EXPLORE GEORGIA UPDATE

Mark Jaronski | Deputy Commissioner | Explore Georgia
REMEMBER THAT TIME WHEN WE LIVED IN PRECEDENTED DAYS? THAT WAS AWESOME!
EXPLORE GEORGIA ➞ EXPLORE GEORGIA from home
A COMPLETE LIST OF VIRTUAL EXPERIENCES IN GEORGIA

Explore Georgia's virtual experiences to enjoy the beauty and culture of the state. Whether you're planning a trip or simply curious, these virtual experiences offer a unique way to explore Georgia's natural landscapes, historic sites, and cultural attractions. Check back often as new experiences are added regularly.

#ExploreGeorgiaFromHome | @jennyseagirl

A complete list of virtual experiences in Georgia:

- Virtual Tour of the Georgia State Capitol
- Virtual Hike to the Blue Ridge Mountains
- Virtual Art Museum of Georgia
- Virtual Concert Series
- Virtual Cooking Classes
- Virtual Plant Walks
- Virtual History Tours
- Virtual Wildlife Watching

Explore Georgia's rich history and vibrant culture through these virtual experiences. Stay tuned for more updates and opportunities to connect with Georgia from the comfort of your own home.

For more information on virtual experiences in Georgia, visit https://exploregorgia.org/virtual-experiences
HOW TO EXPLORE GEORGIA NOW: COVID-19 RESOURCES AND UPDATES

Use these resources to help you travel safely. Please use the resources below to stay informed about health and safety precautions before entering Georgia, and to ensure you are following your local health guidelines. Check resources from your destination before you visit to ensure you have the most current information.

Enter the COVID-19 pandemic cautiously. We encourage you to follow the most up-to-date information provided by the Centers for Disease Control and Prevention (CDC) and the Georgia Department of Public Health. All travelers and visitors should take precautions when planning their trip to keep themselves and others safe.

What You Need to Know

- CDC COVID-19 Information
- Georgia Department of Public Health
- Georgia Governor’s website
- Georgia Travel Advisory
- I’m in Georgia
- COVID-19 Information
- Preparing for a Safe and Healthy Georgia Trip
- Georgia Visitor Information Centers
We miss it. And we know you do too.
EXPLORE GEORGIA WEBSITE TRAFFIC

Sessions over Time

January  February  March  April  May  June  July  August  September  October  November  December

2020: 505,406  545,591  447,959  460,250  801,443  893,801  920,823
2019: 600K
2018: 500K
2017: 400K
2016: 300K
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

152.3 MILLION
(+3.2% YoY)

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

TOTAL JOBS SUPPORTED

484,056
(+1.6% YoY)

[Source: 2019 Tourism Satellite Account, Tourism Economics]

TOTAL ECONOMIC IMPACT

$68.82 BILLION
(+4.9% YoY)

[Source: 2019 Tourism Satellite Account, Tourism Economics]

In 2018, the unemployment rate in Georgia was 3.9%. Without the jobs supported by the tourism industry, it would have been 100%.

Georgia’s tourism industry raises the global perception of the state, with 38% of online conversations about Georgia being positive for the state in general and 51% positive for the state by 43% of online conversations.

Tourism sentiment score: (+6pts YoY)

Tourism product: (+3.5% YoY)

Tourism development grants: (+1.6% YoY)
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 5% increase in Organic Sessions and Google Search Results are following that increase as well.

**Website Traffic from Organic Search**

![Graph showing website traffic from organic search over time.]

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**

![Graph showing Google search results over time.]
EXPLORE GEORGIA from home ➔ EXPLORE your GEORGIA
THE GEORGIA SAFETY PROMISE

Wear Face Covering

Wash Hands

Sanitize Surfaces

Stay Six Feet Apart

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