



GEORGIA'S RURAL CENTER

Powered by Abraham Baldwin Agricultural College

Tourism + Marketing Project,
Chattooga County

CENTER FOR RURAL PROSPERITY AND INNOVATION

SUMMARY

Georgia's Rural Center completed a tourism and marketing plan for Chattooga County and the Chattooga County Chamber of Commerce.

The purpose of this project was to assist Chattooga County and the Chamber of Commerce with a branding, creative, and marketing strategy to enhance its community and tourism marketing efforts to produce the following desired outcomes:

- Increase economic impact of visitor traffic
- Provide support to industry and retention efforts by showcasing existing tourism assets, illustrating their enhancement of both quality of life and community desirability
- Enhance pride and recognize value to local businesses and residents currently residing in Chattooga County

For this specific project, qualitative data was gathered from local focus groups and online surveys to help determine a strategic tourism plan for the county. The Rural Center worked with an outside branding consultant throughout the entire project to bring the brands to life depicting the various entities and the spirit of the community.

After delivering materials to the community, the Rural Center will continue to partner with Chattooga County with monthly check-ins for a year to ensure successful implementation of the branding and strategy.

ADDITIONAL INFORMATION

Contact Georgia's Rural Center, the Center for Rural Prosperity and Innovation at info@ruralga.org or 229.391.4847.

AUTHORS + PARTNERS

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