

Monthly Update – July 2010

The Georgia Coast Travel Region

Kudos

- **AOL.com ranks Cumberland Island's "secret beach" in nation's top 10**
<http://jacksonville.com/news/georgia/2010-05-30/story/aolcom-ranks-cumberland-islands-secret-beach-nations-top-10>
- **Readers of *AmericanStyle Magazine* voted three cities in GA as top arts destinations** in the publication's 13th annual readers poll. The list includes Athens (#18) and Savannah (#6) in the midsize city category and Atlanta (#9) in the big cities category.
<http://www.americanstyle.com/2010/05/shaken-and-stirred/>
- **Pelican Point Restaurant in Crescent was named one of the Top 10 Southern Seafood Dives by Southern Living Magazine.**
<http://www.southernliving.com/travel/south-east/our-favorite-southern-seafood-restaurants-0040000046569/page6.html?iid=newsletter|20100706&PromKey=XET>
- **The Westin Savannah Harbor Golf Resort & Spa's Heavenly Spa by Westin earned high honors from *Condé Nast Traveler*.** The magazine's readers the spa amongst their top 100 Resort Spas in North America, coming in at no. 51.
- **The Westin Savannah Harbor Golf Resort & Spa won a 2010 Gold Tee Award from *Meetings & Conventions* magazine.** This highly-respected award is given annually to outstanding golf/meeting properties worldwide.

Coast Mentions in the Media

- April - Banks News Today - **Exploring Jekyll Island: Natural beauty abounds at Georgia's 'crown jewel'** - <http://www.banksnewstoday.com/archives/1747-Exploring-Jekyll-Island-Natural-beauty-abounds-at-Georgias-crown-jewel.html>
- May – Georgia Magazine - **Trawl for shrimp on St. Simons Sound**
The Lady Jane tour celebrates Coastal Georgia's cultural heritage
http://www.nxtbook.com/nxtbooks/gemc/georgia_201005/#/30
- May – Travellady.com - <http://www.travellady.com/issues/may2010/simons.htm> - **St. Simons Island**
- May - travellady.com - <http://www.travellady.com/issues/may2010/hampton.htm> - **Hampton Inn St. Simons Island**
- June – Canada.com - **Follow the trail of Stephen Foster, America's first great composer** – Fargo and Stephen C. foster State Park mentioned -
<http://www.canada.com/travel/Follow+trail+Stephen+Foster+America+first+great+composer/3181124/story.html>
- July – NY Times - **Laid-Back Beach Town Welcomes Detouring Families – Tybee Island** - http://www.nytimes.com/2010/07/06/us/06tybee.html?_r=2&hpw
- July – USA Today - **USA TODAY readers name Honolulu Best American Destination – Savannah mentioned** -
<http://travel.usatoday.com/destinations/dispatches/post/2010/07/usa-today-readers-name-honolulu-best-american-destination/98789/1>
- July – Coastal Living – **10 Spots to Celebrate the 4th – Jekyll Island chosen.** Coastal Living is published by Time, Inc. and has a national distribution of 650k plus 90k monthly unique visits to the web - <http://www.coastalliving.com/travel/top-10/july-fourth-celebrations-00414000067732/page10.html>

Media Opportunities and Other Interesting Stuff

- Georgia Magazine is now on-line! - <http://georgiamagazine.com/>

FAMs and Press Trips.

- **Hope Philbrick** will be on the Coast in Late July/Early August for three commissioned pieces. One for www.where2nowmag.com and two for Where GA.
- **Sheila Flynn** will be in Savannah in August to do a piece for Mail on Sunday – Ireland.

