



## **Monthly Update – October/November 2010** **The Georgia Coast Travel Region**

### **Kudos**

- **Visit Savannah was awarded The Larry Allen Award for Excellence in Tourism** at the 2010 Georgia Governor's Conference. Visit Savannah created strategies to entice high-end cultural arts visitors to a community. They did this through digital media programming, partnering with cultural arts organizations & creating relationships with cultural arts writers. Way to go Visit Savannah! To see photos of the winners visit [www.georgiagtc.com](http://www.georgiagtc.com)
- **Darien's *Blessing of the Fleet Festival* has been selected as one of Southeast Tourism Society's TOP 20 EVENTS** for the month of April 2011. Yippee!!
- **National Geographic Traveler included the "Georgia Sea Islands" in its 99 Places Rated** list focused on coastal destinations. How did we do? We're in the "Top Rated Group" of places that are "in excellent shape, relatively unspoiled, and likely to remain so." A panel of 340 experts in sustainable tourism and destination stewardship rated the "geographically and culturally representative sampler of the world's waterside locales." <http://travel.nationalgeographic.com/travel/coastal-destinations-rated/top-rated/>
- **The Knot 2010 chose the historic King and Prince Beach & Golf Resort as one of their recognized '10 Most Talked-About Wedding Venues' in Georgia, 2010.** The magazine is a coast-to-coast guide to the country's top wedding-related venues and participating vendor businesses dedicated to bringing wedding excellence to brides and their families. <http://blog.kingandprince.com/wp-content/uploads/2010/10/The-Knot-Georgia-August-20101.pdf>
- **Savannah was named as one of the Top Ten Cities in Condé Nast Traveler: 2010 Readers' Choice Awards -** <http://www.concierge.com/tools/travelawards/readerschoice/cities>

### **Coast Mentions in the Media**

- **May – The Sunday Paper - Shelling out -** <http://www.sundaypaper.com/More/Archives/tabid/98/articleType/ArticleView/articleId/5361/Shelling-out.aspx>
- **November - Associated Content by Yahoo - Visit the Georgia Sea Turtle Center in Jekyll Island, Georgia -** [http://www.associatedcontent.com/article/5971674/visit\\_the\\_georgia\\_sea\\_turtle\\_center.html](http://www.associatedcontent.com/article/5971674/visit_the_georgia_sea_turtle_center.html)
- **October - Budget Travel - World's Most Haunting Cemeteries – Savannah mentioned -** <http://www.budgettravel.com/bt-dyn/content/article/2010/10/12/AR2010101203470.html>
- **November – Cheap Air Travel Blog - Five Southern Destinations to Escape the Cold – Savannah mentioned -** <http://blog.cheapair.com/news/five-southern-destinations-to-escape-the-cold.aspx>

- **October – Cuisine Noir – A Journey to Sapelo Island -**  
<http://www.cuisinenoirmag.com/travel/a-journey-to-sapelo-island>
- **October - Atlanta Journal Constitution - Best weekend getaway (in Georgia) – Savannah mentioned -** <http://blogs.ajc.com/best-of-big-a/2010/10/18/best-weekend-getaway-in-georgia/>
- **October - Sunday Paper in Atlanta - Roll with it - Segway tours provide ample opportunity to learn a city—and master the art of balance – Savannah mentioned -**  
<http://www.sundaypaper.com/More/Archives/tabid/98/articleType/ArticleView/articleId/5843/Roll-with-it.aspx>  
**This piece is a direct result of a GDEcD sponsored media trip**
- **October - Sunday Paper in Atlanta - Fright feast - A guide to the haunted restaurants in the Southeast – The Pirate’s House, The Olde Pink House, Moon River Brewing Company, and 17 Hundred 90 Inn & Restaurant featured -**  
<http://www.sundaypaper.com/More/Archives/tabid/98/articleType/ArticleView/articleId/5855/Fright-feast.aspx>  
**This piece is a direct result of an inquiry by the writer to GDEcD**
- **October - WABE - A Revolutionary War Hero Gets Buried for the Third Time**  
<http://www.publicbroadcasting.net/wabe/news.newsmain/article/1/0/1716421/Atlanta./A.Revolutionary.War.Hero.Gets.Buried.for.the.Third.Time>
- **October - Examiner.com - The Village Inn and Pub is an oasis on St. Simons Island -** <http://www.examiner.com/outdoor-travel-in-atlanta/the-village-inn-and-pub-is-an-oasis-on-st-simons-island>
- **September - Examiner.com - Trekking the Cumberland Island National Seashore -**  
<http://www.examiner.com/outdoor-travel-in-atlanta/trekking-the-cumberland-island-national-seashore>
- **Current - AJC.com - Secluded getaway on Little St. Simons Island**  
<http://projects.ajc.com/gallery/view/travel/southeast/little-st-simon-island/>
- **September - CNN.com - Touring the South's literary landmarks – Savannah Mentioned -**  
<http://www.cnn.com/2010/TRAVEL/09/23/southern.literature.tour/index.html?hpt=Sbin>
- **September – AJC.Com - Southeast roundup: Haunted happenings – Savannah mentioned -** <http://www.ajc.com/travel/southeast/southeast-roundup-haunted-happenings-616224.html>
- **September - Savannah now.com - Chef finds recipe for true happiness- Richmond Hill City Center mentioned -** <http://savannahnow.com/bryan-county-now/2010-09-16/chef-finds-recipe-true-happiness>

