

EXPLORE GEORGIA UPDATE

Mark Jaronski | Deputy Commissioner | Explore Georgia

EXPLORE
GEORGIA

PRESENTED BY
miles
PARTNERSHIP

**REMEMBER THAT TIME WHEN WE
LIVED IN PRECEDENTED DAYS?
THAT WAS AWESOME!**





Spruill Gallery | @ben.nordin



Tybee Island Sand Bar | @jenniferknox

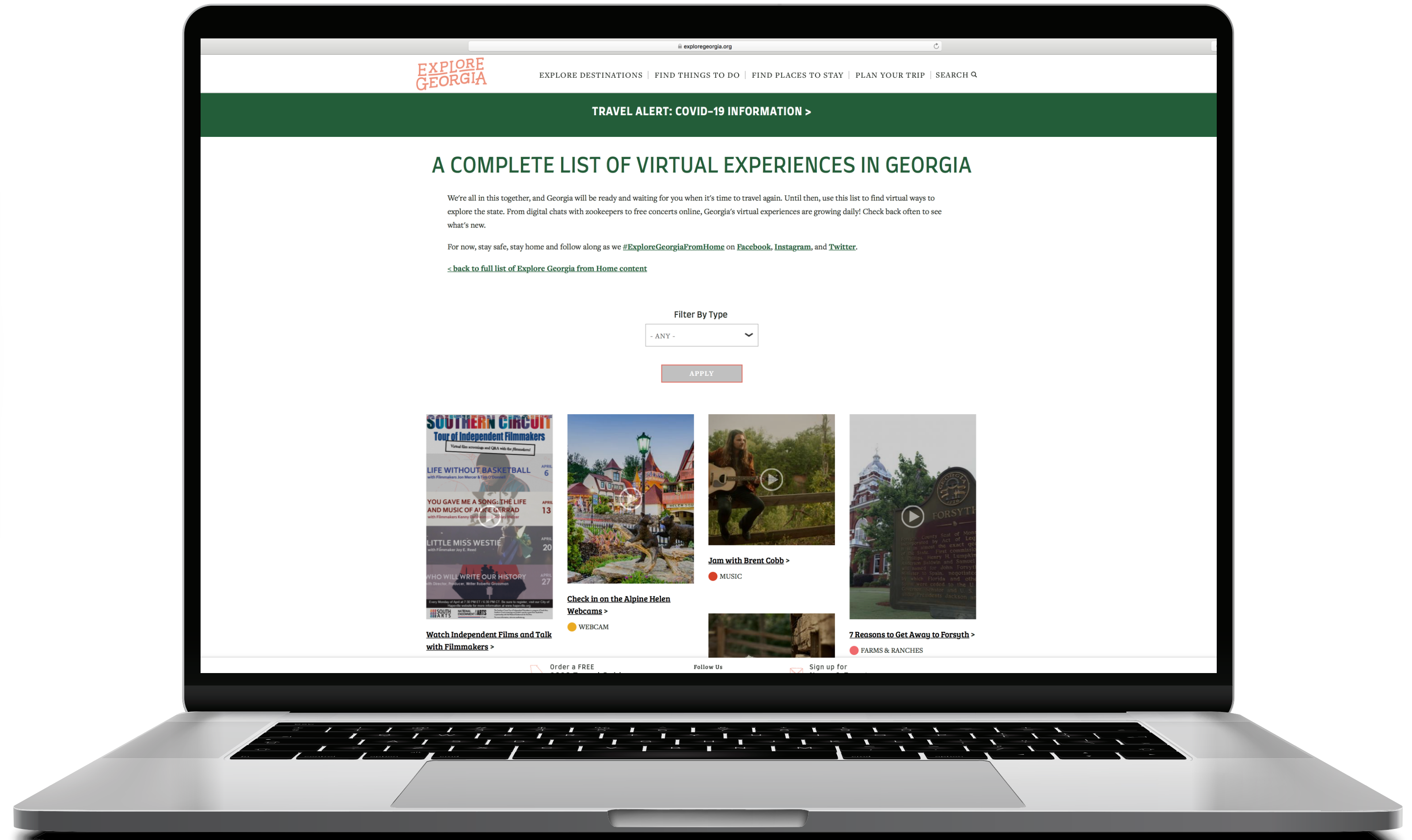
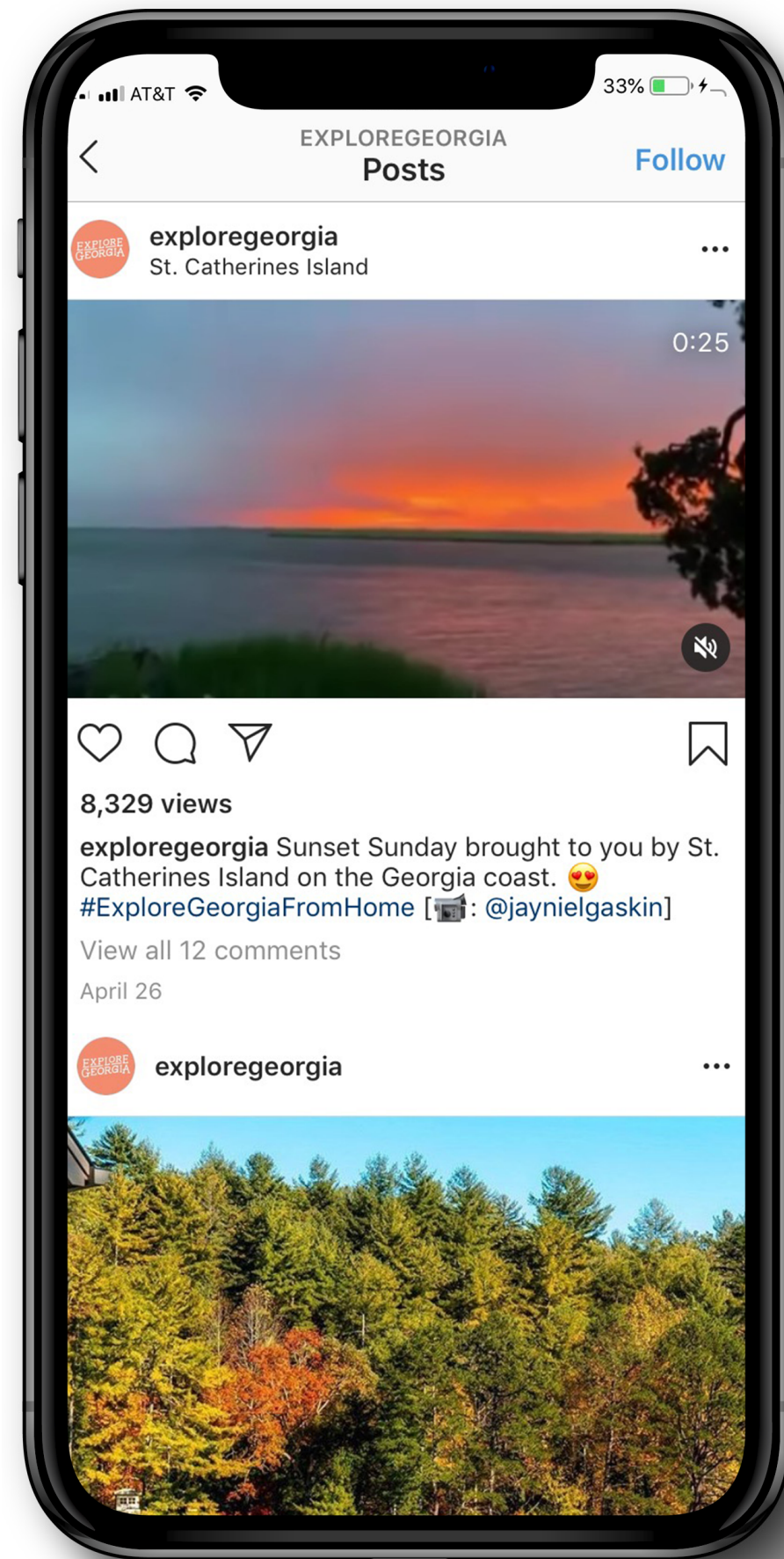




