

State of Tourism

Leadership Cobb | November 13, 2024

A white outline map of the state of Georgia is positioned on the right side of the slide, partially behind the text.

EXPLORE
GEORGIA®

Our Mission

Explore Georgia, the Tourism division of the Georgia Department of Economic Development, serves the industry statewide and millions of annual visitors through its team of Regional Representatives and nine Visitor Information Centers. Working closely with GDEcD's Marketing & Communications division, the team inspires travel to and within the state through marketing programs developed and executed in partnership with the state's travel industry.

Leadership



Mark Jaronski
Chief Marketing Officer
mjaronski@georgia.org



Jay Markwalter, TMP
Statewide Tourism Director
jmarkwalter@georgia.org

Regional Tourism Managers



Nija Torrence, MBA

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

ntorrence@georgia.org



Lori Hennesy

8 - West, 10 - Southwest,
11 - Southeast

Lhennesy@georgia.org



Sarah Anne Rhodes

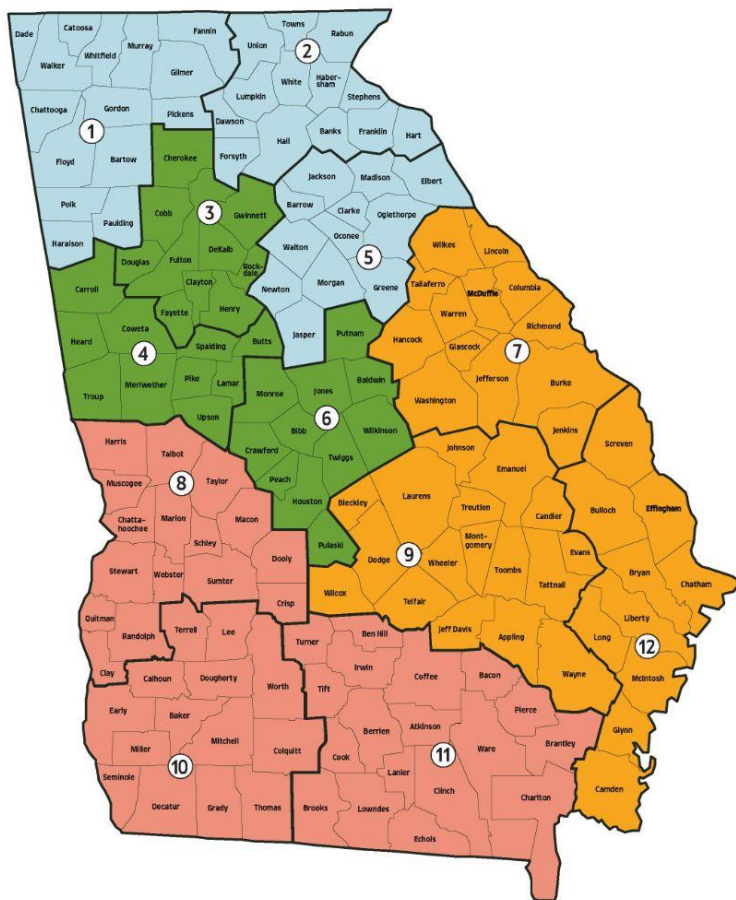
7 - East, 9 - South,
12 - Coastal

srhodes@georgia.org



OPEN

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



**EXPLORE
GEORGIA.**

**REGIONAL
SERVICES MAP**

Jay Markwalter

State Tourism Director

jmarkwalter@georgia.org | 678-303-8439

OPEN

Regional Tourism Marketing Manager

(1 - Northwest, 2 - Northeast, 5 - East Central)

Nija Torrence

Regional Tourism Marketing Manager

(3 - Metro Atlanta, 4 - West Central, 6 - Middle)

ntorrence@georgia.org | 470-653-0057

Sarah Anne Rhodes

Regional Tourism Marketing Manager

(7 - East, 9 - South, 12 - Coastal)

ssteadman@georgia.org | 678-883-4485

Lori Hennesy

Regional Tourism Marketing Manager

(8 - West, 10 - Southwest, 11 - Southeast)

lhennesy@georgia.org | 678-640-4342



Visitor Information Centers:

- **Augusta** - I-20 West, GA-SC Line, Augusta, GA 30917.
- **Columbus** - 1751 Williams Road, Columbus, GA 31904.
- **Lavonia** - I-85 South, GA-SC Line, Lavonia, GA 30553.
- **Port Wentworth (Savannah)** - I-95 South, Mile Marker 111, Port Wentworth, GA 31407.
- **Ringgold** - 2726 I-75 South, Ringgold, GA 30736.
- **St. Marys** - 100 St. Marys Road, St. Marys, GA 31558.
- **Tallapoosa** - I-20 East, GA-AL Line, Tallapoosa, GA 30176.
- **Valdosta** - 5584 Mill Store Road, Lake Park, GA 31636.
- **West Point** - I-85 North, GA-AL Line, West Point, GA 31833.



