



THE STATE OF GEORGIA

EXECUTIVE ORDER

BY THE GOVERNOR:

- WHEREAS: The State of Georgia has numerous parks, historic sites, cultural sites, and tourism destinations that attract visitors from around the world;
- WHEREAS: These parks, historic sites, cultural sites, and tourism destinations employ over 200,000 Georgians and drive billions of dollars into the state's economy;
- WHEREAS: A healthy and growing tourism industry requires input and collaboration between all stakeholders from the public and private sector; and
- WHEREAS: There currently is a fragmented approach to the overall tourism strategy within the state lacking the needed coordination of interested stakeholders.

NOW, THEREFORE, BY VIRTUE OF THE POWER VESTED IN ME AS GOVERNOR OF THE STATE OF GEORGIA, IT IS HEREBY

- ORDERED: That there is created the Georgia Tourism Council to ensure coordination, cooperation and communication among all state agencies, their tourism-related programs and activities, and private sector stakeholders.

IT IS FURTHER

- ORDERED: That the Georgia Tourism Council shall include but not be limited to the following persons:

The Commissioner of Industry, Trade, and Tourism

The Commissioner of Natural Resources

The Commissioner of Community Affairs

The Director of the Office of Planning and Budget or his designee

The Chair of the Georgia Chamber of Commerce

The Chair of the Commission for a New Georgia Tourism Task Force

The Chair of the Georgia Association of Convention and Visitors Bureaus

The Deputy Commissioner of Industry, Trade, and Tourism's Tourism Division

IT IS FURTHER

ORDERED: That the chairpersons of the Senate Economic Development and Tourism Committee and the House Economic Development and Tourism Committee may serve *ex officio* in an advisory capacity to the Georgia Tourism Council.

IT IS FURTHER

ORDERED: That the Commissioner of Industry, Trade, and Tourism shall serve as chairperson of the Georgia Tourism Council. The Tourism Division of the Department of Industry, Trade, and Tourism shall provide administrative support for the Georgia Tourism Council.

IT IS FURTHER

ORDERED: That the Georgia Tourism Council shall set forth its recommendations for a comprehensive plan to manage, promote, advertise, and market the tourism resources of the State of Georgia, in conjunction with those recommendations submitted to the Governor by the Commission for a New Georgia Tourism Task Force, as well as other interested stakeholders.

IT IS FURTHER

ORDERED: That the Georgia Tourism Council shall draw upon the expertise and shall seek the counsel and assistance of other private and public entities with expertise in tourism promotion as appropriate.

This 5th day of February, 2004


Governor