



Why YOU Should Be a Member of the Georgia Coast Travel Association

As part of the tourism industry in Coastal Georgia, we are inviting you to enjoy a greater benefit from one of Georgia's leading industries. Here's why! Tourism generated \$61 billion statewide in 2016. With I-95 and I-16 being the main arteries in Coastal Georgia, this region hosted 14.6 million travelers. Two of the state's welcome centers along I-95 hosted more than 2 million visitors. Many of these travelers also take advantage of the resources available at the many visitor centers, information centers, and other venues throughout Coastal Georgia. While nearly 2/3rds of these travelers stayed overnight, we believe that through a combined and coordinated promotional effort we will encourage these travelers to extend their stay in our hotels, dine in more restaurants, enjoy more of our attractions, and shop in more of our stores and malls.

Through membership and active participation in The Georgia Coast Travel Association (GCTA), you will have the opportunity to meet with industry peers and extend your marketing reach through collaborative partnerships, advertising and promotions. Through this collaboration we will all enjoy greater success.

The GCTA serves as the official tourism marketing entity for the region including Brantley, Bryan, Camden, Charlton, Chatham, Effingham, Glynn, Liberty, McIntosh, Pierce and Ware counties. The membership-based, non-profit organization includes representation from all sectors of the travel & tourism industry: accommodations (hotels, motels, bed & breakfasts, campgrounds, RV Parks, VRBO), attractions (museums, historic sites, parks), recreation (outfitters, fishing, boating, cruises), tour companies and travel trade services (convention & visitors bureaus, tour operators, tour guides, government tourism offices, chambers of commerce), retail businesses, restaurants, transportation, and events and festivals.

Learn more of why you should become a member at:

VisitCoastalGeorgia.org/members-benefits

What fellow GCTA members think!

“The networking and knowledge exchange opportunities with my peers and the increased marketing visibility have made membership a benefit to me. Being kept abreast of current issues and trends facing tourism is the icing on the cake.”

Angela Wigger

Director, St. Marys Convention & Visitors Bureau/St. Marys Welcome Center

“As the owners of a small chain of tourism-related retail specialty shops, it’s crucial that we receive a significant ROI on every marketing dollar invested. Our membership in GCTA provides just that. In addition, the vast wealth of available knowledge and partnership opportunities are awesome.”

David and Carol Legasse

Owners, The Salt Table with stores in and around Savannah, Georgia

“Being a member of GCTA gives us not only the opportunity to reach visitors throughout the region, it allows us to keep up to date with the ever changing trends in tourism and stay in front of the people we are trying to reach.”

Pearl Fyderek, Director of Marketing, National Museum of the Mighty Eighth Air Force

“Being part of a group that is devoted to making the coast’s tourism as successful as possible has been a tremendous benefit to the Jekyll Island Club Resort. Through our membership with GCTA, we are able get the word out of what we have to offer at the resort to some of the top influencers in the region – the GCTA members!”

Amy Wisenbaker, Social Media and Web Communications Manager,
Jekyll Island Club Resort

As a GCTA member you’ll have the opportunity...

...to participate in: Informative meetings with relevant industry experts • Lead Sharing • Participation in cooperative advertising • Networking • Business listing on www.visitcoastalgeorgia.org • Opportunity to post on the GCTA’s Facebook pages • Educational Opportunities • Professional outings to tourist venues and attractions in the Georgia Coastal Region • Industry trade shows • Familiarization (FAM) tours, press tours and media events both domestically and internationally • Advertising in the Georgia Coast Regional map and brochure • Input into the GCTA’s marketing plan, including state-funded advertising • Meet, share and learn from industry peers and professionals

Join today and become a part of our tourism network

Non-Profits \$100 • Attractions/Restaurants \$125 • Hotel (0-100 Rooms) \$175

Hotel (101+ Rooms) \$275 • DMO (0-100 Rooms) \$175 • DMO (101+ Rooms) \$275

For further information and a return call, contact GCTA at:

Georgia Coast Travel Association

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