



## **Explore Georgia Recovery Marketing Co-op Programs FAQ**

### **Who is eligible to participate in the Explore Georgia Recovery Marketing Co-op Programs with Tripadvisor and Northstar?**

Explore Georgia tourism partners are eligible to participate, this includes business and organizations in the following categories: State of Georgia or Municipal Government Entity, Georgia-based DMO, Georgia-based CVB, Georgia-based Travel Association, Georgia-based Tourism Information Center, Georgia-based Chamber of Commerce, Georgia-based Accommodation, Georgia-based Food & Beverage Service, Georgia-based Attraction, Georgia-based Convention Center or Meeting Facility, Georgia-based Airport, or Georgia-based Tour Service. All Georgia-based partners must have locations in Georgia, but parent companies do not have to be headquartered in Georgia.

**What if my tourism business does not fit into any of these categories?** Please contact the Explore Georgia Director of Partner Marketing, Brittney Gray, at [BGray@georgia.org](mailto:BGray@georgia.org).

**Where can I find more information about the programs?** Overview sheets for each program are available now and informational webinars will be held on Monday, May 17, 2021. Full details for each program will be available on the webinar and a replay of the webinar will be available. The overview sheets and webinar registration can all be found here: <https://industry.exploregeorgia.org/recovery-marketing-grant-co-op>

**How are tourism partners selected to participate the programs?** Both programs are sold on a first-come, first-served basis. Interest and commitments will be managed by each of the respective co-op vendors, Tripadvisor and Northstar. The co-op programs will be available until June 15th or until the Explore Georgia matching funds are fully utilized (whichever comes first).

**What is the total of matching funds that are available for each co-op program?** Explore Georgia will match up to \$400,000 for the Tripadvisor program and up to \$100,000 for the Northstar program.

**Will I have to pay for my co-op in full to get my spot in the program?** No, payment terms are set with the vendor. Your place in the program will be confirmed once you return the required contract paperwork to the vendor.

**Can I use my Explore Georgia Recovery Grant funds to purchase a co-op program?** No, grant funds cannot be used to purchase any Explore Georgia owned or sponsored programs; including, but not limited to: state-run Visitor Information Center marketing programs, Explore Georgia sponsored social media posts, Explore Georgia email program, ExploreGeorgia.org retargeting, display banners, or promoted listings, advertising in the Explore Georgia Official



State Travel Guide, Explore Georgia trade show participation, and Explore Georgia sponsored co-op programs, including recovery programs with Tripadvisor and Northstar Meetings Group.

**Can I participate in both co-op programs?** Yes, you may participate in both the Tripadvisor and North Star co-op programs. Each program is managed independently, and your participation will not impact another program. In other words, you won't be deprioritized for one program based your participation in the other program. Both programs are first-come, first-served.

**Is there a limit to how many co-op programs one organization can purchase?** Yes, each organization may only purchase one program from each vendor, Tripadvisor and Northstar. You cannot purchase multiple programs from a single vendor. However, you may purchase one program from each of the co-op vendors.

**How do I sign up?** You will work directly with the Tripadvisor and Northstar teams to place and manage your media campaign. Details will be available after the information webinars on May 17, 2021.

**How do I sign up for the informational webinars?** You can register on the Tourism Industry Portal: <https://industry.exploregeorgia.org/recovery-marketing-grant-co-op>

**Are there any creative limitations?** There are no creative requirements (e.g., you do not need to include the Explore Georgia logo) this is 100% share of voice for you and your business.

**Will I be able to select my own targeting for these programs?** For the Tripadvisor program, yes, you will work with them to define your targeting. For Northstar, the targeting is pre-set for meeting planning professionals throughout the U.S. and in the southeast. More details will be available from each of the program vendors.

**Do I need to provide proof of performance to Explore Georgia?** No, a post campaign wrap-up report and final invoices will be submitted to Explore Georgia by Tripadvisor and Northstar.

**What is the timing for the programs?** Timelines are below.

Tripadvisor

Informational webinar: Monday, May 17 – 11:00 a.m. EST

Program opens: Monday, May 24

Commitment deadline: June 15, or until the matching funds are depleted, whichever comes first

Northstar

Informational webinar: Monday, May 17 – 11:30 a.m. EST

Program opens: Monday, May 24 – 9 a.m. EST



Commitment deadline: June 15, or until the matching funds are depleted, whichever comes first

**I have questions, who can I talk to?** If you have questions before the informational webinars on May 17, 2021 please contact your Regional Tourism Marketing Manager (see below). If after May 17, 2021 contact Tripadvisor and/or Northstar directly. Contact details for these vendors will be available after the webinars.

Mandy Barnhart: [MBarnhart@georgia.org](mailto:MBarnhart@georgia.org)

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

Nija Torrence: [NTorrence@georgia.org](mailto:NTorrence@georgia.org)

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

Sarah Anne Rhodes: [SSteadman@georgia.org](mailto:SSteadman@georgia.org)

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

Lori Hennesy: [LHennesy@georgia.org](mailto:LHennesy@georgia.org)

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

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