market
- New relationships with travel trade from market
- Operators experience product they are selling first-hand, making their sell better in the end

Deadline: Please contact Johanna D’LaRotta for additional details.

GERMAN INDIVIDUAL MEDIA FAM

Please check marketgeorgia.org/partneropps and future PeachBytes for further details.

PRICING

Partner Participation Fee: in-kind contribution of hotel, meals, attraction tickets, shopping opportunities with (discount pass/booklet) and ground transportation.

To promote Georgia, showcase its hidden gems and pitch unique story ideas for publication to top-tier media (travel magazines, lifestyle magazines, newspapers), freelance journalists from the German-speaking market will be invited. German PR rep Anja will accompany the group as well as support with creating the itinerary, manage invitations and follow-up afterwards and monitor the output.

ROI:

- Priceless coverage from overseas journalists for partners without having to bear the full costs of hosting journalists on their own
- Journalists will feature places visited/experienced on their various platforms and outlets

Deadline: Please contact Johanna D’LaRotta for additional details.

UK/IRELAND INDIVIDUAL MEDIA FAM

Please check marketgeorgia.org/partneropps and future PeachBytes for further details.

PRICING

Partner Participation Fee: in-kind contribution of hotel, meals, attraction tickets, shopping opportunities with (discount pass/booklet) and ground transportation.

This group trip will include five top-tier UK/Irish media with a UK host. The visit will enable UK journalists who have secured a commission with key UK/Irish media publications to tour the state with a guarantee to produce features and extensive coverage. Partners will be invited to host FAM participants to showcase their destination/product offerings.

ROI:

- Journalists will experience hands-on partners’ venues and feature the products through UK/Irish market press

Deadline: Please contact Johanna D’LaRotta for additional details.

INTERNATIONAL TRADE SHOWS: LATIN AMERICA

For more information on these opportunities, please contact:
Johanna D’LaRotta | jdlarotta@georgia.org.

BRAND USA MEXICO MISSION

Mexico City and Guadalajara, Mexico | January 27-31, 2020

PRICING

\$500 for brochure distribution (minimum brochures: 250 copies, shipping cost on your own).

This is Brand USA’s second mission to Mexico. This mission is intended to provide an effective forum for established United States destinations and businesses to meet with Mexico’s leading travel trade partners to further strengthen their relationships, maximize new airline connectivity and continue to grow new business from Mexico. The mission is also a forum for new-to-market U.S. destinations to meet and develop strong relationships with the key trade, grow awareness through the key media and also gain market knowledge of the United States’ second largest international market in both visitor volume and visitor spend.

ROI:

- Your travel guide/brochure will be distributed to approximately 150 major Mexican tour operators
- Your product will be highlighted during all the activities within our two city visits

Deadline:

- Confirmation for participation due by October 21, 2019
- Payment and materials due by December 20, 2019

VISIT USA EVENT AND SALES CALLS BRAZIL

Sao Paulo, Rio de Janeiro and Ribeirão Prieto, Brazil | April 3-8, 2020

PRICING

\$500 for brochure distribution (minimum brochures: 250 copies, shipping cost on your own).

Event produced by the Visit USA Committee and the US Commercial Service brings together the Brazilian travel trade to learn more of USA travel offerings. Event is composed of educational seminars ad tradeshow in three key cities. Events will be held April 3-8, 2020 in Sao Paulo, Rio de Janeiro and Ribeirão Prieto reaching a total of 1,300 travel agents, tour operators and trade media.

ROI:

- Your product information will be provided to 1,300 travel agents, tour operators and trade media
- Your product will be highlighted during our 20-minute presentation in each city with one slide
- Your product will be showcased in our sales calls to key tour operators in Sao Paulo

Deadline:

- Confirmation for participation due by November 29, 2019
- Payment and materials due by January 31, 2020

INDUSTRY & PARTNER RELATIONS



FORT MOUNTAIN STATE PARK | @kimieyates

INDUSTRY & PARTNER RELATIONS

Georgia Tourism's Industry & Partner Relations (IPR) team fosters engagement of existing and new partners with Georgia Tourism through collaborative programs that enhance awareness and recognition of the tourism industry with key stakeholders. The team offers professional development opportunities to partners through workshops, on-site meetings and instructional resources. IPR also facilitates relationships with state, regional and national partners, and cultivates non-traditional industry partners to leverage Georgia Tourism resources.

For more information or to participate, email:

partnerinfo@georgia.org and **Cheryl Hargrove | chargrove@georgia.org**.

GROWING INTERNATIONAL TOURISM TO GEORGIA WORKSHOPS: FALL 2019

Want to learn how to attract international visitors? Better understand the market profile of different countries? Identify ways to participate in Georgia Tourism international promotions and co-op opportunities? This interactive workshop, led by Johanna D'LaRotta, Georgia Tourism's new Director of Global Market Development, will provide useful information for any partner interested in attracting and hosting international visitors.