Tourism By the Numbers

GEORGIA'S TOURISM INDUSTRY (2023)

DOMESTIC
VISITATION

**170
MILLION**

+1.9% YOY

INTERNATIONAL
VISITATION

**1.2
MILLION**

+43.7% YOY

DOMESTIC OVERNIGHT
MARKET SHARE

No. 5

4th Year in a Row

VISITOR SPENDING

**\$43.6
BILLION**

+9.5% YOY

STATE & LOCAL TAX
REVENUES GENERATED

**\$5
BILLION**

+7.2% YOY

Tourism is one of
Georgia's largest
economic contributors
and workforces



ECONOMIC IMPACT

\$79.7B

+9.1% YOY

JOBS SUPPORTED

463,483

+4.7% YOY



Cobb County Tourism

\$1.6
BILLION
visitor spending

13,957
jobs supported

\$172.1
MILLION
state & local tax revenues



Explore Georgia Marketing

Frontline Visitor Services:

Providing travelers with resources

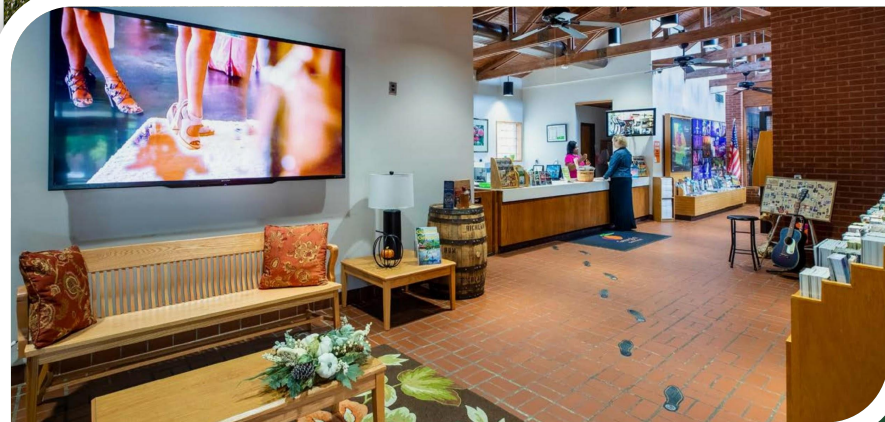
- **Information Specialists:** travel counseling
- **Destination Collateral:** partner promotional information

Extension of marketing strategies

- **Partner opportunities:** activations
- **Georgia Travel Guide:** distribution



VISITOR INFORMATION CENTERS



**NEW in
2024**

Georgia's visitor information centers (VICs) are the first point of contact for travelers to and within Georgia.

Our nine centers provide a variety of ways to connect with visitors. Raise your visibility among the traveling public and extend the reach of your marketing dollars.

