

## Georgia Tourism FY16 Advertising Impacts

GEORGIA'S  
TOURISM  
ADVERTISING REACHED **8.6** MILLION HOUSE-  
HOLDS

INFLUENCED **698K** TRIPS

WITH A TOTAL  
**ECONOMIC** **\$865** MILLION  
IMPACT OF

GENERATING **\$34.6** MILLION IN STATE TAX  
REVENUE

RESULTING TAX ROI OF **\$12:\$1**

GEORGIA ADVERTISING-INFLUENCED VISITORS  
**STAY LONGER AND SPEND MORE**

Results based on FY16 advertising in border markets. Source: Insights Strategic Marketing and Research

For information about programs, services and additional details,  
please visit [MarketGeorgia.org](http://MarketGeorgia.org)

Endless reminders of why

# YOU ARE HERE.

pretty. *sweet.*



Donalsonville



Atlanta



Macon

When you see how much there is to do in just one Georgia vacation, you'll want to do it all. [ExploreGeorgia.org](http://ExploreGeorgia.org) helps you plan the perfect trip, like discovering firsthand how Driftwood Beach gets its name.

 **Georgia**<sup>®</sup>  
On My Mind

Tell us about *your* Pretty Sweet moments as you [#ExploreGeorgia](https://www.instagram.com/exploregeorgia)  

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In Georgia, follow  
the sound of America's

# MUSIC ROOTS

pretty.sweet.



Festivals

Museums

Landmarks

Georgia musicians created much of America's original blues, gospel, country and rock. From the iconic influences of Otis Redding and R.E.M. to the Southern harmonies of Megan and Rebecca Lovell of Larkin Poe, that strong backyard beat plays on. Visit [ExploreGeorgia.org/Music](https://www.exploregeorgia.org/music) and plan a trip to experience the legends, landmarks and live #GeorgiaMusic.



Tell us about *your* Pretty Sweet moments as you #ExploreGeorgia   

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Skipping the walking tour,

# WHAT A RUSH!

pretty. sweet.



Perry



Atlanta



Union Point

When you see how much there is to do in just one Georgia vacation, you'll want to do it all. [ExploreGeorgia.org](http://ExploreGeorgia.org) helps you plan the perfect trip, like taking on the longest urban whitewater course in the world in Columbus, GA.



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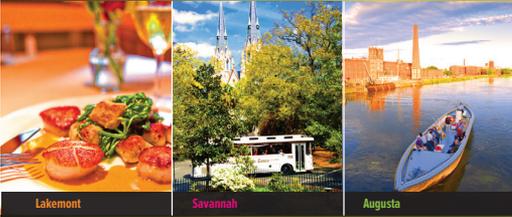
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The faster you get here, the sooner you

# CHANGE YOUR PACE.

pretty. sweet.



Lakemont

Savannah

Augusta

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Tell us about *your* Pretty Sweet moments as you [#ExploreGeorgia](https://twitter.com/ExploreGeorgia)  