



The mission of the Georgia Travel Association (GATA) is to elevate the profile and emphasize the importance of tourism and hospitality as major economic contributors to the state of Georgia.

#### WHY WAS GATA CREATED?

Hospitality is big business in Georgia. The tourism industry had a \$57 billion impact in Georgia in 2015 and supports more than 420,000 jobs across the state (US Travel, 2015).

#### WHAT DOES GATA DO?

Collaborative advocacy, technical expertise, research, and consensus building enable GATA to help strengthen the tourism industry across Georgia.

#### HOW DOES GATA ACCOMPLISH ITS MISSION?

GATA works with local Convention and Visitors Bureaus, attractions, hotels, restaurants, transportation businesses, and others to ensure that industry stakeholders better understand the profound economic impact hospitality has in terms of jobs and revenue in Georgia.

#### GATA GOALS

Increased tourism marketing funds for the Georgia Department of Economic Development.

Support effective legislation that advances the industry and oppose legislation that discriminates, appears to discriminate, or harms tourism in Georgia.

Elevate the public image of tourism as a leading industry in Georgia.

#### HOW CAN I HELP?

Consider joining GATA. Your support allows GATA to continue its work advocating for the tourism industry across the state.

Call your legislator and make sure they know how important the hospitality industry is in Georgia.

Go be a tourist in your own state.



**GEORGIA TRAVEL**  
ASSOCIATION



<b>Membership Benefits</b>	<b>Medallion \$25,000+</b>	<b>Concierge \$15,000+</b>	<b>Ambassador \$5,000+</b>	<b>Host \$1,500+</b>
Membership on GATA Executive Committee	★			
Membership on GATA Board of Directors	★	★		
Eligible for nomination to Georgia Chamber Board of Directors	★			
Membership in Georgia Chamber Political Affairs Council	★			
Membership in Georgia Chamber Government Affairs Council*	★			
Logo presented on e-mail updates	★			
Presenting sponsorship of regional tourism roundtables	★			
Presenting sponsorship of community resource workshops	★			
Eligible for nomination to the GATA Executive Committee		★		
Leadership profile on GATA website	★	★		
Annual planning retreat invitation	★	★		
Special recognition in annual report	★	★		
Priority access to policy resources	★	★		
Sponsorship of regional tourism roundtables		★		
Sponsorship of community resource workshops		★		
Logo recognition on GATA website	★	★	★	
Utilize GATA staff to access and dialogue with industry experts and agency leaders	★	★	★	
Opportunity to host regional tourism roundtables	★	★	★	
Eligible for nomination to GATA Board of Directors			★	
Georgia Chamber Political Affairs Council event invitations	★	★	★	★
Develop, recommend, and advocate policy statements and positions on legislative or regulatory issues.	★	★	★	★
GATA email newsletter	★	★	★	★
Weekly updates during when the state General Assembly is in session	★	★	★	★
Monthly conference call updates	★	★	★	★
Invitation to attend regional tourism roundtables	★	★	★	★
Utilize GATA staff as experts and advocates on individual company issues that aren't in conflict with the mission of the organization	★	★	★	★
Community Resource Workshops	★	★	★	★
On call travel / hospitality policy and political expertise	★	★	★	★
Policy summit invitation	★	★	★	★
Access to topical research reports	★	★	★	★
Sponsorship opportunities available for regional tourism roundtables			★	★

\*Provides GAC membership for one lobbyist directly engaged by GATA Medallion member

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