### **Media Opportunities and Other Interesting Stuff**

- **Coastal Blueway Draft Plan is Unveiled -** The Coastal Regional Commission (CRC) has made public the draft plan for the saltwater paddling trail that will traverse the entire coast of Georgia. To see the draft plan click here:  
<http://www.crc.ga.gov/docs/blueway%20plan%20pdf.pdf>.
- **Each year, The Georgia Trust recognizes significant contributions to the preservation of Georgia's historic resources.** Awards are presented on the basis of the contributions of the person or project to the community and/or state and on compliance to the *Secretary of the Interior's Standards for the Treatment of Historic Properties*. The awards are open to projects completed within the last three years. The Georgia Trust is now accepting nominations for the following: Restoration; Rehabilitation; Stewardship; Preservation Service. For more information on each category and to download an application, visit [www.georgiatrust.org](http://www.georgiatrust.org). **DEADLINE: Monday, December 6, 2010**

- **INDUSTRY NEWS: POWER OF TRAVEL COALITION PROMOTES TOURISM AT GRASSROOTS LEVEL** - The **U.S. Travel Association** has launched another initiative in an effort to boost travel and tourism, but this one aims to start from the grassroots level. The Power of Travel Coalition encourages professionals who work in the travel industry to make their voices heard by calling elected officials, communicating with local media to get stories out, recruiting friends and neighbors to host events, organizing virtual town hall meetings and more. [Click here](#) for the complete article.
- **INDUSTRY NEWS: RETURN OF THE BUSINESS TRIP** - Reports and surveys released last week said the corporate world is willing to spend more on travel. But the reports also show that business owners are still not spending like they did before the recession. The **International Air Transport Assn.**, the trade group for airlines worldwide, released statistics that showed passenger traffic on first- and business-class seats was up 13.8% in July from the same month last year. For the complete **Los Angeles Times** article, [click here](#).
- **INDUSTRY NEWS: VACATION TRAVEL RECOVERS, BUT FRUGALITY IS FOCUS** - Vacations have become a luxury for many Americans trying to make ends meet in this economic downturn, but there are signs that people are slowly, even timidly, on the move again. For the complete **New York Times** article, [click here](#).
- **INDUSTRY NEWS: TAKING THE FAMILY (AND THE BRIEFCASE) ON THE ROAD** - How can a family preserve time together that normally would be consumed by work, and even turn it into an adventure and save money? They can combine a family vacation with a parent's business trip. For the complete **New York Times** article, [click here](#).
- **Twitter Rolls Out Analytics Tool** – Click the link for more information. Thanks Natasha from the Days Inn & Suites Jekyll Island
- **INDUSTRY NEWS: BUSINESS TRAVEL IS UP, BUT FRUGALITY STILL RULES** - Businesses will send more people out on the road next year, making up for lost time during the recession, when travel budgets were slashed and corporate trekkers mostly stayed put, corporate travel managers say. But the frugality that took hold in the economic downturn will continue, they say. Companies will opt for coach over more expensive first-class airline tickets. For the full **USA Today** article, [click here](#).