EXPLORE
GEORGIA



EXPLORE
GEORGIA
from home

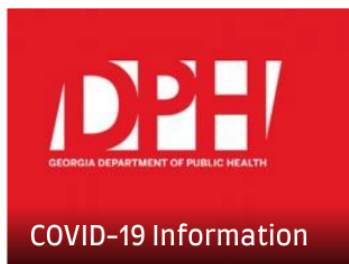
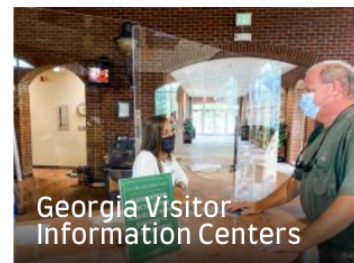
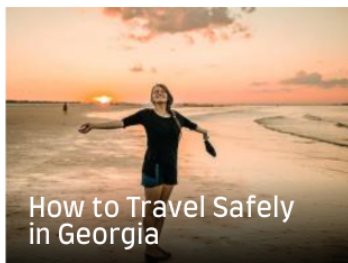


HOW TO EXPLORE GEORGIA NOW: COVID-19 RESOURCES AND UPDATES

We're eager to help you explore Georgia safely. Please use the resources below to stay informed about health and safety precautions to follow while traveling in Georgia, and to start planning your next trip. Check travel alerts from your destination before your trip to ensure you have the most current information.

With the COVID-19 situation continuing to evolve, we encourage you to follow the most up-to-date information and guidance offered by the Centers for Disease Control and Prevention (CDC) and Georgia Department of Public Health. All Georgians and visitors are strongly encouraged to wear face coverings in public and practice social distancing.