The two-hour program, offered at locations around the state, allows ample time for Q&A and to discuss specific opportunities for DMOs, hotels, attractions, restaurants and other tourism partners. Participants will depart with pertinent data, actionable information and a list of resources.

September 17 – Atlanta
October 16 – Plains
October 22 – Savannah
October 24 – Tifton
October 28 – Milledgeville
October 30 – Helen
November 7 – Columbia County

Registration is free; send an email to **partnerinfo@georgia.org** for additional information.

TOURISM, HOSPITALITY & ARTS DAY AT THE CAPITOL (THAD): JANUARY 21, 2020

Join travel and tourism partners from around the state at Georgia Tourism's annual event to showcase the impact of our industry – from employment to economic growth and tax relief. The program in the Capitol Rotunda includes the official unveiling of the annual travel guide cover and presentation of our “impact check” to the Governor. Details of this free event will be shared through future issues of PeachByte.

Please note that these opportunities are voluntary and partners are under no obligation or requirement to participate. The Georgia Department of Economic Development makes no representations or warranties as to the quality or content of any third-party opportunities. Partners participate in these opportunities at their own risk. If partners choose to participate in any opportunity, the partner may be required to contract directly with the third-party vendor. In doing so, partners must ensure that they follow all applicable procurement and contracting requirements. Additional terms may apply.

NATIONAL TRAVEL & TOURISM WEEK: MAY 3-9, 2020

U.S. Travel Association designates this annual week to recognize the important contributions of the travel & tourism industry to local residents, travelers, governments and businesses across the country. Georgia Tourism will spearhead a statewide campaign to coordinate promotions and activities that elevate awareness of, and build support for, our travel & tourism industry. Details of the National Travel & Tourism Week activities will be shared through future issues of PeachByte.

MARKETGEORGIA.ORG

Georgia Tourism's industry portal for information on programs, partner opportunities and other relevant content assists partners in developing and marketing tourism programs. Currently under redesign, the improved digital resource tool will provide users access to research and product development reports, reference and resource tools, industry calendar and contacts, brand usage guidelines, Georgia Tourism contacts and other useful data. Visit <http://www.marketgeorgia.org/register> to sign up.



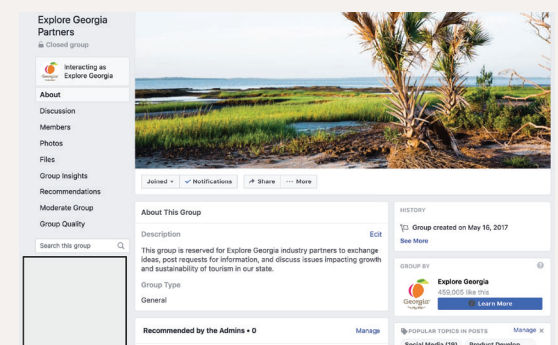
PEACHBYTE

Georgia Tourism's monthly digital newsletter keeps partners up-to-date on industry events, programs and activities. This free communication tool is the primary way to keep abreast of Georgia Tourism news and information and learn of upcoming deadlines and requests for partner action. View previous issues at <http://www.marketgeorgia.org/article/peach-byte>. To subscribe, send an email to **peachbyte@georgia.org**.



EXPLOREGEORGIA PARTNERS FACEBOOK GROUP

Reserved for Georgia Tourism partners, this group discussion page serves as a platform to share issues and ideas with your peers around the state. The group also receives timely notification of upcoming grant opportunities, new research reports and other pertinent information to enhance partner knowledge of industry activities and trends. The closed forum encourages dialogue on different topics, networking and peer exchange. Go to Facebook.com/Groups and request access to ExploreGeorgia Partners or visit <https://www.facebook.com/groups/219297368562749/>.



For more information or to participate, email:
partnerinfo@georgia.org and **Cheryl Hargrove | chargrove@georgia.org**.



RESEARCH

RESEARCH

Georgia Tourism relies on research to make informed decisions and measure our success. We use data, analytics, surveys, industry reports, custom analyses and more to optimize the work we do and to monitor the pulse of the tourism industry in Georgia. For our Georgia Tourism partners seeking to increase their own knowledge and insight, we are pleased to announce exclusive programs and discounts offered by our research vendors.

For more information or to participate, contact: **Ashley Barfield** | abarfield@georgia.org.

NEW ARRIVALIST



Arrivalist is a Location Attribution Analytics platform whose programs, A2 and A3, offer measurements for understanding the influence media has on travel behavior. Applicable to owned, paid and earned media, they provide independent assessments which quantify advertising effectiveness. The A3 platform also offers the ability to analyze movement into, and within, a destination, regardless of exposure to media.

For more information or to participate, contact:
Charles Lewis | charles@arrivalist.com | <https://www.arrivalist.com>.

Explore Georgia Tourism partners are eligible to participate in exclusive Arrivalist technology one-year co-op programs.

