



2008 AMTA Tourism Day at the Capitol

FOR IMMEDIATE RELEASE

January 14, 2008 (Atlanta) -- Atlanta Metro Travel Association (AMTA) will make a large showing for 2008 Tourism Day at the Capitol on January 29 from 8am-2pm. AMTA reps will be there to share the “good news” of tourism’s impact on the state. The Governor will be presented with a check showing the exact impact in dollars that tourism has had.

About 40% of domestic travelers to the state of Georgia visit Metro-Atlanta. The travel-generated state tax receipts alone equal \$545.8 million for Metro-Atlanta. Travel and tourism generate over 138,500 jobs in Metro-Atlanta.

“AMTA uses Tourism Day at the Capitol every year to really boast about the economic impact that our industry has had on Georgia,” says Janet Rodgers, AMTA President and President and CEO of Alpharetta CVB. “We take full advantage of the day to inform our legislators of the dollars that tourism has brought into Georgia and about the new tourism products and promotions that are available. We want law makers to know that tourism is a real pay day for Georgia.”

The Tourism Development Alliance of Georgia will provide talking points for the 2008 legislative agenda, while pocket guides on the economic impact of tourism will be provided by the Georgia Department of Economic Development (GDEcD). Travel Region reps will visit legislator’s offices to discuss tourism’s impact on the state and on individual regions.

Tourism Day includes a program on the Capitol steps at 1:15pm during which the Governor will unveil the new travel guide. The program will feature Chuck Jones, Director of Athens (GA) Convention and Visitors Bureau (CVB), Peter Bowden, President and CEO of the Columbus CVB, Senator Chip Pearson (District 51) and State Representative Ron Stephens (District 164). There will be photo opportunities.

About Atlanta Metro Travel Association (AMTA): *AMTA, the official destination marketing organization for Metro-Atlanta has been in existence for over 15 years. It is currently comprised of over 60 members who meet regularly to work toward the advancement of Metro-Atlanta as a tourist destination. The membership includes Convention and Visitors Bureaus, hotels, attractions, transportation companies and hospitality suppliers. For more information about the Metro Atlanta region, visit our website at www.visitmetroatlanta.com.*

CONTACT:

Janet Rodgers
AMTA President
janet@awesomealpharetta.com

Victoria Jones
AMTA Public Relations Chair
vjones@gcvb.org

###