What You Need to Know

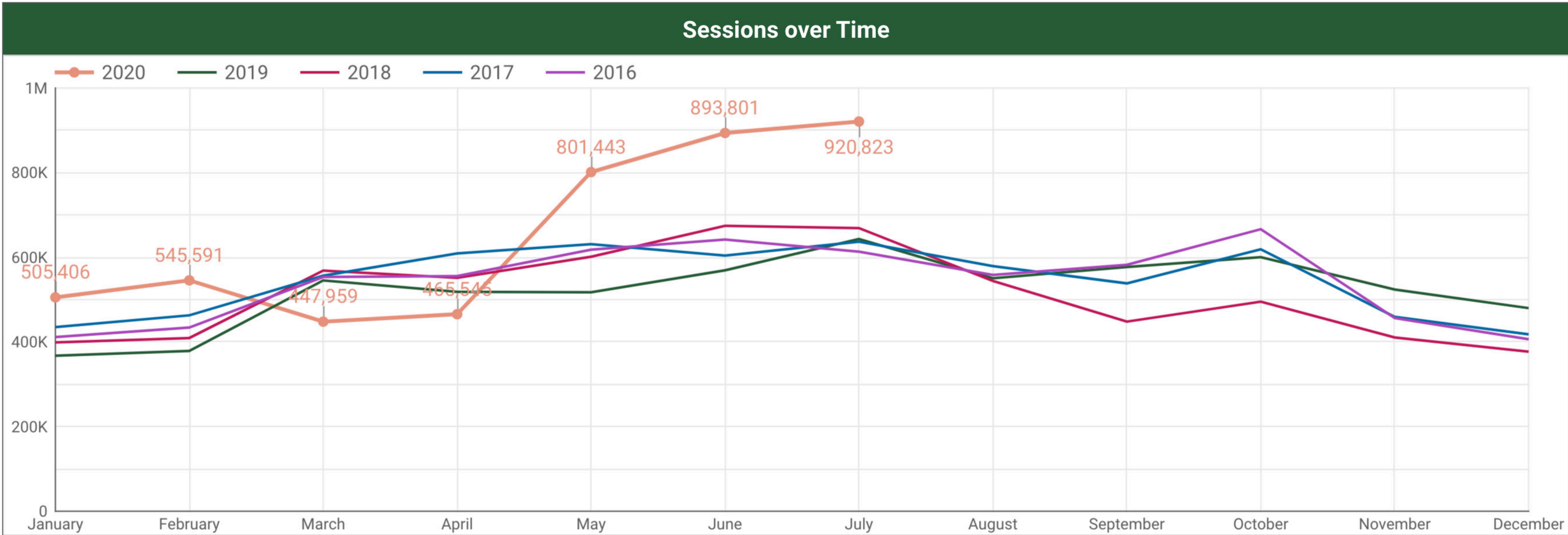


A photograph of a pier structure over the ocean. The pier is made of concrete pilings and has a walkway on top. The water is blue, and there are white waves crashing against the pilings. The sky is clear and blue. The text "We miss it. And we know you do too." is overlaid in white, bold, sans-serif font.

**We miss it.
And we know you do too.**

**EXPLORE
GEORGIA**
USA

EXPLORE GEORGIA WEBSITE TRAFFIC



EXPLORE
GEORGIA

Events & Festivals in a Post COVID-19 World

TYRA WARNER, ESQ, PHD, CMP

COLLEGE OF COASTAL GEORGIA





GEORGIA TOURISM BY THE NUMBERS: 2019

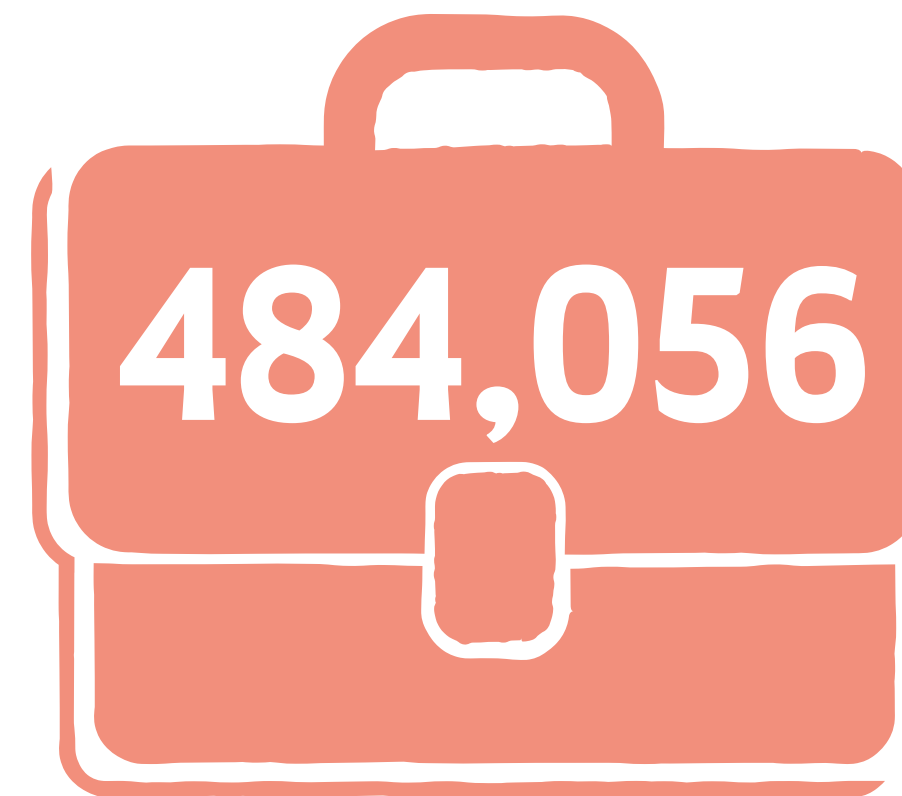
TOTAL VISITORS

Domestic & International



[2019 Travel USA Visitor Profile Report, Longwoods International & International States Travel Database, Tourism Economics]

