



2024 GEORGIA OFFICIAL STATE TRAVEL GUIDE FAQ

Q: What was Explore Georgia’s strategy for developing the 2024 Travel Guide?

A: The 2024 Georgia Official State Travel Guide is driven by and centered around our visitors, with the goal of inspiring travel to and within Georgia. From editorial to advertorial and cover to cover, everything in the guide reflects this goal.

Q: 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: 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 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 cities included?

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

Q: What is the purpose of the QR codes throughout the guide?

A: The 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 even 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. As one of our top-trafficked platforms, our website allows visitors to connect and engage with tons of content that is reflective of the entire state and provides the most up-to-date information about our partners’ destinations.

Q: How will Explore Georgia promote the guide?

A: Throughout the year, we will promote the guide and its content on ExploreGeorgia.org, in our e-newsletters, on our social media channels, and through our public relations activities to inspire consumers to use the guide to plan their travels to and within Georgia.

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 organization's inclusion to your network of media, key stakeholders, and the public. The toolkit includes sample social media posts, photos, and more.

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

A: Yes, the guide is free and can be ordered online at [ExploreGeorgia.org](#), picked up at one of the state's nine Visitor Information Centers, or by calling 1-800-VISIT-GA. Travelers can also pick up the guide at attractions including the Georgia Aquarium, LakePoint Sports, and the Georgia Mountain Fairgrounds.

Q: Will the four covers be distributed equally?

A: 187,500 copies of each cover will be printed, totaling the guide's total print circulation of 750,000. The guides will be packaged and distributed with a mix of the 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 can be picked up on-site at the nine Georgia Visitor Information Centers.

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

A: Email your bulk order request to your Explore Georgia Regional 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 our [Regional Services 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

Q: How can I become an advertiser for next year's guide?

A: For information about advertising in next year's guide, contact [Carly Stedman Norosky](#), Travel Media and Marketing Executive at Miles Partnership, or your Explore Georgia Regional Manager.