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News from Georgia Tourism:

- **The 2011 Georgia Travel Guide can now be viewed online-** go to exploregeorgia.org or click www.zinio.com/express3?issue=416152361&o=ext&rf=ga_travel11 to see this neat new feature. This will allow extra exposure for advertisers and if you click the web address in the ads it links you directly to that advertiser's specific website.
- The U.S. Travel Association provides a toolkit for **National Travel and Tourism Week, which will be May 7-15, 2011.** National Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. The goal is to create better awareness of the industry's contribution to the state's economy and to recognize the cultural and social benefits created by travel and tourism. In 2011, the U.S. Travel Rally Day will be hosted on May 10 in cities and towns across America, with convention and visitors bureau leaders uniting with state and local government and business leaders to promote the message that "Travel Matters." For more information go to- www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit
- The Regional Visitor Information Center (RVIC) renewal applications are due by May 15, 2011. Please send your renewal application to your sister center as opposed to Tiffany Marlin in the Atlanta office- Please contact Tiffany if you have any questions at tmarlin@georgia.org
- **IAGTO – The International Association of Golf Tour Operators show will be held Monterey, CA- May 18 – 21, 2011.** If you would like to co-op and participate in this show the deadline to sign up is April 22nd. Electronic Profile Sheet Fee is \$150 – Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Golf Tour Operators during appointments. Approximately 30% of the operators who will attend the 3rd IAGTO North America Golf Tourism Convention will be from the USA & Canada with the remainder coming from more than 20 other countries. Please contact Pam Kruseck at pkruseck@georgia.org for more information or to sign up to participate.
- The dates for the **2011 GOMM Days at the Georgia Visitor Centers** are:

May 6 – Savannah	savannah@georgia.org - 912-963-2546
May 7 – Plains	plains@georgia.org - 229-824-7477
May 13 – Kingsland	kingsland@georgia.org - 912-729-3253
May 27 – Lavonia	Lavonia@georgia.org - 706-356-4019
May 27 – Tallapoosa	Tallapoosa@georgia.org - 770-574-2621
June 10 – Columbus	Columbus@georgia.org - 706-649-7455
June 17 – West Point	westpoint@georgia.org - 706-645-3353
June 24 – Ringgold	ringgold@georgia.org - 706-937-4211
July 15 – Augusta	augusta@georgia.org - 706-737-1446

- **73 counties in Georgia were designated “Camera Ready” by Governor Deal on March 21, 2011 in the South Wing of the State Capitol.** The counties in the Classic South that were designated included: Columbia, Hancock, Jenkins, Lincoln, McDuffie, Richmond, Taliaferro, Warren and Washington Counties. Congratulations to you all!
- The Georgia Department of Economic Development (GDEcD) announced that **Blue Ridge and Ellijay-Gilmer County will host the state's 2011 Georgia Travel Media Marketplace event May 12-14, 2011.** Up to 40 travel writers from the US and Canada will meet with representatives from around the state during the marketplace to get story ideas about Georgia's tourism destinations, attractions and events. The Classic South will have a profile sheet, booth and 2 representatives at the marketplace. All community profile sheets that were sent to me will be distributed to all media that attends the marketplace.
- **ExploreGeorgia updates:** Please remember to add New Hotels, New Attractions and Special Offers to the website as well as all your 2012 special events. A logo or photo must be included with all listings. The more information you provide in your listing, the more likely you will be featured in one of our many newsletters.
- **The Tourism Division of the Georgia Department of Economic Development (GDEcD) launched the state’s official Civil War website on October 21, 2010 in commemoration of the upcoming Sesquicentennial.** GaCivilWar.org provides an online portal for communities and Civil War organizations in Georgia to promote their Civil War commemoration activities and events on one comprehensive site. **The Civil War online store is one many of the features available on the site.** The online store contains a variety of Georgia Civil War merchandise created for the Sesquicentennial commemoration including a signed copy of Crossroads of Conflict: A Guide to Civil War Sites in Georgia, t-shirts, sweatshirts, belt buckles, ornaments, caps, lapel pins and cufflinks. Many of you have expressed an interest in selling the commemorative merchandise in your welcome centers and gift shops. We are excited to be able offer you the opportunity to purchase the Civil War merchandise at a significantly reduced wholesale price (20 - 30 percent off retail) to sell. To order, simply log on to www.GaCivilWar.org/store and click on the link at the bottom of the page that will redirect you to the wholesale version of the store for dealers. Additional items may be added to the store, so we encourage you to visit the Civil War online store frequently.
- **Ga. Tourism Industry Calendar** – For a listing of tourism industry events visit www.georgia.org/GeorgialIndustries/Tourism/Pages/IndustryCalendar.aspx
- **MILLS MARKETING GROUP (MMG) is ready to help you gain more exposure in the southeast with AAA and military base travel offices.** We can do better and we'll help you build a stronger relationship with these salespeople! It's hard for them to sell us when they know so little about us. MMG will help you target AAA offices in the southeast and be certain your information is in their hands, in their offices, on their brochure racks and in the hands of their clients. Their members travel constantly and want new destinations, new hotels, attractions, restaurant suggestions, special event information. With gasoline prices at their current levels none of us can afford to ignore this market. We need the help of AAA to enable us to reach our annual sales goals. ANNUAL AGREEMENT - \$750 (July, 2011 - June, 2012) MMG will distribute your brochures/rack cards to AAA offices and military bases in the southeast via personal face-to-face visits, mail or both. Update reports will be sent regularly with requested needs from the offices, announcements about additional promotions, etc. Save \$150- The first ten to confirm an annual agreement in this program will receive \$150 discount. Be sure to mention "FIRST TEN" to see if you are a lucky winner. We will be pleased to post a listing of the ten winners. This coupon is transferable. Offer Expires: May 15, 2011

Regional News

The Edenfield House Inn in Swainsboro has been purchased and re-opened as a B&B. This beautiful 9 bedroom Victorian home c. 1895 is located at 426 West Church Street just minutes from downtown Swainsboro. 478.237.3007

The Ritz Carlton Lodge, Reynolds Plantation is pleased to announce that the Linger Longer Steakhouse recently held its grand re-opening.

The Classic South Travel Association's new regional brochure will be available for distribution my mid- May. Please contact me if you need a supply for your distribution.

THANK YOU to Beda Johnson and Ashley Barnett for representing the Classic South at the Georgia Tourism Road Show at the Southern Progress office in Birmingham.

Mark Your Calendars:

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| May 12-14, 2011: | Travel Media Marketplace (Blue Ridge and Elijay, Georgia |
| May 7-15, 2011 | National Tourism Week |
| May 24, 2011: | Classic South Travel Association Meeting (GL Smith State Park-Twin City/ Mill Pond Kayak, LLC. |
| May 27, 2011: | GA On My Mind Day, Tallapoosa VIC |
| Jun 24, 2011: | GA On My Mind Day, Ringgold VIC |
| July 8, 2011: | STS Top 20 Events deadline for events in January, February and March 2012 |
| September 12-14, 2011: | Governor's Conference on Tourism- Macon |
| October 7, 2011: | STS Top 20 Events deadline for events in April, May and June 2012 |