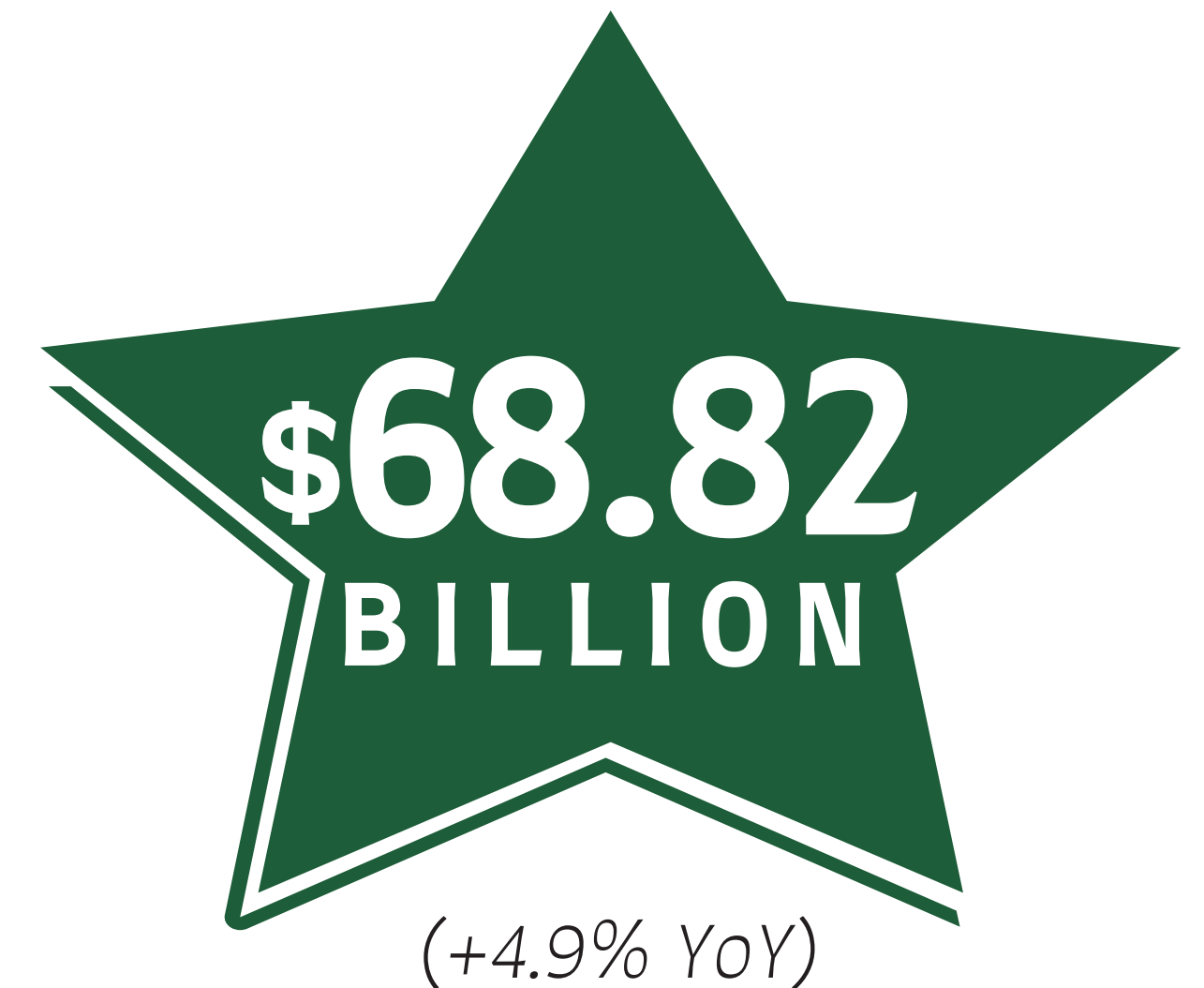
TOTAL JOBS SUPPORTED



(+1.6% YoY)

[Source: 2019 Tourism Satellite Account, Tourism Economics]

TOTAL ECONOMIC IMPACT



[Source: 2019 Tourism Satellite Account, Tourism Economics]

