

**[DESTINATION NAME] featured in the**

**2022 Explore Georgia Official State Travel Guide**

INSERT DATELINE – INSERT ORGANIZATION NAME today announced that DESTINATION NAME is featured in the *2022 Explore Georgia Official State Travel Guide*. Explore Georgia, the state tourism office within the Georgia Department of Economic Development (GDEcD), recently released the new guide to inspire travel to and within Georgia and support tourism recovery in the state. DESTINATION NAME is included [on/in] the [COVER or FEATURE STORY NAME] - include information on the destination that is featured and how it is included in the guide.

In time for spring and summer travel planning, the *2022 Explore Georgia Official State Travel Guide* includes more than 170 pages of trip ideas for exploration throughout Georgia. The guide’s cover features Atlanta, which was recognized in *National Geographic*’s “Best of the World” and *Lonely Planet*’s “Best in Travel” for 2022. Shot by Luis Gaud, the cover image of Lake Clara Meer at Piedmont Park strongly portrays Atlanta as the “city in the forest.” It highlights the diversity of the capital city and offers a preview of the state’s most inspiring and beloved destinations included in the guide. Produced in partnership with Atlanta Magazine Custom Media, the guide showcases beautiful imagery and engaging stories about unique experiences across the state, from outdoor explorations to hidden gems to luxury experiences and beyond. New to the guide this year are travel tips from Explore Georgia staff, bucket list inspiration, travel games and coloring pages, and countless adventures that can only be found in Georgia.

“This year’s guide is debuting just as travelers are as ready to travel as they have been in the pandemic era,” said GDEcD Deputy Commissioner of Tourism Mark Jaronski. “It plays a key role in marketing Georgia and driving economic impact into local communities across all regions of our state.”

QUOTE CANNOT BE EDITED WITHOUT PRIOR PERMISSION

Explore Georgia promotes the guide via [ExploreGeorgia.org](https://www.exploregeorgia.org/), as well as its monthly consumer e-newsletter, social media channels, at each of the nine state-run Visitor Information Centers, and various paid and earned media opportunities. The guide’s editorial content was informed by listening to visitors, input from state tourism partners, leveraging data from the state’s travel website, social media performance, and traveler sentiment research.

INSERT QUOTE and TOURISM INFO FOR DESTINATION

The *2022 Explore Georgia Official State Travel Guide* is available for free and can be requested online at [ExploreGeorgia.org](https://www.exploregeorgia.org/), by calling 1-800-VISIT-GA, or by visiting any of the state’s nine Visitor Information Centers.

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**About Explore Georgia**

Explore Georgia, the tourism division of the Georgia Department of Economic Development, is the state’s official destination marketing organization. Through its home office in Atlanta, nine visitor information centers across Georgia, and a network of tourism representatives across the globe, Explore Georgia inspires travel to and within the state through marketing programs developed and executed in partnership with the state’s travel industry. The division works to grow Georgia’s tourism industry that represented $68.82 billion and supported 484,000 jobs in 2019. Learn more at [ExploreGeorgia.org](https://www.exploregeorgia.org/).