

Anticipating a new project or expansion?

Contact your local Tourism Project Manager for information on state tax incentives, available grant resources, and site visit consultations.

What Georgia Tourism Does For You

The Georgia Department of Economic Development's (GDECD) Tourism Division, through its network of regional and international representatives, Atlanta office, 11 visitor information centers and system of regional VICs assists the state's communities and attractions in drawing potential travelers to their areas, and helps individual visitors and groups discover Georgia's unique vacation options.

On your behalf

- Promote Georgia as a premiere travel destination
- Promote your destination through the following:
 - Georgia Travel Guide (including nine international versions)
 - Group Tour Planner
 - 1-800 VISIT GA
 - State's consumer websites: ExploreGeorgia.org, GACivilWar.org, GeorgiaMusic.org and ComeTourGeorgia.com
 - Press releases
 - Familiarization tours
 - Consumer, domestic and international trade shows
 - Special interest publications
 - Direct marketing campaigns
 - Regional and state travel itineraries
 - State-wide advertising campaigns
 - Special corporate partnership promotions
 - Unique quarterly consumer promotions
 - Electronic consumer and group email newsletters
 - Social media assets
- Maintain MarketGeorgia.org – the complete tourism industry website that houses resources and information about current tourism initiatives and industry trends
- Support and develop relationships within the following markets: consumer, domestic, international, meetings and sports
- Retain memberships with American Bus Association, BrandUSA, National Tour Association, Southeast Tourism Society, Student Youth Travel Association, Travel South and the U.S. Travel Association to gain access to travel buyers and to gain promotion opportunities unavailable otherwise
- Operate international offices in the U.K., Germany, Brazil, Canada and China building relationships with outbound tour operators, generating media coverage and producing international travel guides to entice international consumers to visit Georgia, USA
- Promote tourism assets to the 14 million annual visitors who stop at the state's 11 Visitor Information Centers

Co-op Opportunities

- Annual RTA Leadership Conference held at no cost; only travel expenses required.
- Co-op opportunities at consumer, domestic and international trade shows

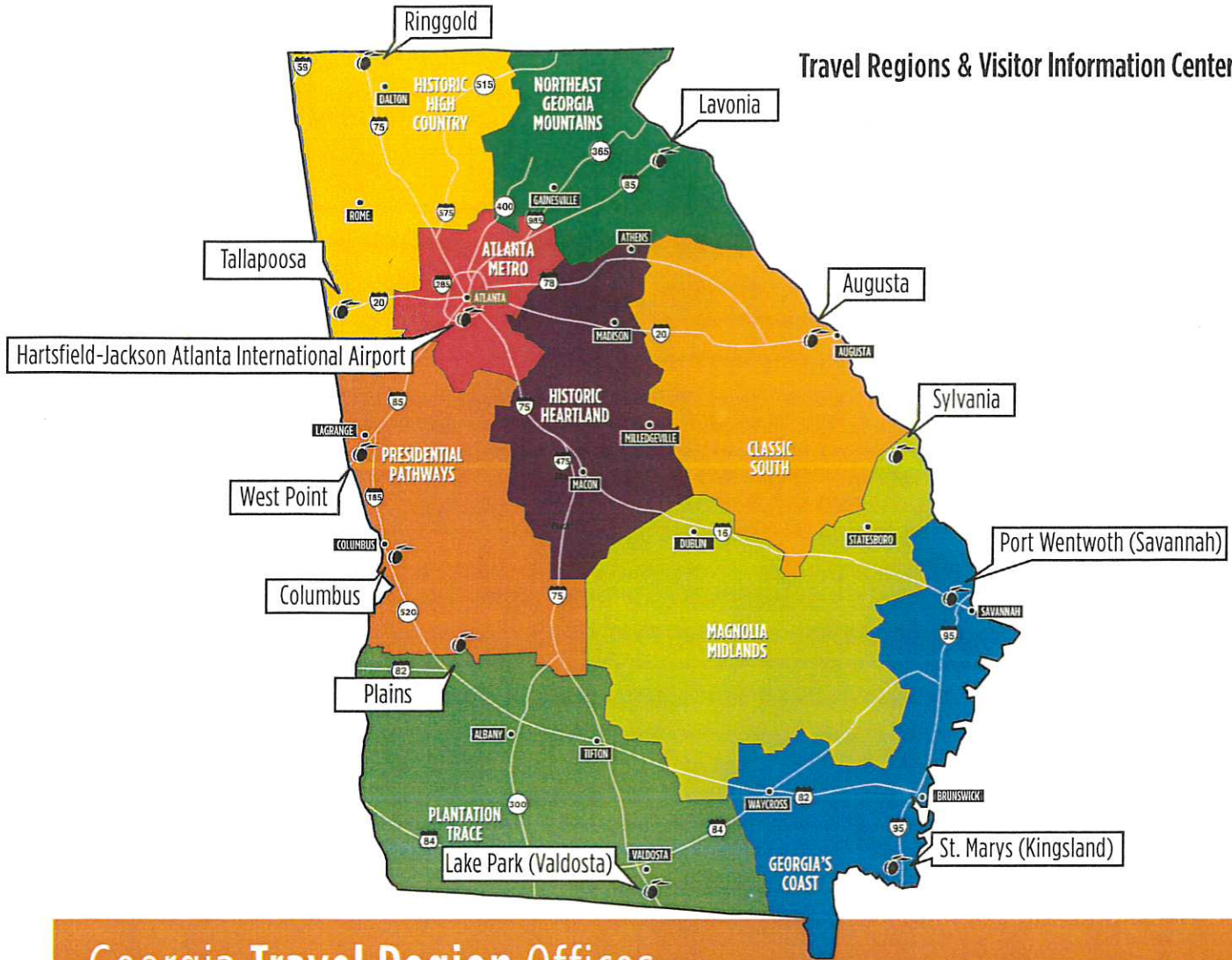
- Participate in state-hosted FAM tours for both tour operators and media
- Opportunity to host conferences and/or educational programs
- Advertise in the state's print publications and online assets as well as many other print and digital platforms through the co-op advertising program
- Opportunities for additional promotional activities at 11 State Visitor Information Centers

No cost

- Listings in the official State Travel Guide and other digital assets
- Listings on ExploreGeorgia.org, GACivilWar.org, GeorgiaMusic.org and ComeTourGeorgia.com
- Promote tourism entity via the state's social media assets: Facebook, Foursquare, Instagram, Pinterest, Twitter, YouTube and seven additional platforms
- Opportunity to post special offers on ExploreGeorgia.org and ComeTourGeorgia.com as well as other digital assets
- Opportunity to participate in the Camera-Ready program to put community information and potential locations in the hands of film production scouts
- Expert advice from GDECD staff members on research, public relations, domestic and international group tour sales, advertising, product development, collateral development, social media and other tourism industry-related topics
- Distribute brochures at the state's 11 Visitor Information Centers
- Promote hotel reservation services
- Nine Regional Tourism Project Managers who serve as liaisons between GDECD, communities and the tourism industry
- State representation at more than 15 consumer, domestic, and international trade and tourism shows each year
- Tourism division representatives available to speak at programs, conferences, and community meetings
- Provide in-depth product development planning and assistance through the Tourism Product Development Resource Teams
- Ability to offer fulfillment of your digital brochures to consumers through ExploreGeorgia.org
- Support for Regional Visitor Information Centers including development of the Travel Counselor Certification program
- Opportunities to be featured in quarterly webinars with group travel planners



Travel Regions & Visitor Information Centers



Georgia Travel Region Offices

Historic High Country

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Northeast Georgia Mountains

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Presidential Pathways

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Historic Heartland

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