Grants

- **GDEcD now has a website devoted to its grant programs.** Please visit the following link for all grant info:
<http://www.georgia.org/GeorgialIndustries/Tourism/Programs/Pages/Grants.aspx>
- **TOURISM PRODUCT DEVELOPMENT GRANT NEWS**
The 2011 Tourism Product Development Grant will be announced in mid-August. Applications will be available online via the link below. The deadline for submitting the application will be September 30 and awards will be announced in October. For more information, [click here](#).
- **America's Historical and Cultural Organizations Planning and Implementation Grants from the National Endowment for the Humanities**
These grants support projects in the humanities that explore stories, ideas, and beliefs that deepen our understanding of our lives and our world. The application deadline is August 18, 2010. Visit the [NEH website](#) for more information.
- **Fitch Mid-Career research grants**
The James Marston Fitch Charitable Foundation will award Fitch Mid-Career research grants of up to \$15,000 to mid-career professionals who have an academic background, professional experience, and an established identity in historic preservation or related fields including, architecture, landscape architecture, urban design, environmental planning, architectural history, and the decorative arts. The Foundation will also offer the Richard L. Blinder Award, a biennial grant of up to \$15,000 for the best proposal exploring the preservation of an existing structure, complex of buildings or genre of building type through addition, renovation or other means. To learn more about both grants, go to www.fitchfoundation.org. Applications must be submitted in PDF format to info@fitchfoundation.org by September 15, 2010 at 11 PM EST.
- **HUD's Community Challenge Planning Grants and DOT's TIGER II Transportation Planning Grants**
\$40 million available from HUD's Community Challenge Planning Grants and \$35 Million from DOT's TIGER II Transportation Full applications are due on August 23. [HUD Community Challenge Planning Grants](#)
[DOT TIGER II Grants](#)
- **Georgia Humanities Council Grant Program** - The Georgia Humanities Council Grant Program provides financial support for cultural and humanities-based educational programs that strengthen local communities by providing opportunities for learning and discussion among all participants. For 2010-2013 the GHC presents two new grant opportunities, the *Program Support Grant* and the *Partnership Grant*. Deadlines: Postmarked by the first working day May and September. For more information about these grants and how to apply, please [download the 2010 -2013 GHC Grant Program Application Guidelines and the appropriate application forms](#).
- **Preservation Services Fund Grants**
Administered by the National Trust for Historic Preservation, these grants are awarded to nonprofit organizations and public agencies for preservation planning and education efforts. Grant awards range from \$500 to \$5,000. The application deadline is October 1, 2010. For more information, contact the Southern Office of the National Trust for Historic Preservation at 843-722-8552 or soro@nthp.org and the [National Trust website](#)

International News

- **REBOUND IN INTERNATIONAL TRAVEL TO THE U.S. IN 2010-2014**
The U.S. Dept. of Commerce projects international travel to the United States to return to a growth mode in 2010. Visitor volume is expected to increase five percent followed by five to seven percent annual increases through 2014. The rebound would completely offset the five percent decline in arrivals registered in 2009, the first decline in visitors since 2003. The forecast for 2010-2014 predicts that the record for total arrivals will be broken for each of the years 2010-2014. International arrivals will reach almost 72 million, an increase of 31 percent from 2009 through 2014. In 2010 all but three of the top 25 origin countries will post increases in visitor volume. The largest increases in

- 2010 will be from Brazil (22 percent), China (22 percent), Korea (18 percent), Argentina (13 percent), Australia (12 percent), and India (12 percent). To find out more, [click here](#).
- **Save the Date for an FREE Educational Seminar in Savannah - How to work in the international market** with Gisa Kusserow-Hanson. August 24th, 10am-noon, location TBA. Gisa Kusserow-Hanson, is a product manager with Allied TPro in Orlando, one of the largest receptive operators in the U.S. Gisa has recently given FIT seminars in Atlanta, Charleston, Myrtle Beach, and New Orleans to rave reviews. She will talk about the “nuts & bolts” of working with a receptive operator in the international market including contracting, allotments, brochures, etc. More info to come.