Charts Included	A2 Co-Op Program	A3 Co-Op Program
Unique Users and Arrivals by Day	X	
Daily Arrivals		X
Secondary Arrivals		X
Arrivals per 1,000 Exposures (APM)	X	X
Monthly Exposures and Arrivals	X	X
Multi-Point Attribution	X	
Daily Exposures and Arrivals	X	
Arrivals by Exposure Frequency	X	
Origin Markets	X	X
Arrival Paths	X	X
Arrivals by State	X	X
Arrival Sequences	X	X
Arrivals by Country	X	
Arrival Lift™ by Campaign		X
Stay Lift™ by Length of Stay		X
UTM Code Report	X	
Arrivals by Market Cluster	X	X (DMA)
Days to Arrival	X	X
Distance to Arrival		X
Arrivals by Time and Distance	X	X
Day of Arrival		X
Control Groups		X
Overnight Stays		X
Campaign Performance		X

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ARRIVALIST PRICING

A2 Co-Op Program:

Year one is the annual co-op pricing for a single year contract. Year two is the annual co-op pricing for a two-year, e.g., multi-year, contract per year).

Up to 50 Million Annual Paid Media Impressions

	10% Arrival Data	30% Arrival Data	50% Arrival Data	100% Arrival Data
Year 1	\$30,600	\$34,850	\$43,775	\$47,175
Year 2	\$28,050	\$31,450	\$39,950	\$41,650

Up to 150 Million Annual Paid Media Impressions

	10% Arrival Data	30% Arrival Data	50% Arrival Data	100% Arrival Data
Year 1	\$38,250	\$43,775	\$51,425	\$57,800
Year 2	\$34,850	\$39,525	\$46,750	\$49,725

Up to 500 Million Annual Paid Media Impressions

	10% Arrival Data	30% Arrival Data	50% Arrival Data	100% Arrival Data
Year 1	\$48,875	\$55,675	\$63,750	\$69,700
Year 2	\$40,800	\$46,325	\$53,125	\$59,075

A3 Co-Op Program:

Pricing below reflects a 15% discount

	Full Comprehensive	POI Setup Fee	POI
Year 1	\$97,750	\$4,250	\$425
Year 2	\$89,250	\$4,250	\$425

	Visitation Only	POI Setup Fee	POI
Year 1	\$42,500	\$4,250	\$425
Year 2	\$34,000	\$4,250	\$425

*POI refers to specific “Points of Interest” (Hotels, Attractions, etc.). Arrivalist also calls these Arrival Zones. Additional Arrival Zones may be ordered with minimum commitment of 10 additional added per time with two weeks notice at the rate of \$500 per arrival zone. Arrival Zone reports will not be available within the Arrivalist interface. Custom reports will cost \$250 per extract.

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For more information or to participate, contact:
Charles Lewis | charles@arrivalist.com | https://www.arrivalist.com.



NEW DESTINATION THINK!

Georgia Tourism partners are eligible to receive a 25% discount on the Tourism Sentiment Index (TSI) from Destination Think!. “Market research consistently shows that word-of-mouth is, and always has been, the predominant influence on the travel decision-making process...the TSI lets you measure what people really feel and what they find most worthy to share about your destination.” – Destination Think!. The TSI analyzes millions of peer-to-peer conversations happening about your destination from around the world and across more than 500,000 online communication platforms (including all major social networks and review sites). The analysis is summarized in a report containing:

- Your annual Tourism Sentiment Score (TSS)
- Breakdown of your TSS and volume of conversation by six overall tourism categories and up to 50 tourism asset categories
- Comparison of your TSS to overall Place Sentiment Score - a measure of tourism’s impact
- Comparative metrics for a competitive set of destinations you select
- Key findings for considering next steps

PRICING

Exclusive price for DMOs & CVBs with the Tourism Sentiment Index: \$18,750. The listed price for the first year of a three-year TSI subscription is \$25,000. The special offer for Georgia’s Tourism Partners is 25% off in year one. You will also get years two and three for \$5,000 per year for towns and cities or \$10,000 per year for regions. Availability is first-come, first-served. To purchase: https://destinationthink.com/tsi-special.

To learn more, contact:

Chris Ball | chris.ball@destinationthink.com | https://destinationthink.com/tsi-special.



NEW SKIFT RESEARCH

Skift Research products provide deep analysis, data and expert opinion on the companies and trends that are shaping the future of travel. Core areas examined include: Industry Landscapes, Sector and Company Deep-Dives, Consumer Insights, Market Estimates and Forecasts, Travel Technology and B2B Insights.

Skift Research subscribers receive:

- 50 new reports annually
- Access to the Skift library of +150 previous reports
- Global perspectives + future looking insights
- Access to Skift Analysts all over the globe
- Access to Skift Forum tickets

Georgia Tourism partners are eligible to receive a 20% discount on Skift Research subscriptions. To subscribe, visit https://research.skift.com/subscribe/ and use discount code GTC2019 through August 31, 2020.

To access the Skift Research Calendar, learn more or subscribe, contact:

Anne Duffy | and@skift.com | https://research.skift.com/subscribe/.

