



EXPLORE GEORGIA®

2021-2022 EXPLORE GEORGIA OWNED MEDIA OPPORTUNITIES

Explore Georgia's Mission is to drive economic impact by promoting visitation to your cities and local businesses. We do that through a paid and earned media national strategy, driving visitors to explore more content in our owned channels.



EXPLORE GEORGIA TRAVEL GUIDE*

The state's official Travel Guide serves an inspirational role for travelers and a resource for Explore Georgia's tourism partners.

- Reach more than 650,000 active Georgia travel planners.
- Readers use the guide to plan where to stay, what to do and where to eat.

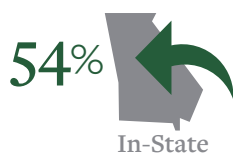
**Sold by Atlanta Magazine Custom Media. For details contact your Regional Marketing Manager.*

EXPLOREGEORGIA.ORG

ExploreGeorgia.org promotes travel ideas and inspiration to nearly 9 million users. By tapping into this audience of engaged website visitors, contributing to over 12 million sessions, you'll ensure your brand is top of mind when travelers plan their next trip.

OFFERINGS INCLUDE:

Featured Listings | Display Banners | Sponsored Content

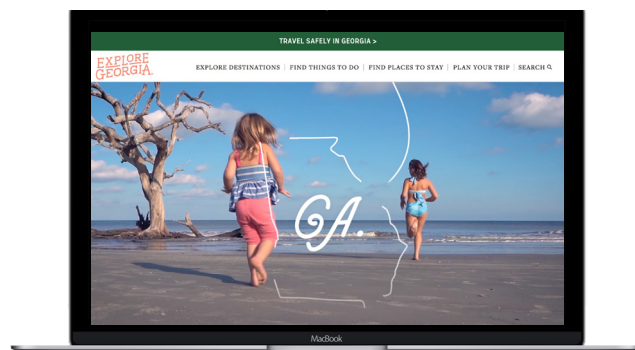


Source: Google Analytics, 2021

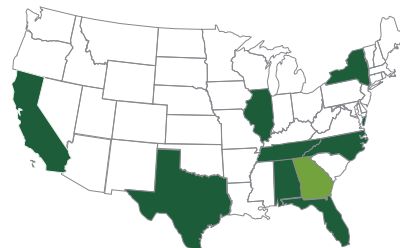
2.6 Million
Partner Referrals



8.9 Million
Annual Visitors



Top Markets



- Georgia
- Florida
- Illinois
- North Carolina
- New York
- Alabama
- Tennessee
- Texas
- Washington, DC
- California

For more information, please contact: Carly Stedman Norosky - Travel Media & Marketing Executive
Carly.Stedman@MilesPartnership.com | (202) 681-8169 or your Explore Georgia Regional Marketing Manager.



EXPLORE GEORGIA SOCIAL MEDIA

Reach inspired travelers with your content, driving traffic to your site through Explore Georgia's social presence and highly engaged audience.

- Two (2X) sponsored social media posts available per month.
- Includes opportunities for Facebook, or Facebook + Instagram



481.4K Followers



258K Followers

#7 most followed state DMO in the US on Instagram



EXPLORE GEORGIA EMAIL

Explore Georgia's 212k subscribers are ready to dive into captivating content each month, so don't miss the chance to promote your business to such a qualified and targeted audience.

EMAIL OFFERINGS INCLUDE:

Monthly* | Quarterly Events | Custom

*Monthly email example provided. Includes Featured Partner and Footer Display Ad.

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