From The State

- **Newsletters: GDEcD sends out a number of newsletter. Here’s a breakdown:**
 - **eCRM:** An electronic newsletter that goes out monthly to somewhere around 30,000 people who have opted in via the website. This newsletter contains info about Special Offers, Events and Attractions that are valid for the coming month. All information is pulled from www.exploregeorgia.org
 - **“This weekend in Georgia”:** An electronic newsletter that goes out weekly on Wednesday to about 10,000 people. This newsletter contains info about Special Offers, Events and Attractions that are valid for the coming weekend. All information is pulled from www.exploregeorgia.org This is our most popular newsletter.
 - **PeachByte:** A monthly newsletter that goes out to partners who have requested it. Distribution is somewhere around 1200-1500people.
 - **"FYI from the Peach State"** is sent quarterly to tour operators around the country in our database. The next newsletter is scheduled to go out in August. If you have any updates or special offers on Holiday Tours or activities for the tour market and would like to have this information included in the e-newsletter, please contact Katie Baasen at kbaasen@georgia.org.
- **Georgia Kid’s Guide** - Annual print of the Georgia Kid’s Guide is to be inserted into Atlanta Magazine (75,000 distribution) plus 150,000 for distribution in VICs and other outlets.
- **Georgia Golf Guide** - will have the same distribution as Kid’s Guide; insert into Atlanta Magazine (75,000) and 150,000 for distribution in VICs and other outlets.
- **Facebook:** We now have just under 5,000 friends. We would like to increase this number and use Facebook to drive traffic to exploregeorgia.org. We’ll be having quarterly giveaways on Facebook to help reach these goals. If you are interested in providing prizes for these promotions please contact me immediately. For example:
 - Ultimate Vacation Giveaway: Launched in July. We are supporting this promotion with massive online advertising.
 - <http://www.exploregeorgia.org/georgia-vacation>
 - http://www.facebook.com/#!/ExploreGeorgia?v=app_7146470109&ref=ts
- **Grand Slam Giveaway:** Launched June 15 in conjunction with Braves baseball. Placements at the Braves games(gate promos and digital boards) as well as on the Braves Network.
- **Twitter:** GDEcD currently has about 8,024 followers. If you have coupons or an immediate deal, send to Carey so that we can push it out via the GDEcD Twitter account.
- **Governor's Conference on Tourism - The 2010 Governor's Conference on Tourism will take place in Athens from August 30 - September 1.** The Georgia Department of Economic Development (GDEcD), Georgia Association of Convention & Visitors Bureaus (GACVB) and the Tourism Development Alliance of Georgia (TDAG) have once again joined forces to present one unified tourism industry conference. Year after year, the Georgia Tourism Conference is recognized as a must attend event for the tourism industry in Georgia. Join professionals from DMOs, hotels, attractions, tour & travel and supplier companies as we 'Band Together'. This annual event offers an opportunity to build professional relationships; discover tools and practical solutions; analyze new trends innovations and technologies; gain the necessary tools to manage today's challenges; and learn from powerful Keynote and Breakout Speakers. For more information and to register, [click here](#).
- **The Georgia Tourism division is delighted to offer a Techno-Tourism Workshop in advance of the 2010 Governor's Conference on Tourism.** The workshop will take the place in lieu of the state’s annual Techno-Tourism Conference on Monday, August 30.

The workshop will be jam packed with tips, trends and information to help your organization stay ahead of the competition. For more information and to register, [click here](#).