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NEW STR

STR, Inc. provides premium data benchmarking, analytics and marketplace insights for global hospitality sectors. Georgia Tourism partners are eligible to receive their choice of a complimentary report with purchase of a qualifying report.

Qualifying Reports: purchase 18-Month Custom Forecast or Event Impact Analysis

18-Month Custom Forecast

- Forecast based on historical performance and specific market dynamics projecting 18 months of performance for any group of hotels you choose
- Provides Occupancy, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) data

Event Impact Analysis

- Assists in understanding how large events and meetings impact your market using Room Night Demand, Occupancy, ADR and RevPAR metrics
- Uses streamlined tables and graphics to demonstrate an event’s impact to area hotels and provide evidence to facilitate room block discussions with partner properties

PRICING

18-Month Custom Forecast: \$850 (if already purchased Trend data) or \$1,450 (includes Trend data purchase) for one-time report.

Event Impact Analysis: \$1,000 for One-time Special Event or \$1,750 for Recurring Event (includes up to five years of analysis). Includes event duration between one to five days for standard pricing structure.

Complimentary Reports: receive your choice of a 2019/2020 School Break Report OR Custom Pipeline Report with purchase of one of the above qualifying reports.

2019/2020 School Break Report: \$500 value

- Compiles over 2,500 educational establishments’ key calendar to view and prepare for future leisure demand and hotel occupancy patterns
- Streamlines the anticipation of seasonal travel shifts by providing summaries of the school start date, winter break, midwinter break, spring break and end dates for:
 - 1,500+ school districts across all 50 states and Washington, D.C. representing approximately 60% of the nation’s public school students
 - Over 1,000 four-year traditional universities/colleges across all 50 states and Washington, D.C. representing approximately 73% of full-time college students in the U.S.

Custom Pipeline Report: minimum \$200 value

- Tracks the status of new supply, from unconfirmed to under construction, providing information on parent company, chain affiliation, year of opening and phase progression
- Available for any custom set (can be sorted by location, brand, project phase, projected open date, room count, etc.)

To learn more or to purchase, contact:
Jennifer Foster | jfoster@str.com | <https://str.com/research>.



TOURISM ECONOMICS

The newly launched Data Analytics & Insights Division of Tourism Economics (TE), an Oxford Economics Company, has developed customized research support for the tourism industry to enhance destinations’ data analytics and market intelligence tools. The TE analytics platform is online-accessible, identifies and helps communicate actionable sales and market insights with stakeholders and offers services that are scalable and designed to fit individual organizations’ needs and budgets.

Through December 31, 2019, Georgia Tourism partners are eligible to receive a 50% discount off of implementation fees for all products and services offered by TE’s Data Analytics & Insights Division.

Core Competencies:

- Data Services
 - Data collection & management
 - Data preparation
 - Data mining
- Analytics Products
 - Online analytics & visualization tool
 - Dashboards
 - Internal & external reports
- Insights & Consulting
 - Data capability & needs assessment
 - Analysis & insights
 - Research support
 - Sales, marketing and messaging strategy

For more information, please contact:
Erik Evjen | eevjen@oxfordeconomics.com | <https://www.tourismeconomics.com>.

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U.S. TRAVEL ASSOCIATION

U.S. TRAVEL
ASSOCIATION®

Depending on data availability, Georgia Tourism partners are eligible to receive a custom city, county or regional-level Travel Economic Impact Report from U.S. Travel (USTA) at a savings of up to 50% on standard rates. The Travel Economic Impact Model (TEIM), developed by USTA, is the longest-running and most widely used and quoted model to estimate traveler expenditures and related economic impact in the U.S. The Custom Travel Economic Impact Report includes:

- Travel expenditures
- Travel's impact on employment, payroll, and federal, state and local tax revenues
- Detailed analysis of six travel categories, including lodging, food, retail, public transportation, auto transportation and amusement/recreation
- Economic impact by different types of travel, such as business and leisure, transportation mode, accommodation type and other trip and traveler characteristics