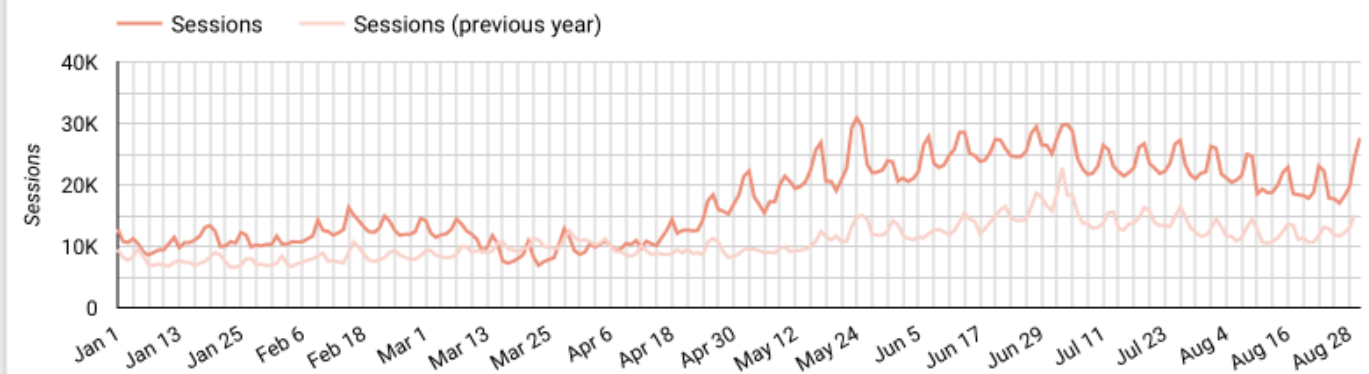


COVID-19 Marketing Impact
August 16-22



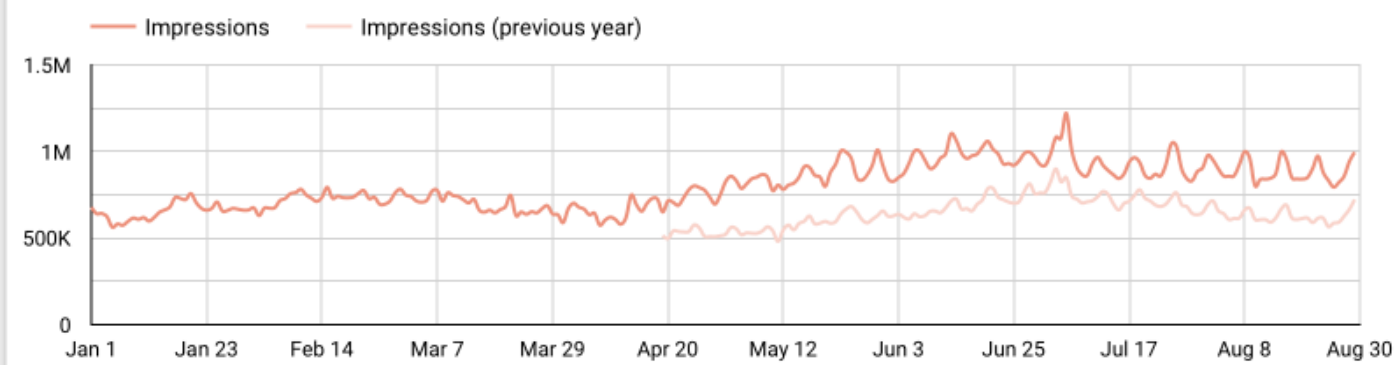
In looking at 28 DMOs (state and local), traffic saw a bit of decline following 4th of July weekend and has remained relatively flat YoY during the last week in July. Georgia has remained very positive during July and following the yearly trend as traffic slows down. In July we saw a 62% increase in Organic Sessions and Google Search Results are following that increase as well.

Website Traffic from Organic Search



The Chart above compares the number of users who viewed a page on ExploreGeorgia.org as a result of finding it on a search engine (excluding paid results). This is an indicator of the volume of people who are searching for things related to planning a vacation in Georgia.