- **REMINDER: SOUTHEAST TOURISM SOCIETY MARKETING COLLEGE** - The last week of July, students come to north Georgia to experience a broad-based curriculum of courses designed to teach from all facets of the tourism industry. Students who attend three years of Marketing College receive a Travel Marketing Professional certification. This year, a new track is being introduced. In addition to the traditional "Travel and Tourism" track, students may elect to follow a "Festivals and Events" path which delves deeper into the topics that those dealing with festivals may encounter. Also, two alumni courses will be offered so graduates can spend the whole week in Dahlonega, should they choose to do so. More than 500 tourism professionals have graduated from this program. For more information, visit [click here](#).
- **Check out the Special Offers tab on exploregeorgia.org** If you don't have a special offer listed...Why Not?? If you would like more information please feel free to contact me.
- **GDEcD's MONTHLY REPORTS**
You can now find monthly reports from GDEcD's international representatives in the UK and Germany on www.MarketGeorgia.org in the monthly regional reports section. My past reports are also available here.
- **Peach Byte!** – GDEcD's official Georgia Tourism Monthly E-Newsletter available to everyone. If you have not yet signed up to receive Peach Byte, please send an email to peachbyte@georgia.org requesting that your e-mail address be added. If you would like to see past editions of Peach Byte, visit:
<http://www.georgia.org/GeorgialIndustries/Tourism/Pages/NewsEvents.aspx>
- **Market Georgia Tourism is an excellent resource for tourism professionals.** You will find industry research, industry presentations, grant information, excellent contact information and more...information is added weekly:
<http://www.georgia.org/GeorgialIndustries/Tourism/Pages/default.aspx>
- **GDEcD RESEARCH UPDATE**
 - **RENTAL CAR COMPANIES EMULATE AIRLINES, EMBRACE ADDED FEES**
By now, it's clear the airline industry's added fees are here to stay. In fact, confirmation came last month, when the U.S. Dept. of Transportation reported the nation's airlines generated \$7.8 billion in "ancillary revenue" in 2009, up 42 percent from 2008; baggage fees alone totaled \$2.7 billion. But rather quietly, consumers are being squeezed by the car rental sector as well. To read the complete USA Today article, [click here](#).
 - **FROM HOTEL RIVALS TO ALLIES**
Amid signs that their industry has finally turned a corner after two dark years, hotel executives have begun to plot strategies for better times ahead. But those strategies differ, depending on whether they are running a big chain or independent hotel. To read the complete NY Times article, [click here](#).
- **GDEcD SALES TEAM UPDATE**
GROUP SALES:
 - **The next Group Tour Boot Camp** will take place in December. Please contact Katie Baasen at kbaasen@georgia.org for more information.
 - Katie Baasen attended **TAP Dance** in Branson, MO from June 2-5. TAP Dance is the appointment marketplace for Travel Alliance Partners. Travel Alliance Partners, LLC is a partner-owned organization of the 37 premier tour operators in the United States and Canada. Each is a regional expert with new and unique itineraries. TAP partners have GUARANTEED the departures of 250 tours throughout the world. TAP Dance is an invitation only marketplace. The Georgia Tourism division met with 28 of the 37 members in appointment sessions. The appointment notes will be sent out to partners in the coming weeks.
 - Atlanta is set to host the 2011 **Travel South Showcase!** The Georgia Department of Economic Development (GDEcD), Atlanta Convention and Visitors Bureau (ACVB), Georgia World Congress Center (GWCC) and the Omni Hotel at CNN Center joined together to serve as official hosts for the annual event. Nearly 700 tourism professionals are expected in Georgia from April 3 - 5, 2011. Information will be available soon on how you can get involved in the planning and executing of

Showcase 2011 here in Atlanta. We need to show this group what our Georgia partners can do and what wonderful hosts/hostesses we are. If you have any questions, please contact Katie Baasen via email at kbaasen@georgia.org.

- The Georgia Tourism Division of GDEcD will again be participating as sponsors for the **National Tour Association** Annual Marketplace (November 13-17, 2010) and the **American Bus Association** Annual Marketplace (January 9-13, 2011). This sponsorship provides us with a booth on the marketplace floor and gives the state more opportunity to sell our product at the marketplace. To make this a huge success, we are asking for co-sponsorship through monetary donations. As a co-sponsor, your company is afforded a unique opportunity to highlight your Georgia product to hundreds of tourism professionals at these NTA and ABA conferences. If you have any questions or need any clarification on this opportunity, please feel free to contact Katie Baasen at 404-962-4080, or kbaasen@georgia.org. Thank you.
- Georgia Department of Economic Development is again participating with the **Motorcoach Associations** of GA, AL, VA, FL, SC, NC, and South Central states in the GAS CARD sponsorship at the Annual Marketplaces for these organizations. We do a drawing for two operators to receive a \$500 gas card with the promotion "your business is good business for Georgia." We are offering a sponsor coop with this program for our state partners. For more information please contact Katie Baasen at kbaasen@georgia.org.
- Katie Baasen will be attending the **National Travel Association (NTA)** Leadership Committee meeting July 12-14 in Montreal, Canada. This committee is charged with continuing NTA Convention planning and enhancements of events that will generate increased attendance. Additionally, the committee will develop a plan for future domestic events to replace the Tour Operator Spring Meet.
- Katie Baasen will be attending the **GA Motorcoach Operators Association** Annual Meeting and Marketplace from July 24-27 in Chattanooga, TN. This meeting includes educational sessions as well as appointment sessions with members of the Association.

Dates to Remember

- **July 25 - 30, 2010** – STS Marketing College - Dahlonega, Georgia
- **August 24, 2010** - FREE Educational Seminar in Savannah - How to work in the international market.
- **August 30, 2010** - Techno-Tourism Workshop - Athens
- **August 30 - September 1, 2010** - Governor's Conference on Tourism - Athens

Regional Contact Information

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