VIDEO ADVERTISING

POP-UP BANNERS

WINDOW CLINGS

24-HOUR RACK DISPLAY

IN-CENTER ACTIVATIONS

BRANDED BAG

INTEGRATED PRINT + DIGITAL + ON-SITE MARKETING

REACHING OVER 10 MILLION
QUALIFIED LEISURE VISITORS

Print

550,000 circulation



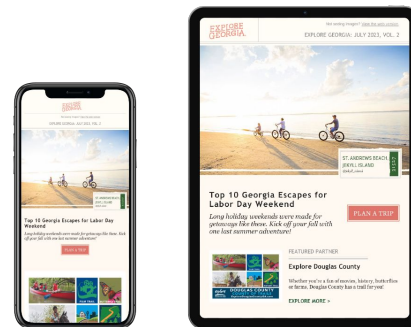
Web

8.8 Million Users



Email

200,000 subscribers



508k

FACEBOOK FOLLOWERS



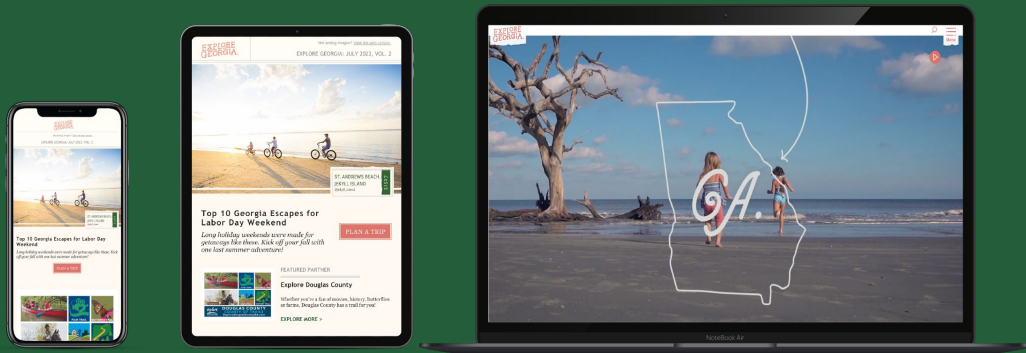
330k

INSTAGRAM FOLLOWERS



25k

PINTEREST FOLLOWERS



8.8 MILLION USERS

- 8.8 MILLION USERS ANNUALLY
- 10.8 MILLION SESSIONS
- 2.2 MILLION PARTNER REFERRALS
- 71% OUT-OF-STATE VISITORS

[FREE LISTINGS](#)

[FEATURED LISTINGS](#)

[DISPLAY BANNERS](#)

[SPONSORED CONTENT](#)

[PROGRAMMATIC](#)

[LEAD GENERATION](#)

OFFICIAL STATE TRAVEL GUIDE



750,000
PRINT
CIRCULATION

MEDIA PARTNERS

EXPLORE
GEORGIA



Undertone.



MAGNOLIA JOURNAL



AFAR

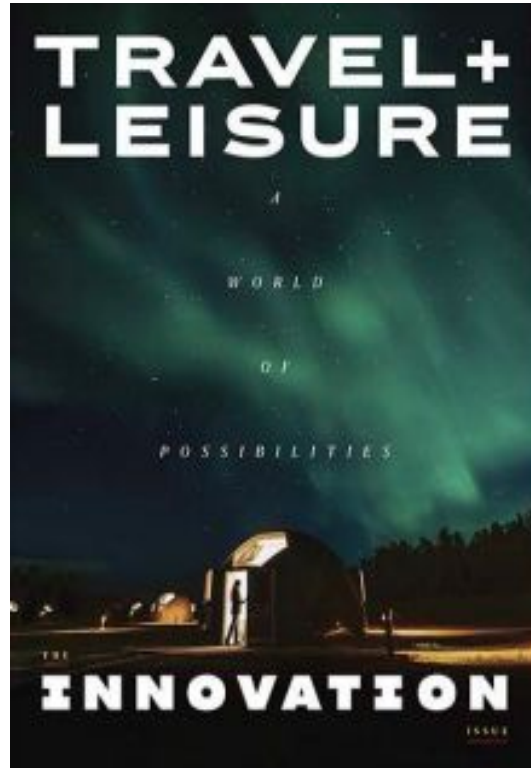
TRAVEL+
LEISURE



Examples:

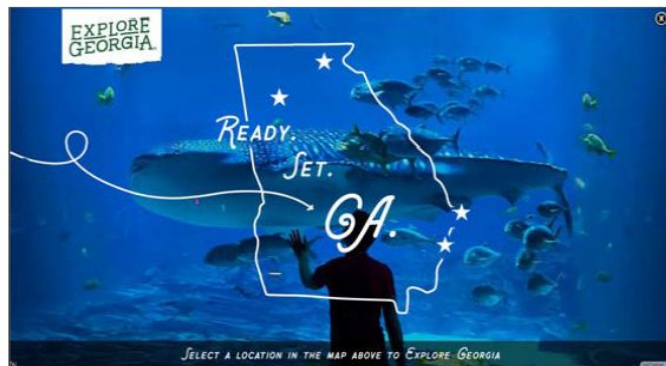
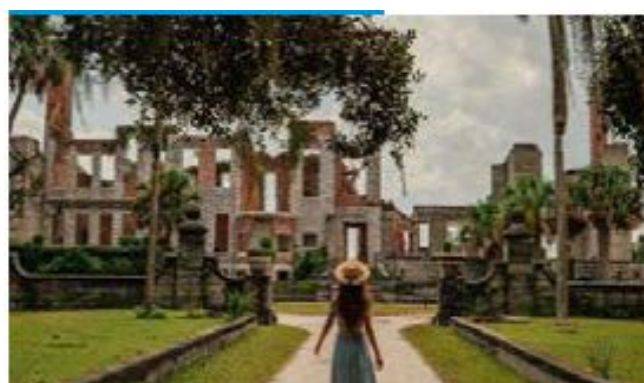
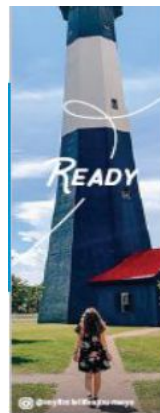
- High-visibility CTV placements on premium streaming platforms
- Weather-based triggers on display and native advertising





READY. SET. GEORGIA. CREATIVE (EXAMPLES)

EXPLORE
GEORGIA.





Thank You