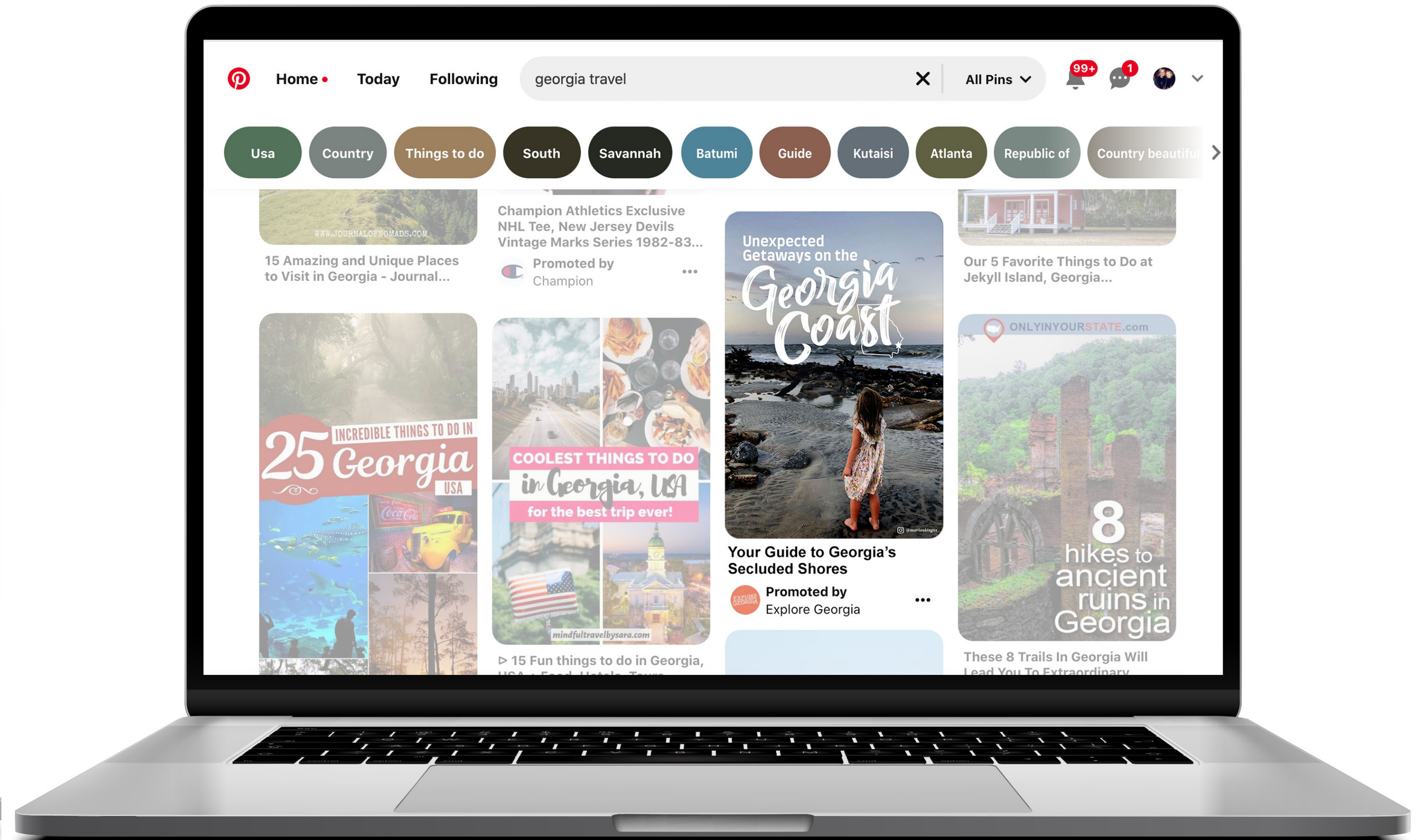
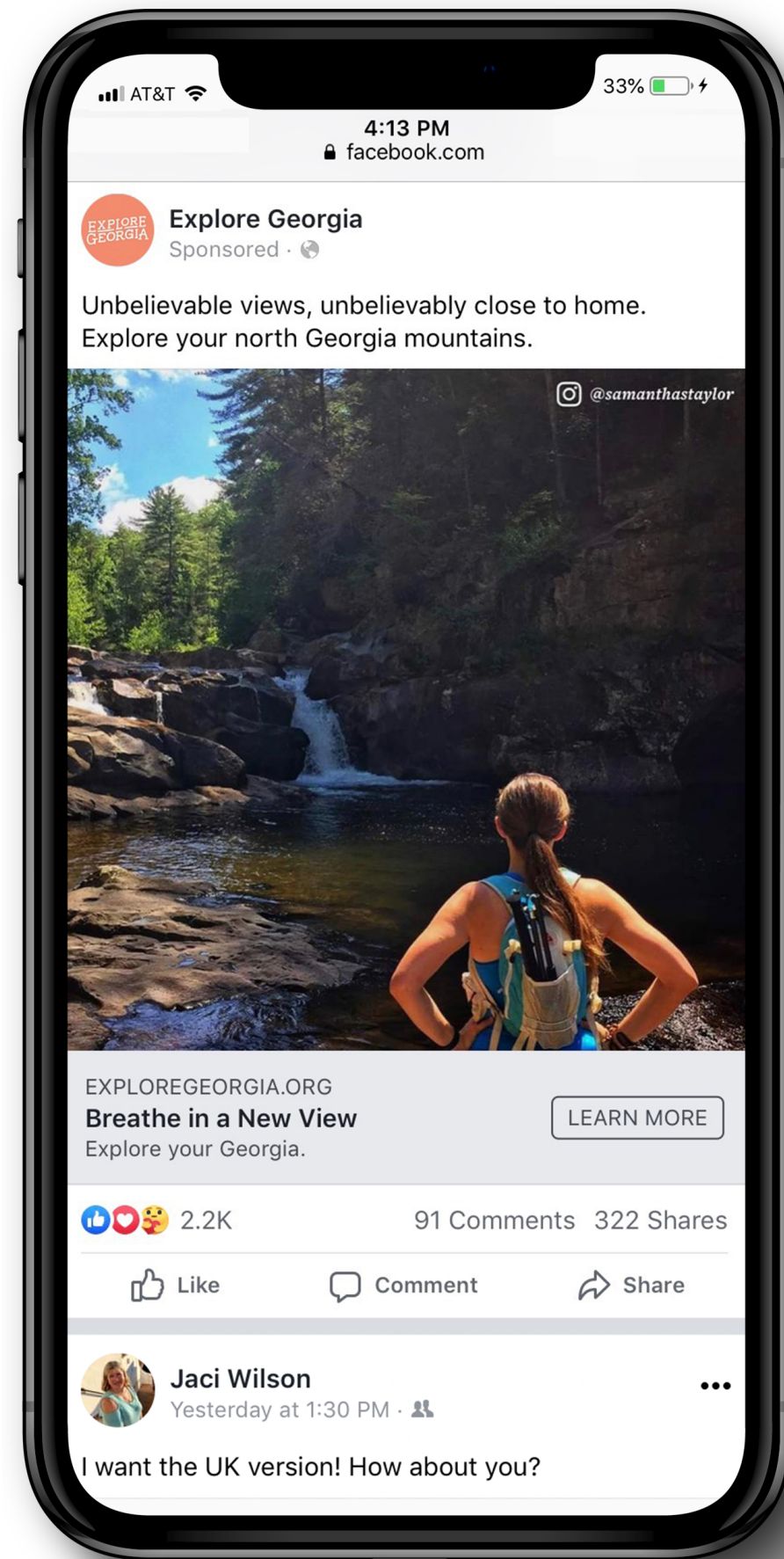
Google Search Results