PRICING

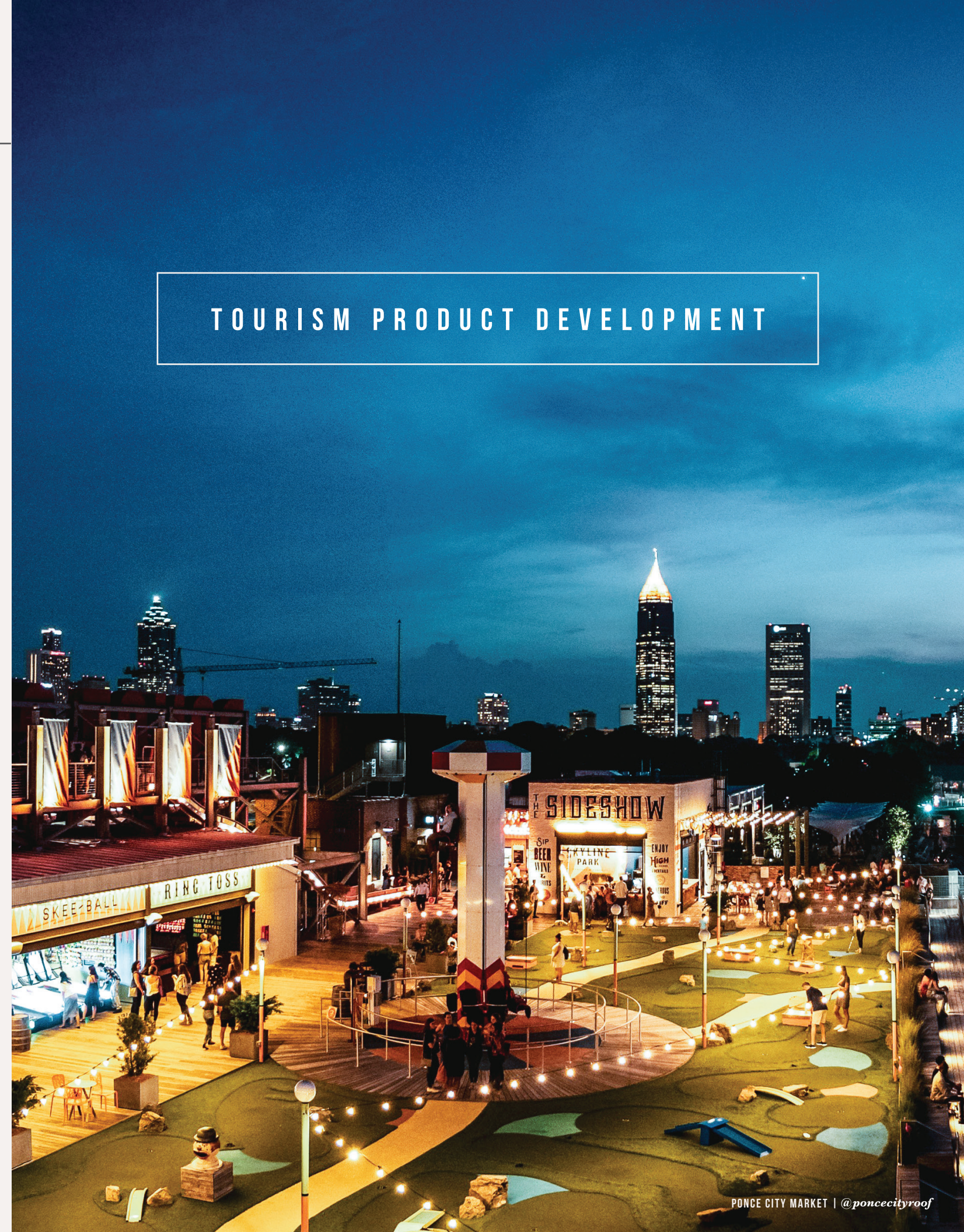
Single city/county price: starting at \$5,000.

Regional (multi-city or multi-county) price: starting at \$10,000 for two cities or counties, with increasing discounts applied for additional cities or counties

To learn more, or to purchase, contact:

Tien Tian | XTian@ustravel.org | <https://www.ustravel.org>.

TOURISM PRODUCT DEVELOPMENT



PONCE CITY MARKET | @poncecityroof

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TOURISM PRODUCT DEVELOPMENT

To grow Georgia Tourism, our industry must continually expand, enhance or improve the quality and quantity of experiences available to visitors. The Tourism Product Development (TPD) team offers guidance through on-site Resource Teams, reference materials on MarketGeorgia.org and personalized technical assistance. By identifying and enhancing a community’s tourism product, the Resource Team approach will ultimately help draw more visitors to the community as well as provide an overall diversified economic development strategy for bringing jobs and infusing new money in to a community.

The team also administers a semi-annual grant program to jumpstart product development, especially in rural areas. Statewide initiatives – such as Georgia’s Footsteps of Dr. Martin Luther King, Jr. Trail, the Camellia Trail and Northeast Georgia Garden Trail – cluster Georgia’s tourism product into thematic routes, itineraries and branded content for marketing and promotion.

For more information on these opportunities, please contact:
Cindy Eidson | ceidson@georgia.org.

TOURISM PRODUCT DEVELOPMENT RESOURCE TEAMS

Since 2009, Georgia Tourism has provided technical assistance to more than 70 communities through its Tourism Product Development (TPD) Resource Team program. The program assembles small groups of tourism professionals, market segment experts and community developers, to conduct visits to predominantly rural communities to evaluate potential for innovative and unique experiences based on local culture, natural resources and heritage. Following the reconnaissance visits, TPD Resource Team members research and develop their observations to produce one collaborative in-depth report of recommendations for existing tourism product enhancements and future product development that includes tremendous marketing and funding resources.

