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Cartersville to Host Georgia Tourism’s Annual Travel Media Marketplace Event

Up to 30 travel writers to gather in Cartersville-Bartow County April 20 – 22, 2017

ATLANTA, Nov. 15, 2016 — The Georgia Department of Economic Development (GDEcD) announced today that Cartersville-Bartow County will host Georgia Tourism’s 2017 Travel Media Marketplace event April 20 – 22, 2017. Thirty select travel writers from the United States and Canada will explore the historic town’s Smithsonian Affiliate museums, world-class sporting developments and resorts, plus one-of-a-kind attractions found only in Cartersville-Bartow County. Participating travel writers will also have the opportunity to meet with tourism industry representatives from around the state during the marketplace to learn about the state’s tourism destinations, attractions and events.

“Travel Media Marketplace is our opportunity to showcase Georgia’s unique tourism destinations first-hand to travel writers from across the U.S. and Canada, while also connecting them with our partners across the state,” said Kevin Langston, Deputy Commissioner for Tourism for the Georgia Department of Economic Development. “Cartersville-Bartow County offers a perfect variety of attractions, dining, history, and outdoors, allowing attendees to discover new, fresh and exciting story ideas to share with their readers.”

The community showcase, led by the Cartersville-Bartow County Convention & Visitors Bureau, will begin with a reception and tour of Booth Western Art Museum, followed by dinner in historic Downtown Cartersville highlighting Georgia’s 100 Plates Locals Love. The tour will include new developments at Barnsley Resort and LakePoint Sporting Community along with Tellus Science Museum, which was recently named to Atlanta’s Top 25 Attractions list by *Atlanta Business Chronicle*; Etowah Indian Mounds State Historic Site, and Old Car City USA. Prior to the writers embarking on statewide regional familiarization tours, marketplace attendees will be treated to an afternoon at Georgia’s largest lawn party – the Atlanta Steeplechase.

“I’m extremely grateful for the opportunity to host Georgia’s Travel Media Marketplace, an event I’ve always felt was one of the best programs offered by GDEcD’s Tourism Division,” said Cartersville-Bartow County CVB Executive Director Ellen Archer. “But admittedly, I’m excited that we can finally bring this select group of journalists to the doorsteps of our world-class tourism partners across Bartow County.”

Travel Media Marketplace is jointly hosted by the Georgia Tourism Division and the host communities to showcase Georgia’s tourism assets first hand. Travel media will meet with Georgia’s regional tourism representatives, regional travel associations and Georgia’s State Parks, during the Marketplace. Writers will then participate in their choice of three familiarization tours around the state through April 25.

Past Marketplace events have been held in Clayton County; Savannah; Athens; Macon; Atlanta; Hiawassee; Augusta; LaGrange and Coweta County; Blue Ridge and Ellijay; and Statesboro and Vidalia.

Travel writers interested in participating in this event can email Emily Murray at emurray@georgia.org for an application.

About GDEcD

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development. www.georgia.org

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