

# Hospitality Association of Rome & Floyd County

## Membership Information



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*Georgia's Rome*

## Who we are

The Georgia's Rome Office of Tourism and Rome Sports is the official destination and sports marketing organization serving Rome & Floyd County, Georgia. Founded in 1975, our mission is to strengthen the economic prosperity of the community through tourism development while delivering unrivaled southern hospitality and providing the visitor a memorable experience.

The tourism office markets Rome & Floyd County to leisure travelers, films, conventions, meetings, family reunions, weddings, tour groups, sports events and other groups.

The tourism office operates the Georgia's Rome Welcome Center and Gift Shops at two locations: Off Turner McCall Boulevard: 402 Civic Center Drive and Downtown Rome: 300 W 1st Street. The tourism office also operates the Ramblin' Rome, a mobile welcome center, to promote our destination at events that attract a regional audience.

In 2020, the tourism office took over management of the Rome Area History Museum and will work to build the museum into a center that engages visitors through interactive exhibits, lectures, events and temporary exhibitions.

## Statistics

In 2024, travel and tourism generated **\$149.9 million** in economic impact for Rome and Floyd County. In Floyd County, the tourism industry supported **1,535 jobs** throughout the service and hospitality industries. Travelers to Rome and Floyd County generated **\$12.2 million** in state and local tax revenue.

Analysis is based on multiple data sources, including the US census, STR, Longwoods International, Georgia Department of Revenue sales tax data, employment and wage data from the Bureau of Economic analysis and Bureau of Labor Statistics. \*Estimates provided by Tourism Economics. 2025 estimates will be available in Fall 2026.

## Benefits of Membership

### COMMUNITY INVESTMENT

Association membership is a low-cost investment with a big return! The collective pool of money is matched by the Georgia's Rome Office of Tourism and used as an incentive to attract new tourism business to Rome that benefits the entire community. Additionally, Association-sponsored tournaments and events allow members to market directly to attendees.

### CALENDAR OF EVENTS

Association membership gives you the inside track. An updated Calendar of Events is distributed to all members quarterly and upon request. Sports, events, tournaments and conferences that the Georgia's Rome Office of Tourism works with directly, are posted on this calendar. Knowing that large tournaments, conferences and special events will be in town allows members to plan accordingly.

## DESTINATION GUIDE

Association membership puts your name out there. Only members are included in the printed Georgia's Rome Destination Guide (10,000+ copies printed annually) as well as in our digital version available on our website at RomeGeorgia.org. All accommodations are listed, however Hospitality Association members have an expanded listing including links to their respective websites.

## MARKETING/SOCIAL MEDIA

Association membership helps stretch your marketing dollars. Have a deal or nightly special you want to broadcast to our **46,000+** followers? Membership allows you additional marketing opportunities through our social media, website, videos, partnerships, blogs and email newsletters – all to assist visitors who are planning a trip to Rome & Floyd County. Additionally, we can help grow your marketing efforts through social media consulting. We will even give you a cool sticker for your door to identify you as a Hospitality Association member!

## MEDIA

We utilize the member list to offer recommendations to travel writers and to inspire new content creation. We work with media to fulfill requests for story ideas, locations, video shoots, and interviews. We pull directly from our current Hospitality Association members to both recommend and provide content to fulfill these requests. We also offer photography services to add images of your business to the Georgia's Rome Office of Tourism Media Library.

## Investment

|                                 |                                        |
|---------------------------------|----------------------------------------|
| Restaurant                      | \$250                                  |
| Food Truck/Food Parlor          | \$150                                  |
| Pouring Only Establishments     | \$150                                  |
| Services / Attractions / Retail | \$100                                  |
| Hotel / Motel (21+ rooms)       | \$0.50 (per room, per month, per year) |
| Airbnb/VRBO/B&B                 | \$100 (10 rooms & under)               |

\*Lodging members must remit hotel/motel tax

## Questions?

Association Coordinator:

**Office:** 706.295.5576

**Mailing Address:** Georgia's Rome Office of Tourism  
402 Civic Center Drive  
Rome, GA 30161

*\*Membership renewals are billed annually in early January for the calendar year.*

## Marketing Opportunities for Membership

### Promotion List

**Event Calendar - Submit your event to the Georgia's Rome online event calendar at [RomeGeorgia.org/Events](http://RomeGeorgia.org/Events)**

*(Your event will publish to our online calendar and to the calendar for Downtown Rome. We use information from this calendar promote our events regionally and to fulfill media requests. Submit 6 months out for optimal exposure.)*

**Facebook & Instagram - Tag Georgia's Rome (@RomeGeorgia) to notify us of your special events and offerings. We will add it to our page's story.**

**Photos & Video - High quality, high resolution imagery**

Email high resolution photos and/or 15 sec to 1 minute videos that feature your business. We will leverage for beautiful images for the website and social media.

**E-mail to: [media@romegeorgia.org](mailto:media@romegeorgia.org)**

**Story Ideas - Do you have a story about your history, creative process or people that help make your business unique?** Invite us to capture your story through word and video. We love to help promote you through blogs, video, social media and print.

**Phone: 706-295-5576 E-mail: [media@romegeorgia.org](mailto:media@romegeorgia.org)**

**Explore Georgia's Rome App - Promote your business to visiting groups.**

Promote your business with a special offer to visitors and visiting groups.

**Fill out and send us the sign-up information included in this packet.**

**Paws Permitted - Promote you are pet-friendly.**

Are you a pet-friendly business? Do you offer outdoor seating at your restaurant or bar? We would love to add you to the Paws Permitted program that promotes your business to travelers visiting with pets.

**Phone: 706-295-5576 E-mail: [media@romegeorgia.org](mailto:media@romegeorgia.org)**

**Destination Guide - Printed and online visitor guide**

The visitor guide is updated and printed annually. If you have any business changes or additions throughout the year, please contact us so we can add it to our updates for the next guide.

**Phone: 706-295-5576 E-mail: [media@romegeorgia.org](mailto:media@romegeorgia.org)**

**Georgia's Rome Winter & Spring Art Markets - Free rental space for members**

**Phone: 706-295-5576** Contact Charlene or Debbie for details.

**Group Business -** We exclusively partner with Hospitality Member businesses to provide services for group events, including accommodations, services, meeting and event catering.

## Membership Application

Business Name

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Street Address

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Mailing Address

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Business Phone

Business Fax

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Contact Name

Contact Title

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Email

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Website

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Facebook & Instagram Page Handle (if applicable)

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Additional contacts to place on our email list

**Name**

**Title**

**Email Address/Phone**

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Type of Business

☐ **Restaurant**

☐ **Hotel/Motel - 21+ rooms**

☐ **Services/Retail**

☐ **Food Truck/Parlor**

☐ **Airbnb/VRBO/B&B**

☐ **Other** \_\_\_\_\_

*I HEREBY CERTIFY that I/we operate the above business ethically, and with integrity, striving to the best of our ability to provide excellence in the services and quality in accommodations and/or facilities we provide.*

*I/we also agree to serve the hospitality/tourism industry by supporting the goals and mission of the Hospitality Association of Rome & Floyd County, its projects and programs. I/we will project a positive image for our industry and the Hospitality Association.*

*This membership will apply only to the present owner(s) and applicant(s). In the event of a change of ownership, the Association should be notified and new ownership will be required to reapply, should they desire membership.*

Signature

Date

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Total amount due

Received by Tourism Office:

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