Interested communities should submit a request from an elected official, form a county-wide implementation team, complete an evaluation to form a baseline of tourism assets and work with the resource team manager to craft a one, two or three-day itinerary for the visit. The year-long process culminates when the team returns to the community to present the recommendations at a town hall. Although the service is considered free, the community should budget to provide lodging/meals for the visiting team.

TOURISM PRODUCT DEVELOPMENT GRANTS

Communities who have participated in the TPD Resource Team program are eligible to apply for a Tourism Product Development Grant to assist with facilitating any recommendations from the Resource Team reports. Georgia Tourism offers two grant cycles per year, with grant applications due every June and December. Tourism Product Development Grant Applications are available on MarketGeorgia.org.

GEORGIA TOURISM DEVELOPMENT ACT

The Georgia Tourism Development Act (GTDA) allows certain companies that build new tourism attraction projects within the state to rebate a portion of their sales tax revenues for 10 years. To be eligible for consideration, projects must:

- 1) Construct a qualifying tourism attraction project that costs a minimum of \$1 million;
- 2) Attract at least 20% of its visitors from out-of-state following its third year; and
- 3) Contribute to a significant and positive economic impact on the state considering, among other factors, the extent to which the tourism attraction project will compete directly with tourism attractions in this state.

The project must be approved by the Community of the Department of Community Affairs (DCA), the Commissioner of the Georgia Department of Economic Development (GDEcD) and the local government. Additional information can be found at OCGA S 48-8-270 et seq. and the Rules of the Georgia Department of Community Affairs 110-32-1-.01 et seq.



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VISITOR SERVICES

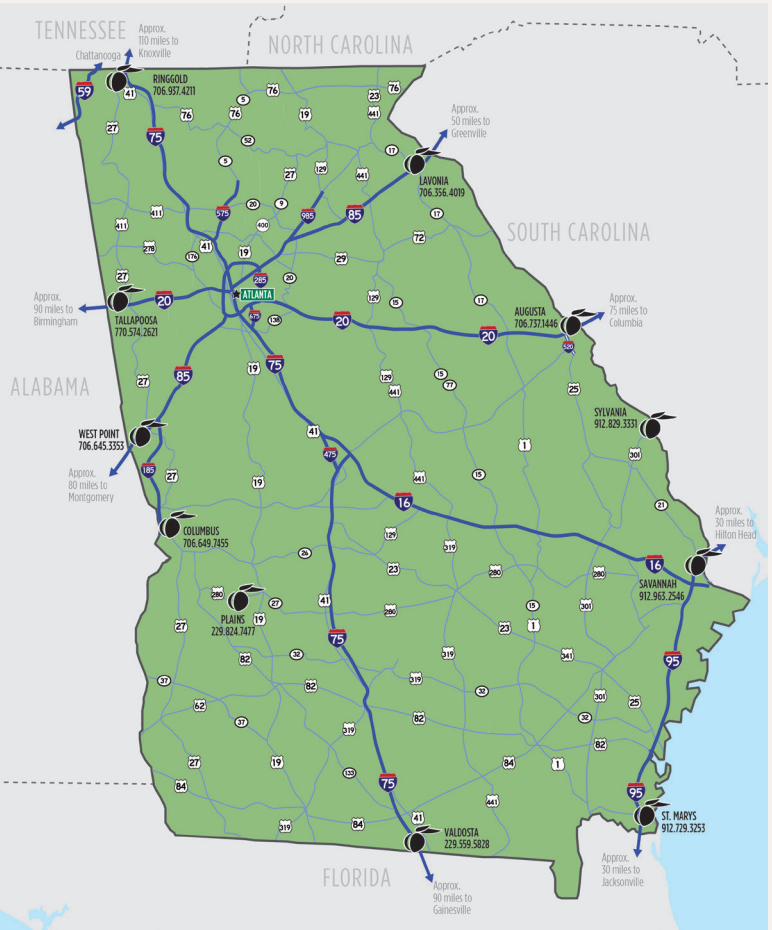
VISITOR SERVICES

Visitor Services welcomes travelers and visitors throughout the state of Georgia. Through a network of statewide and regional visitor information centers, visitors are offered travel tips, brochures, recommendations and reservations.

VISITOR INFORMATION CENTERS (VICS)

Greet your visitors at Georgia's front door. Georgia's visitor information centers (VICs) are the first point of contact for more than 13 million visitors each year. Our 11 centers provide a variety of ways to connect with visitors. Our VICs have research regarding specific traffic patterns and major destinations of our visitors as they travel through the state. Take advantage of this valuable information, including brochure distribution, special promotions and advertising opportunities. Raise your visibility among the traveling public and extend the reach of your marketing dollars.

For more information on these opportunities, please contact:
Brittney Gray | bgray@georgia.org.



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VIC MANAGER CONTACTS

Be sure to stay in touch with the VICs throughout the year for additional promotional opportunities.

