



## **2021 Explore Georgia Official State Travel Guide FAQ**

### **Q: When does the 2021 Travel Guide come out?**

**A:** Delivery of printed guides is scheduled for the week of 4/19/21 to Bobby Dodd warehouse and to advertisers. The official launch date will be May 3, 2021.

### **Q: How is the 2021 Travel Guide being promoted to consumers?**

**A:** Explore Georgia is promoting the guide via ExploreGeorgia.org, the monthly consumer e-newsletter, social media, on-site at each of the nine Visitor Information Centers, and various paid and earned media opportunities.

### **Q: I'd like to help promote the guide and my destination's inclusion, how can I do that?**

**A:** Explore Georgia has created a toolkit for you to use signage, drafted social posts, and a press release template for you to help get the word out about the guide and showcase your destination's inclusion.

### **Q: With the 2021 Travel Guide coming out in May, how long is the "shelf life" of this guide?**

**A:** The 2021 Explore Georgia Official Travel Guide will be circulated through January 2022.

### **Q: How did you choose the content in the features and regional openers?**

**A:** We leveraged multiple input streams to inform the guide's editorial content including: meetings we held with each of the Regional Travel Associations, listening to our visitors, leveraging data from website and social media performance as well as traveler sentiment research, and suggestions from the entire Explore Georgia team. Lastly, we put all ideas through a safe travel filter to account for challenges resulting from the COVID-19 pandemic.

### **Q: Why is the name of my attraction different in the Tripadvisor feature?**

**A:** Atlanta Magazine Custom Media & Explore Georgia worked in conjunction with Tripadvisor. As part of this partnership, we are required to use the content directly from Tripadvisor reviews. If your attraction's name doesn't match correctly, please contact Tripadvisor directly to have your information updated.

### **Q: Why did some of the regions' names change?**

**A:** To follow the official renaming of the Regional Travel Associations (RTAs), Explore Georgia has also adopted new names for Historic High Country - now known as Northwest Georgia - and Plantation Trace, now known as Scenic Southwest Georgia. The RTAs have been using these names for some time as a way for travelers to have a better understanding of the regions – what they offer and where they are located. As we continue to learn more about our visitors, we are evaluating a long-term strategy for the regions. In the meantime, we will incorporate the new



names and maintain consistency across state assets in how we serve visitors in our Georgia regions.

**Q: How has this guide been adapted during COVID?**

A: In addition to pushing out the release of the 2021 travel guide from January to May, the Explore Georgia team made a conscientious effort to reflect safe travel in Georgia in the guide. As the COVID-19 situation continued to evolve during the editing process, we did our best to adapt the guide, the most up-to-date information at the time. As with every printed piece, details and listings in the guide are subject to change. We continue to encourage every visitor to check travel alerts and operating information before their trip to ensure they have the most current information. Page two of the guide also includes a reference to encourage readers to this safe travel advice.

**Q: How were the images used in the guide selected?**

A: Whenever possible, images used are user-generated from Georgia visitors. The selection criteria includes the quality of the image, its alignment with Explore Georgia's brand standards, and availability. When user-generated images aren't available, the Explore Georgia team works directly with partners based on the destination's online presence.

**Q: Is the guide free?**

A: Yes, the guide is completely free and can be ordered online at [ExploreGeorgia.org](https://ExploreGeorgia.org), picked up at one of our nine Visitor Information Centers, or by calling 1-800-VISIT-GA.

**Q: Are campgrounds listed in the guide?**

A: Specific campgrounds are not listed in the guide, but multiple references are made of camping at many of the State Park sites across the state. Explore Georgia also fulfills the Georgia State Parks & Historic Sites Park Guide online and at each of the nine Visitor Information Centers.

**Q: How do I place a bulk order for the 2021 Explore Georgia Travel Guide?**

A: Email your Regional Tourism Marketing Manager your bulk order request, and they will work with you on arranging pickup or delivery of the guides.

Mandy Barnhart: [MBarnhart@georgia.org](mailto:MBarnhart@georgia.org)

Region 1 - Northwest, Region 2 - Northeast, Region 5 - East Central

Nija Torrence: [NTorrence@georgia.org](mailto:NTorrence@georgia.org)

Region 3 - Metro Atlanta, Region 4 - West Central, Region 6 - Middle

Sarah Anne Rhodes: [SSteadman@georgia.org](mailto:SSteadman@georgia.org)

Region 7 - East, Region 9 - South, Region 12 - Coastal



Lori Hennesy: [LHennesy@georgia.org](mailto:LHennesy@georgia.org)

Region 8 - West, Region 10 - Southwest, Region 11 – Southeast

*You can find out your organization's regional assignment with the [Partner Marketing Map](#).*

You may contact your closest [State Visitor Information Center](#) to pick up travel guides beginning May 3rd, or take advantage of one of the pickup locations scheduled for May 5th.

**Q: How do attractions qualify to be in the Travel Guide?**

A: For an attraction to be included in the guide, it must have an updated listing on ExploreGeorgia.org AND follow the criteria outlined [here](#). For more information on how to create and/or update your listing, please visit the [Tourism Industry Portal](#) or contact your Partner Marketing Manager.

**Q: Are all Georgia towns/cities listed?**

A: No. Only cities or towns who have an attraction included in the listings are featured in the guide. Each regional section includes a map of the location of each town and city in the region. Due to limited space, the guide does not feature descriptions or additional information on every Georgia town or city, but calls driving readers to ExploreGeorgia.org are included throughout the guide for additional details.

**Q: My listing in the travel guide doesn't exactly match the online version. Why is this?**

A: The entire Travel Guide is sent through proofreading, and listings may need to be shortened to accommodate guide specifications, so minor edits may be made during this process. Our team works to ensure all listing content and information remains correct.

**About the 2021 cover:**

For the 2021 Explore Georgia Official Travel Guide, we took our focus and inspiration for the cover from visitor's passion for Georgia, conversations with partners throughout the state, and from meetings held with each of the nine Regional Travel Associations. We also used data from our website and social media channels, as well as traveler sentiment research, and suggestions from the entire Explore Georgia team. Lastly, we put all ideas through a safe travel filter to account for challenges resulting from the COVID-19 pandemic.

For the cover, we decided to continue with highlighting multiple, unique destinations throughout the state vs. a single place, theme, or celebrity. It showcases beautiful imagery from destinations across the state with our call to action - EXPLORE - with each letter and the state showing a glimpse of some of the most inspiring and unexpected destinations in the state. This modern, clean design uses the colors within the imagery to offer an engaging visual experience and highlight the wide range of possibilities across Georgia.