**[Insert Destination Name] featured in**

**2023 Explore Georgia Official State Travel Guide**

[Insert date of distribution] – [Insert organization name] today announced that[insert destination name] is featured in the *2023 Explore Georgia Official State Travel Guide*. This free, annual publication of Explore Georgia, the tourism division of the Georgia Department of Economic Development, is dedicated to inspiring travel to and within the state. [Insert destination name] is included [on/in] the [insert cover and/or feature story name] - [insert information on the destination that is featured and how it is included in the guide].

“From our rural destinations to our cities, and everywhere in between, this travel guide is an inspirational entry point to the endless experiences our visitors can discover in Georgia. With more in-depth content than ever before, the guide immerses readers in Georgia’s rich and varied travel stories and invites them to explore destinations across all regions of our state,” said Georgia Department of Economic Development Deputy Commissioner for Tourism Mark Jaronski. “This year’s guide also features increased distribution in new places like the Georgia Aquarium and LakePoint Sports. This growth will facilitate progress toward our primary goals of attracting visitation and visitor spending across Georgia for years to come.”

Informed by traveler sentiment research, the *2023 Explore Georgia Official State Travel Guide* has been published with multiple covers for the first time in more than a decade. The four covers chosen this year represent key destination types market research shows travelers are most interested in visiting. Inside, the guide contains more than 125 pages of beautiful imagery and more quality storytelling about destinations across the state than ever before. Also new this year is the inclusion of QR codes throughout the guide, which offer readers access to even more inspirational content and trip ideas on the Explore Georgia website.

“[Insert quote from destination representative],” said [insert name of rep], [insert title of rep] at [insert organization name].

The *2023 Explore Georgia Official State Travel Guide* is distributed to consumers online at the Explore Georgia website, by phone at 1-800-VISIT-GA, on-site at the nine Georgia Visitor Information Centers, and through a statewide network of tourism partners.

For more information and to order a *2023 Explore Georgia Official State Travel Guide*, visit [ExploreGeorgia.org](https://www.exploregeorgia.org/brochures/free-georgia-travel-guide).

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**About [Insert Organization Name]**

[Insert organization boilerplate]

**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, and a network of 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. Despite COVID-19’s impact on the travel industry, Georgia’s tourism industry drove $64.5 billion in total economic impact and supported more than 422,600 jobs in 2021. Learn more at [ExploreGeorgia.org](http://www.exploregeorgia.org).