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September 2009

News from Georgia Tourism:

- **SAVE THE DATE: GEORGIA'S AGRITOURISM WORKSHOPS:**
This year, there will be three Agritourism Workshops in Georgia. You may sign up for the workshop nearest you. The dates and locations are listed below. More information will be coming soon but please mark your calendars to attend one of the three workshops.
 - The Dillard House**
Dillard, GA
November 5-6, 2009
 - Oakhurst Farm**
West Point, GA
December 2-3, 2009
 - Rainwater Conference Center**
Valdosta, GA
November 16-17, 2009
- **Georgia's Visitor Information Centers welcomed 1,251,667 visitors in July 2009**, an increase of more than 4 percent since July 2008. In July 2009, our Visitor Information Centers had an 8 percent increase in room nights booked. In addition, they had a 9 percent increase in revenue due to these bookings.
- **The Southeast Tourism Society's Fall Meeting will be held in Georgia this year!** Governor Sonny Perdue kicks off "The Clear Road to Recovery" while Bernie Marcus, PFK Research and UGA's Economic Growth Center give us their takes on tourism and the upcoming year. In addition, Georgia State University, Ritz-Carlton, Fleishman-Hillard Atlanta and the Federal Reserve Bank/Atlanta examine hospitality issues. Drive in Wednesday morning, September 9 and be home for dinner Thursday, September 10. For Georgia non-STC members, a special reduced rate is offered. Grand Hyatt Atlanta in Buckhead. www.Southeasttourism.org/fall or 404-364-9847.
- **The Georgia Travel Guide will feature a new way to enhance your listings (attractions and accommodations) in the 2010 issue.** Make your attraction or lodging property **pop-out** by contacting Jill Teter about the new enhanced listing marketing opportunity. Jill can be reached at j_teter@bellsouth.net **Enhanced Accommodations Ads \$1,250-** Includes photo, 30 word description and contact information. Listing will be in a colored box that coordinates with the state region it resides in. **Enhanced Listings Ads \$950-** Includes photo, 25 word description and contact information. Listing will be in a colored box that coordinates with the state region it resides in.

- **Georgia Peach Greet** - GDEcD has started a new program for tour companies involving the state's 11 Visitor Information Centers (VIC's). VIC's are the perfect place for a pit stop for tour groups, the state's tourism division is encouraging the group leader to plan a stop with the group, so we can showcase our southern hospitality and say "Hey Ya'll". All we need is 48 hours advance notice to prepare special Georgia favors. The tourism division is offering it as an added amenity for a tour operator planning a tour to or through Georgia. This program is in conjunction with the Motorcoach Tracking the VIC staff is currently working on. Thank you to the VIC staff for their efforts on this program. Please contact Katie Baasen at kbaasen@georgia.org for more information.
- Georgia's online **Tourism Satellite Account (TSA)** platform is live and is posted on the industry section of www.MarketGeorgia.org. This online platform includes both county and statewide information. It gives full details of the economic contribution by industry and the composition of tourism. The TSA shows the true comparison of the tourism industry to other industries.
- **New Georgia Mobi Site** – GDEcD is partnering with Atlanta Magazine and ITI Marketing to develop a mobile version of the Travel Guide. The new “mobi” site will give travelers all the info they need at the touch of a cell phone button. Listings in the mobi guide will be free but to really take advantage of the mobile medium, many organizations will want to purchase enhanced listings or advertisements, which can be done for as little as \$500 per year. Contact Franci Edgerly at ITI by emailing her at franci@ITI-Marketing.com
- **Georgia Tourism Brochure Room** – If you are participating in the Brochure Room on exploregorgia.org you should now be receiving invoices for your mailings and you can also view your inventory online. If you have questions or if you would like to participate in the Brochure Room contact: Peggy Smith at psmith@georgia.org or 404.962.4147
- **The African American Heritage Guide** will be reprinted in February 2010 and the **Georgia Golf Guide** will be printed in the spring of 2010.
- **2010 Travel Media Marketplace Bids now being accepted** – the deadline to submit bids is September 10, 2009. If your community is interested in being considered as the host city, contact Stefanie Paupeck at spaueck@georgia.org or please call or email me. The host city can also be a regional partnership among several communities (like the Clarks Hill Partnership or Georgia's Lake County and or Treasure's Along I-20)
- The Georgia Tourism division will again be participating as sponsors of the **National Tour Association (NTA)** Annual Marketplace and the **American Bus Association (ABA)** Annual Marketplace. This sponsorship provides us with a booth on the marketplace floor where we will maximize our exposure in this market. Georgia's theme for this year's marketplace is Civil War-Sesquicentennial Commemoration. We will distribute Georgia items, Sesquicentennial and Civil War itineraries, and giveaways commemorating Georgia's role in the war at the booth. Contact Katie Baasen for more information or to participate, kbaasen@georgia.org. Co-ops are available.
Kudzu Sponsorship - NTA: \$500 and ABA: \$350
Peach Sponsorship - NTA: \$750 and ABA: \$650

