

EXPLORE GEORGIA®

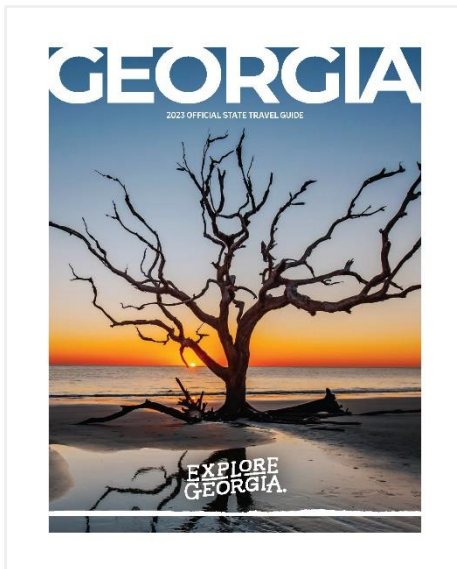
2023 EXPLORE GEORGIA OFFICIAL STATE TRAVEL GUIDE FAQ

Q: What's new about the guide?

A: The 2023 Explore Georgia Official State Travel Guide is a visitor-centered book, with the goal of inspiring travel to and within the state — everything in this guide reflects this goal. Here's what's new:

Four Covers

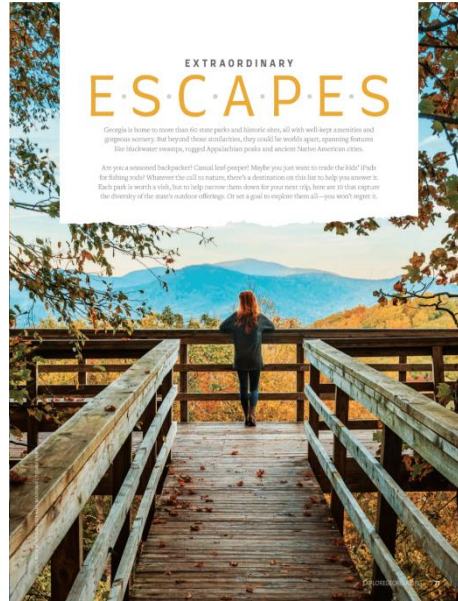
Shift from one singular cover to four covers that highlight the four key destination buckets identified through sentiment research in which visitors are most interested: mountains, small towns, cities, and beaches.



EXPLORE GEORGIA®

Explore Georgia Branding

This year, we reimagined the look and feel of the guide to create a piece that is grounded in the Explore Georgia brand standards. Throughout the book, you'll see brand elements — such as tabs, color palettes, illustrations, and torn edges — incorporated, reinforcing that this is both a cohesive and authoritative guide.





Additional Updates

- This year's guide has a print circulation of 750,000, a 50% increase from 2022.
- New distribution points through private-sector partners, including the heavily trafficked Georgia Aquarium and LakePoint Sports.

Q: When does the 2023 Travel Guide come out?

A: The guide will be available to consumers the week of 2/13/23.

Q: Will advertisers receive copies of the guide?

A: Printed copies of the guide will be distributed to advertisers the week of 2/13/23.

Q: With the 2023 Travel Guide coming out in February, how long will its “shelf life” be?

A: The 2023 Explore Georgia Official Travel Guide will be circulated through December 2023.

Q: What is Explore Georgia’s strategy for promoting the 2023 Travel Guide?

A: For launch, efforts will be focused on announcing the release of the Guide, starting on February 13 through the Governor’s Office. The guide will launch with a small cover unveiling with state and local representatives. Afterward, we will promote the Guide on ExploreGeorgia.org, in consumer e-newsletters, and on our social media channels to drive consumers to the site or to our nine Georgia Visitor Information Centers to get their Guide.

Throughout the year, we will continue to promote the Guide via ExploreGeorgia.org, consumer e-newsletters, social media channels and at the nine Georgia Visitor Information Centers.

Q: How will Explore Georgia distribute the 2023 Travel Guide?

A: The guides will be distributed online at ExploreGeorgia.org and at the nine Georgia Visitor Information Centers. Additional avenues of distribution include private-sector partners, including the Georgia Aquarium and LakePoint Sports, through the Georgia Tourism Foundation Board of Directors.

Q: Is the guide free to travelers? How can they get one?

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: I’d like to help promote the guide and my organization’s inclusion. How can I do that?

A: Explore Georgia has created a [partner toolkit](#) with assets to help you promote the guide and showcase your business’ inclusion to your network of media, key stakeholders, and the public. The toolkit includes FAQs to answer all of your questions, a press release template, sample social media posts, photos, videos, and more.



Q: Why and how were the four covers chosen?

A: Traveler sentiment research informed the decision to publish four covers, which highlight the key types of destinations that travelers are most interested in visiting: cities, small towns, beaches, and mountains. This four-cover strategy showcases Georgia’s diverse geographies and experiences, while delivering consumers’ preference for a single image on the cover. The selection of the four destinations featured on the covers were visitor- and data-driven. By analyzing data on our website and social posts, applying learnings from creative testing, and surveying internal and external parties, Explore Georgia followed the research and allowed consumers to weigh in on the cover locations, images, and designs.

Q: Will the four covers be distributed equally?

A: 187,500 copies of each cover were printed, totaling the guide’s total print circulation of 750,000. The guides will be packaged and distributed with a mix of all four covers in every box.

Q: Can a specific cover be chosen when placing an order?

A: No, covers will be sent out randomly for any orders placed. A specific cover could be picked up on-site at the nine Georgia Visitor Information Centers.

Q: Why were listings removed from the guide?

A: Destination Analysts’ study “DMO Visitor Guide Readership & Conversion” found that the most helpful types of content in official visitor guides were maps (82%) and articles (72%), while less than 50% of readers found business listings to be helpful. The same study found that in addition to official visitor guides, 95% of travelers used the destination's official tourism website to plan their trips. Based on this data, listings were removed from Explore Georgia’s Travel Guide to allow more space for quality storytelling and the opportunity for more partners to be included within stories. Additionally, listings in the printed guide inevitably became outdated. By pointing readers directly to ExploreGeorgia.org through the new QR code method, readers will have access to relevant content where they can discover more partner listings. For optimal exposure across all of Explore Georgia’s platforms, please make sure to update your listings on ExploreGeorgia.org. If you need assistance, please contact your Regional Marketing Manager (see below).

Q: How was the editorial content chosen?

A: Multiple data streams informed the guide’s editorial content, including traveler sentiment research, website and social media performance, input from visitors, as well as suggestions from the entire Explore Georgia team.

Q: How were the guide’s images selected?

A: The Explore Georgia team conducted photo shoots to produce high-quality images that align with the branding and content throughout the guide. Explore Georgia sourced additional assets from user-generated content and partners, as needed.

Q: Are all Georgia towns/cities included?

A: No. Due to limited space, the guide does not feature every Georgia town or city, but it includes QR codes and other calls to action that drive readers to ExploreGeorgia.org to discover additional destinations across the state.



Q: Why are QR codes included throughout the guide and how do they work?

A: The Explore Georgia travel guide is an entry point to the many destinations and experiences the state has to offer. QR codes are included on various pages of the guide to offer readers access to more inspirational content and tools, helping them take the next step in planning their trip to Georgia. Readers can simply scan the QR codes with their phone and will be taken to relevant articles on ExploreGeorgia.org.

Q: How do I place a bulk order for the guide?

A: Email your bulk order request to your Regional Tourism Marketing Manager, 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](#).

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