AUGUSTA - RICHMOND COUNTY

I-20 West, GA/SC Line I-95 South,
Augusta, GA 30917
Keri Ogletree | 706-737-1446
kogletree@georgia.org

COLUMBUS - MUSCOGEE COUNTY

Georgia Visitor Center
1751 Williams Road
Columbus, GA 31904
LaTivia Rivers | 706-649-7455
livers@georgia.org

ST. MARYS - CAMDEN COUNTY

100 St. Marys Road
St. Marys, GA 31558
Briana Coakley | 912-729-3253
bcoakley@georgia.org

LAVONIA - FRANKLIN COUNTY

938 County Road 84
Lavonia, GA 30553
Jeanne Boteler | 706-356-4019
jboteler@georgia.org

PLAINS - SUMTER COUNTY

1763 U.S. Highway 280
Plains, GA 31780
Linda Harty | 229-824-7477
lharty@georgia.org

RINGGOLD - CATOOSA COUNTY

2726 I-75 South
Ringgold, GA 30736
Ontaria Finch | 706-937-4211
ofinch@georgia.org

PORT WENTWORTH - CHATHAM COUNTY

I-95 South, GA/SC Line, Mile Marker 111
Port Wentworth, GA 31407
Kellie Lord-Zieba | 912-963-2546
klord-zieba@georgia.org

SYLVANIA - SCREVEN COUNTY

8463 Burton's Ferry Highway
Sylvania, GA 30467
Jessica Godbee | 912-829-3331
jgodbee@georgia.org

TALLAPOOSA - HARALSON COUNTY

I-20 East, GA/AL Line
Tallapoosa, GA 30176
Melinda Marlow | 770-574-2621
mmarlow@georgia.org

VALDOSTA - LOWNDES COUNTY

5584 Mill Store Road
Lake Park, GA 31636
Cathy Sasnett | 229-559-5828
csasnett@georgia.org

WEST POINT - HARRIS COUNTY

I-85 North, GA/AL Line - Harris County
West Point, GA 31833
Rebecca Clopp | 706-645-3353
rclopp@georgia.org

PARTNERING WITH VISITOR INFORMATION CENTERS

Help us do the best possible job of selling your destination:

Get involved with the VICs that send travelers to your area – knowing your VICs and what they can do for you is the first step to a quality relationship and increasing revenue for your business. Stop by and introduce yourself. Let us know how the center can best support your needs. Developing a close relationship with the VIC staff and educating us on your product helps us to discuss your property or attraction in-depth with interested visitors.

Host a Study Tour - help our information specialists acquire specific knowledge of your product by hosting a FAM tour designed especially for them. This will enable the VIC staff to provide a wealth of helpful details on your attraction or destination to Georgia visitors and to act as an extension of your sales team. When it comes to promoting on your behalf, there is no replacement for experiencing your tourism product first-hand.

NO-CHARGE OPPORTUNITIES

Promotional Materials in Regional Brochure Racks

Distribute your rack cards at no-cost at all of our VICs. The VICs are able to offer quantity suggestions. Brochure distribution policy can be found at MarketGeorgia.org.

Georgia On My Mind Days

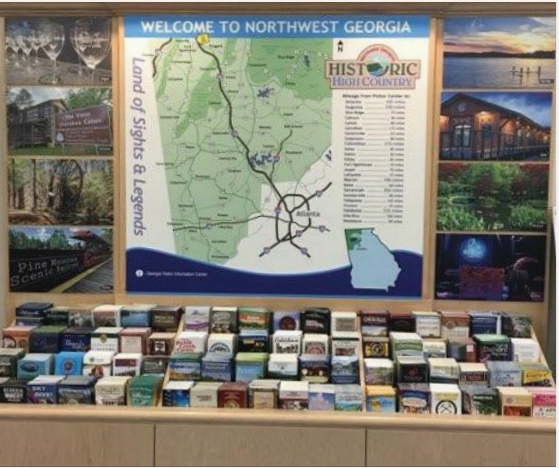
Each VIC hosts a special event day to celebrate the tourism industry. Reserve a space to showcase your product during the spring and summer months.

Recommended to Bring:

- Folding table to display rack card and other promotional materials
- Rack cards, brochures, coupons
- Giveaway items
- Pop-ups or other display items to draw attention
- Photo opportunities
- Mascots
- Food items

2020 Georgia on My Mind Days

- March 6: Port Wentworth (I-95 S)
- March 27: Sylvania (HWY 301)
- April 3: Valdosta (I-75N)
- May 1: St. Marys (I-95 N)
- May 22: Lavonia (I-85 S)
- June 5: West Point (I-85 N)
- June 6: Plains (HWY 280)
- June 12: Tallapoosa (I-20 E)
- June 26: Columbus (I-185)
- June 19: Ringgold (I-75 S)
- July 10: Augusta (I-20 W)



PAID OPPORTUNITIES

Pricing for these opportunities is dependent upon the number of locations and length of distribution time.

Please contact **Brittney Gray | bgray@georgia.org** to determine the investment level specific to your destination's program.