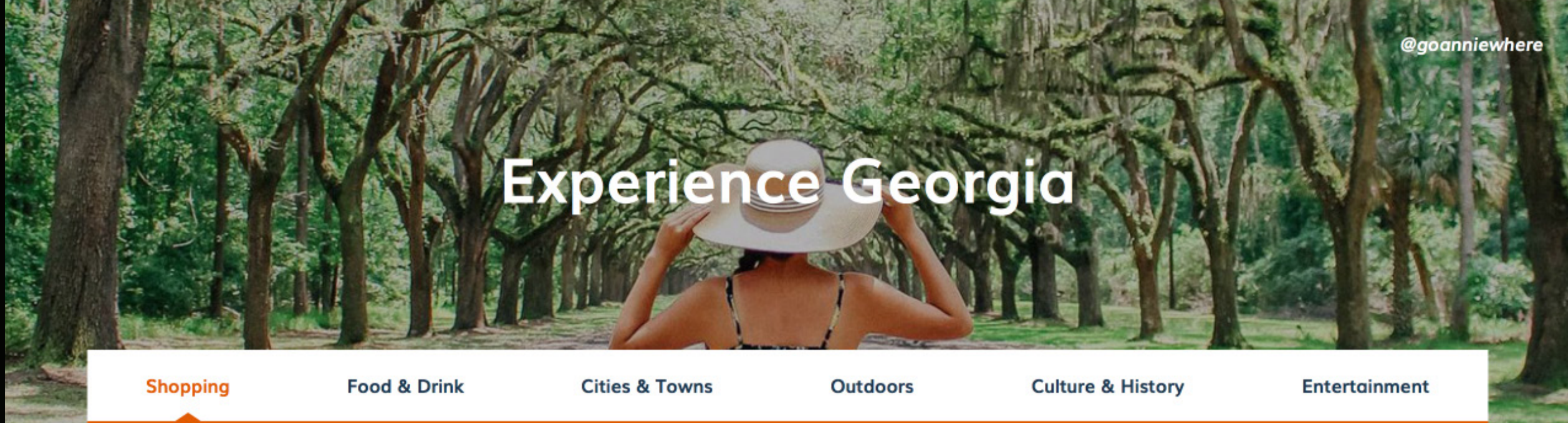
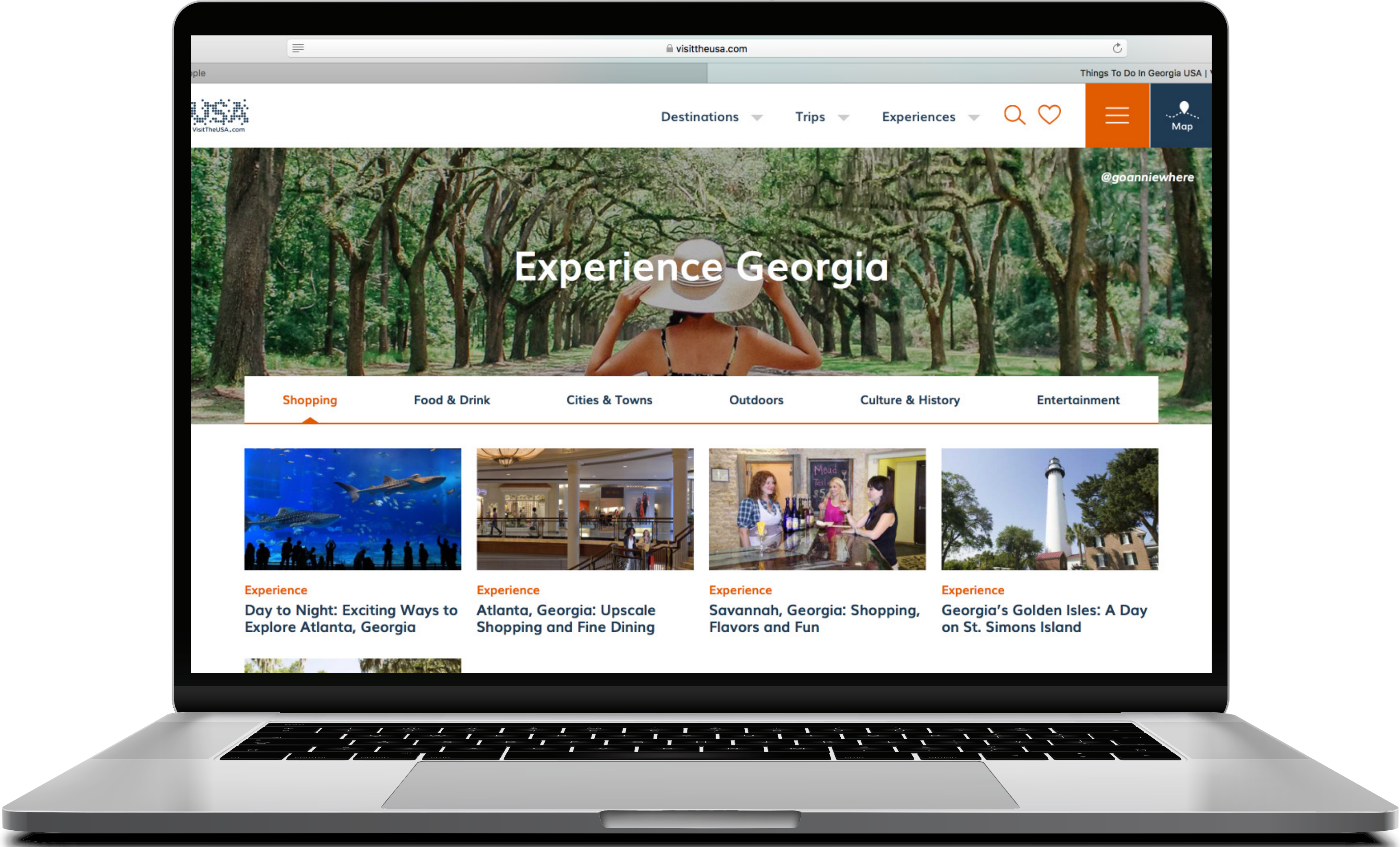