Consumer Trade Shows

- **Southern Women's Show** - Birmingham, AL - September 24 - 27, 2009
The Southern Women's Show attracts more than 12,000 women over a 3-day period. These consumer shows target women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

- **Louisville Travel Show** - Louisville, KY - September 26 - 27, 2009
They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@50+ event is a great opportunity to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers; a demographic comprising 26 percent of the U.S. population and a driving force in the market place. Pam Kruseck (pkruseck@georgia.org) will attend.
- **Georgia National Fair** - Perry, GA - October 8 - 18, 2009
The annual, state-sponsored Georgia National Fair is Georgia's celebration of its youth, agriculture, and heritage. The Fair has been designated as a 'Top 50 Fair in North America' by Amusement Business magazine. Fairgoers will be treated to one of the state's best family-oriented, entertainment values showcasing education and fun. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Southern Women's Show** - Orlando, FL - October 8 - 11, 2009
See above for show description. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Southeast ASTA Tradeshow** - Atlanta, GA - October 15, 2009
Last year more than 180 Travel Professionals participated in the Southeast ASTA Tradeshow in order to learn more about what destinations have to offer. Clients still want to take vacations but they may need to cut them shorter or explore closer to home. This opportunity lets Travel Agents and other Professionals in Georgia know what is in their backyard! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **AARP Life@50+ Expo** - Las Vegas, NV - October 22 -24, 2009 (**consumer show**)
They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@50+ event is a great opportunity for your organization to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers; a demographic comprising 26 percent of the U.S. population and a driving force in the market place. Pam Kruseck (pkruseck@georgia.org) will attend.
- **Snowbird Extravaganza** - Lakeland, FL - January 26 - 27, 2010- (**consumer show**)
Expected attendance is 30,000 to 35,000 attendees of which 60% are Canadian Snowbirds and 40% are American Winter Residents. Last year attendees enjoyed the excitement, education, information and variety of activities. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Southern Women's Show** - Savannah, GA - February 5 - 7, 2010 (**consumer show**)
The Southern Women's Show attracts more than 12,000 women over a 3-day period. These consumer shows target women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

Regional News:

- **The Ritz-Carlton Lodge, Reynolds Plantation was honored recently with the 2009 Stars of the Industry Award by the American Hotel & Lodging Association.** The Lodge won the Special Events-Ongoing award for a large property, for their annual Lighting of the Lodge event. Congratulations to the entire staff and management at the Ritz Carlton Lodge, Reynolds Plantation!

- **EVANS GEORGIA NAMED IN TOP 10 BEST FAMILY CITIES-** Family Circle Magazine announced the results of its exclusive survey to identify the best TOWNS AND CITIES across the country FOR FAMILIES in June 2009. The communities featured in the magazine's annual roundup of perfect places to call home combine affordable housing, good neighbors, green spaces and A+ public school system. The results of the comprehensive survey appear in Family Circle's August 2009 issue.
- **There were 11 Co-Op Marketing applications that were submitted from the Classic South** Travel Region- grant announcements will be made by October 15, 2009- Good luck to everyone that applied!

Mark Your Calendars:

Sept 9-10, 2009	STS Fall Meeting- Atlanta
Sept. 22, 2009	Classic South Travel Association Meeting- Holiday Inn Gordon Highway- Augusta- 10:00am- guest speaker- Joy Walstrum, Tourism Development Alliance of Georgia
Sept. 17-18, 2009	The Georgia Municipal Cemetery Association Annual Conference will take place September 17 - 18 in Rome, GA. Contact Stan Rogers at 706-236-4534 for more information. The conference is being co-sponsored by HPD-DNR and GDEcD's Tourism division.
October 9, 2009	STS Top 20 Events Nomination Deadline for April, May & June 2010. Nomination forms- http://southeasttourism.org/top_20_events.html
March 25-26, 2010	The History and Heritage Tourism: Discovering Georgia's Community Landmarks will take place March 25-26, 2010 in Warm Springs, GA. For more information, click here.