



2022 EXPLORE GEORGIA OFFICIAL STATE TRAVEL GUIDE FAQ

Q: When does the 2022 Travel Guide come out?

A: The guide will launch in February with delivery of printed guides scheduled for early-mid February to Bobby Dodd warehouse and to advertisers.

Q: How is the 2022 Travel Guide being promoted to consumers?

A: Explore Georgia is promoting the guide via [ExploreGeorgia.org](https://www.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 business' 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 2022 Travel Guide coming out in February, how long is the "shelf life" of this guide?

A: The 2022 Explore Georgia Official Travel Guide will be circulated through December 2022.

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

A: We leveraged multiple data streams to inform the guide's editorial content including: traveler sentiment research, leveraging data from website and social media performance, listening to our visitors and partners, as well as suggestions from the entire Explore Georgia team.

Q: Why did the names and number of regions change?

A: The 2022 Explore Georgia Official State Travel Guide marks the debut of the changes to the regions. We changed the names and number of regions to better align with how visitors plan and conduct travel throughout Georgia. This comes as a result of the multiple user-experience website tests, surveys, and in-person interviews we conducted that prove travelers were not aware of the regions, found the names confusing, and do not use them for trip inspiration or planning. The former nine travel regions have been condensed into five regions. The new regions will maintain the existing borders while providing travelers with simpler names. Northwest Georgia and Northeast Georgia Mountains have combined to form North Georgia. Presidential Pathways, Historic Heartland and Classic South have united to become Central Georgia. Scenic Southwest Georgia and Magnolia Midlands have merged to become South Georgia. There have been no changes to the Atlanta Metro or Coastal Georgia regions.

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

A: Whenever possible, images included 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 sources additional assets directly with partners and new photo shoots, as needed.

Q: Is the guide free?

A: Yes, the guide is completely free and can be ordered online at [ExploreGeorgia.org](https://www.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 2022 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.

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

Mandy Barnhart: MBarnhart@Georgia.org

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

Nija Torrence: NTorrence@Georgia.org

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

Sarah Anne Rhodes: SRhodes@Georgia.org

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

Lori Hennesy: LHennesy@Georgia.org

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

You may contact your closest [Visitor Information Center](#) to pick up travel guides beginning mid-February. Your Regional Marketing Manager will reach out via email when travel guides are ready to be picked up.

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 provided on the [Partner Extranet](#). For more information on how to create and/or update your listing, please visit the Extranet or contact your Regional 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 or provide consistency throughout the guide, so minor edits may be made during this process. Our team works to ensure all listing content and information maintains original accuracy.



About the 2022 cover:

Selecting the cover of the guide is always exciting. This year, we surveyed visitors and social followers and found out that they prefer a single image on the cover. Combine that with the fact that travelers have avoided cities in the last two years and market research forecasts they have strong interest in planning their return to cities, and Atlanta became the obvious destination to feature this year. Atlanta's success in tourism recovery is overwhelmingly Georgia's success. Even National Geographic and Lonely Planet have recognized Atlanta this year on their "Best of the World" and "Best in Travel," respectively. Shot by Luis Gaud, the stunning shot of Piedmont Park perfectly captures the beauty of our capital city in a forest.