EXPLORE
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from home



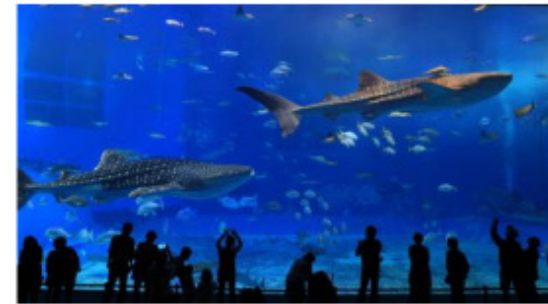
EXPLORE
GEORGIA
your





@goanywhere

Shopping Food & Drink Cities & Towns Outdoors Culture & History Entertainment



Experience Day to Night: Exciting Ways to Explore Atlanta, Georgia



Experience Atlanta, Georgia: Upscale Shopping and Fine Dining



Experience Savannah, Georgia: Shopping, Flavors and Fun



Experience Georgia's Golden Isles: A Day on St. Simons Island



LET'S EXPLORE GEORGIA SAFELY

**PLEASE REMAIN
DIRECTLY BEHIND
PLEXIGLASS WHEN
SPEAKING TO
STAFF MEMBERS**

THANK YOU

EXPLORE
GEORGIA

THE GEORGIA SAFETY PROMISE

**Wear Face
Covering**



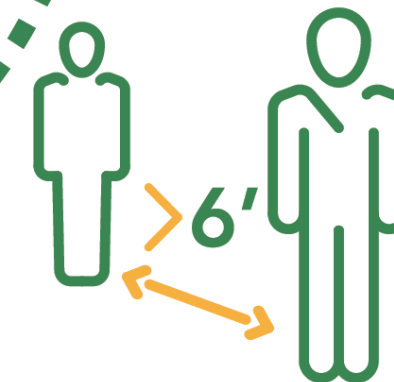
**Wash
Hands**



**I'm
in.**



**Sanitize
Surfaces**



**Stay Six
Feet Apart**

Brought to you by the Governor's Office & the Georgia Department of Public Health



CANDLER COUNTY

Tourism Product Development Resource Team Report
Georgia Department of Economic Development
October 2019

EXPLOREGEOORGIA.ORG



CAVE SPRING

Tourism Product Development Resource Team Report
Georgia Department of Economic Development
December 2019

EXPLOREGEOORGIA.ORG



EMANUEL COUNTY

Tourism Product Development Resource Team Report
Georgia Department of Economic Development
March 2020

EXPLOREGEOORGIA.ORG



EVANS COUNTY

Tourism Product Development Resource Team Report
Georgia Department of Economic Development
July 2019

EXPLOREGEOORGIA.ORG



MACON COUNTY

Tourism Product Development Resource Team Report
Georgia Department of Economic Development
February 2020

EXPLOREGEOORGIA.ORG



STONE MOUNTAIN VILLAGE

Tourism Product Development Resource Team Report
Georgia Department of Economic Development
August 2019

EXPLOREGEOORGIA.ORG





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[ExploreGeorgia.org](https://www.ExploreGeorgia.org)

