



## EXPLORE GEORGIA REGIONAL VISITOR INFORMATION CENTER (RVIC) PROGRAM PROGRAM SUNSET FAQ: DECEMBER 2022

### BACKGROUND

After an extensive review of the program and discussion with partners state-wide, we've made the decision to sunset the Regional Visitor Information Center (RVIC) Program in January 2023. All local welcome centers throughout Georgia will now have the same opportunity to work with our state-run Visitor Information Centers (VIC), without the mandatory requirements of the past.

### FAQ

Q: Will there be opportunities for local welcome centers to network with each other?

A: Yes, the state-run Visitor Information Center Managers will be available for networking calls, meetings, and lunches. Please reach out to your VIC Manager for future opportunities.

Q: Although the RVIC Program and its related criteria has been sunsetted, will local welcome centers still be able to cross-train on-site at the state-run VICs?

A: Yes, cross-training at our state-run VICs will remain available to local Destination Marketing Organizations. Please coordinate directly with the VIC Manager.

Q: Will you continue to offer the Georgia Certified Travel Counselor training and certification endorsed by the U.S. Travel Association?

A: No, not at this time.

Q: Will local welcome centers continue to receive deliveries of the Explore Georgia Official State Travel Guide?

A: Yes, we're currently organizing details for deliveries in 2023. Please work with your VIC on guide requests.

Q: Will there still be a visitor services track at future Georgia Governor's Tourism Conferences?

A: We will incorporate visitor services content into future conferences. We are still reviewing the attendee surveys and needs to determine if we'll have a dedicated RVIC Workshop in 2023.

Q: Are local welcome centers going to receive updated Explore Georgia branded materials (e.g., rugs, banners, and plaques)?

A: No, the requirement to place Explore Georgia branded materials at the centers will sunset with the program.

Q: Can we continue to refer to ourselves as a regional visitor center and continue to use Explore Georgia branded material we currently have?

A: Explore Georgia would encourage partners to discontinue the use of the term "Regional Visitor Center" and the use of old logo (Georgia peach) materials. You may continue using good condition, current branded (Explore Georgia) materials.