Rack Card Promotions

Reserve a space for your publication on the main counter or in the after-hours area to help increase traffic to your business. The investment in this program depends on the number of locations and length of distribution time (one to three months). The VIC will provide monthly tracking reports.

- Countertop (8:30am – 5:30pm/7 days a week)
- After Hours (5:30pm – 11:00pm/7 days a week)

On-Site Promotions

Reserve a highly-visible space for a four-hour shift between 8:30am – 5:30pm/seven days a week

Recommended to bring:

- Folding table to display rack card and other promotional materials
- Rack cards, brochures, coupons
- Giveaway items
- Pop-ups or other display items to draw attention

Pop-Ups and Banners

Showcase your destination or product with a free standing or hanging banner placed in a VIC for optimum exposure. The investment in this program depends on the number of locations and length of display time.

Display Cases

Showcase your destination or product on one or multiple shelves in a display case or work with tourism partners in your area to utilize the entire display case to promote a full experience. The investment in this program depends on display size and length of display time.

Window Clings

Reserve window space at the entrances to our buildings to promote your destination. The investment in this program depends on display time.



For more information on these opportunities, please contact:
Brittney Gray | bgray@georgia.org.

REGIONAL VISITOR INFORMATION CENTER (RVIC) DESIGNATION

DMOs, chambers and non-profit organizations who operate local welcome centers can apply for designation by Georgia Tourism as a “Regional Visitor Information Center.” Benefits include branded Georgia Tourism display and signage materials, shipments of Explore Georgia travel publications and brochures by request and access to training by Georgia Tourism VIC staff members. Criteria considered for RVIC designation includes location, hours of operation, ADA facilities, signage and a requirement for annual cross-training with Georgia Tourism VIC staff.

For an RVIC application, and information on any RVIC programs, visit MarketGeorgia.org or contact **Nija Torrence | ntorrence@georgia.org.**

NEW RVIC GRANT

Beginning in 2019, Georgia Tourism will offer matching grants of up to \$2,000 each to currently designated RVICs to support marketing and promotional efforts. Two rounds of applications will be accepted in October 2019 and January 2020. An RVIC is eligible to receive only one grant during this round of two applications. The application and full overview of criteria are available at MarketGeorgia.org.

RVIC CONFERENCE

With a focus on professional development, hospitality training and networking opportunities, Georgia Tourism’s annual RVIC Conference targets the state’s front-line tourism experts and brand ambassadors. Attendees also learn about new Georgia tourism products to experience and promote. Georgia Tourism’s 2020 RVIC Conference will be held April 22-24, 2020 in Douglasville.

GEORGIA CERTIFIED TRAVEL COUNSELOR

The State Travel Counselor Certification Program is recognized nationally by U.S. Travel’s National Council of State Tourism Directors. The program was developed to encourage states to promote high-quality travel information services. Being a Georgia Certified Travel Counselor means you are committed to enhancing your knowledge, skill and personal development in order to direct and advise travelers seeking assistance with Georgia travel information at visitor information centers. To date, there are over 100 state and regional visitor information center personnel that have been certified.





STAFF DIRECTORY

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT: TOURISM DIVISION

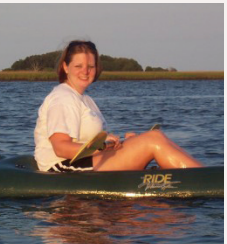


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llove@georgia.org

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abarfield@georgia.org



Kate Russell
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ceidson@georgia.org



Tracie Sanchez
Product Development Manager
tsanchez@georgia.org

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GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT: TOURISM DIVISION

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lisaacs@georgia.org



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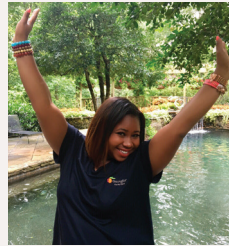


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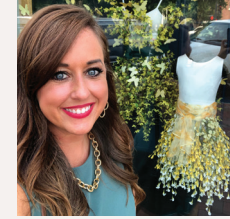
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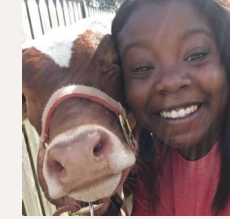
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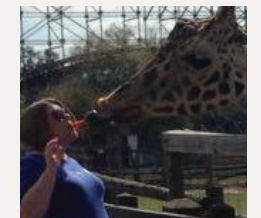
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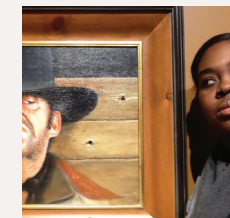
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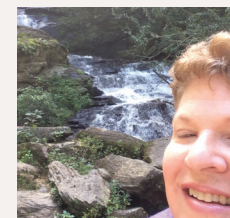
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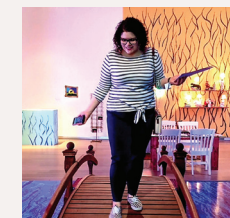
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