## 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>
- **Recreational Trails Program grants** - Grants are awarded to city governments, county governments, federal agencies, authorized commissions, as well as state agencies. The purpose of the RTP is to provide and maintain recreational trails and trail-related facilities identified in, or that further a specific goal of, the Statewide Comprehensive Outdoor Recreation Plan (SCORP). More information and the [application](#) are available online. The application deadline is November 30.
- **Transportation Enhancement Funding Announced** - GDOT has announced a new round of federally-funded Transportation Enhancement (TE) funding. GDOT will be electronically accepting TE applications beginning October 1, 2010 until 3:00 p.m. December 15, 2010. Applications must be sponsored by a government entity and requires a minimum of 20% local matching funds. Please visit [GDOT's TE page](#) for more information, workshop registration and application details.
- **Battlefield Project Grants**, American Battlefield Protection Program of the National Park Service. These grants provide seed money for projects that lead directly to the identification, preservation and interpretation of battlefield land and/or historic sites associated with battlefields. Grants range from \$5,000 to \$80,000. Eligible applicants are non-profit groups, academic institutions, other private sector organizations, and local, regional, state, and tribal governments. More information is [available online](#).

Applications sent by mail must be USPS postmarked by January 2, 2011.

### VIC Reports and Information

- **The Georgia Visitor Center at Ringgold**, located on I-75 just south of the GA/Tennessee line, has a “mini-museum” that we allow our partners to put displays in on a rotating basis. Displays may stay up for 90 days and we have room for 3 displays at one time. You may include most anything (within reason) – items, pictures, banners, etc. We are now taking bookings for 2011. This FREE space is available on a first come, first served basis. We encourage new partners to participate including DMO’s, attractions or events. If you are interested in this FREE opportunity or would like more information please let me know.

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### International News

- U.S. COMMERCE DEPARTMENT ANNOUNCES THIRD CONSECUTIVE MONTH OF DOUBLE-DIGIT GROWTH IN INTERNATIONAL TOURISM SPENDING IN THE U.S. - The **U.S. Department of Commerce** today announced that international visitors spent an estimated \$11.4 billion on travel to, and tourism-related activities within, the United States during the month of July-\$1.5 billion more (16%) than was spent in July 2009-marking the seventh consecutive month of growth in U.S. travel and tourism exports. International visitor spending in the United States increased an average of \$927 million a month in 2010. For the full Office of Travel & Tourism Industries (OTTI) press release, [click here](#).
- INDUSTRY NEWS: U.S. INBOUND TRAVEL REACHES PRIORITY STATUS - With millions of jobs possibly on the line, it's time for the U.S. to get serious about attracting visitors from other countries. And while the Travel Promotion Act that was passed earlier this year is a big step forward, panelists at the International Society of Hospitality Consultants' annual convention said there's still much to be done. For the full **HotelNewsNow.com** story, [click here](#).

### From The State

- **We now have 17,000 fans on our Face Book page – Explore Georgia**
- **If you would like to receive the This Weekend in Georgia newsletter** please send an e-mail to [weekends@georgia.org](mailto:weekends@georgia.org)
- The **Tourism Division of the Georgia Department of Economic Development** (GDEcD) launched the state's official Civil War website on Thursday, October 21 in commemoration of the upcoming Sesquicentennial. The event took place at a book signing for **Crossroads of Conflict: A Guide to Civil War Sites** in Georgia at the **Gordon Lee Mansion** in Chickamauga. [Click here](#) for the full press release. [GaCivilWar.org](http://GaCivilWar.org) is one of the state's key marketing initiatives encouraging locals and visitors to explore and experience all facets of Georgia's Civil War history. Features of the site include an interactive map of museums, battlefields, landmarks, historic homes and other significant locations; calendar of events; a timeline of events that took place in Georgia between 1861 and 1865; a news section; links to educational resources and related Civil War sites, and more.
- **GEORGIA SET TO HOST TRAVEL SOUTH 2011: REGISTRATION OPEN** - Make plans now to attend the 29th Annual Travel South Showcase in Atlanta, Georgia, February 22 - 24, 2011. Showcase is the only regional tourism marketplace for the southern USA and the state of Georgia along with hundreds of tourism partners have begun planning to host over 600 tour operators, journalists and southern suppliers. Online registration or for more information, visit [www.TravelSouthUSA.org/showcase11](http://www.TravelSouthUSA.org/showcase11)

- **2011 Tourism Day at the Capitol** - Preparations for the **2011 Tourism Day at the Capitol** are underway! Join the Georgia Tourism Industry at the Georgia State Capitol in Atlanta on January 25, 2011 from 8:00am - 1:30pm. It is more important than ever that we build strong advocacy programs in order to showcase the important role of tourism across the state. **Chairman Chip Pearson** challenged the industry at the Governor's Conference on Tourism in Athens in August to have 500 new faces in attendance this year to demonstrate the size and importance of the tourism industry. We encourage Georgia's tourism industry to gather at the capitol to show our support for the industry. For more information, please contact **GDEcD's Nerissa Serrano** at [nserrano@georgia.org](mailto:nserrano@georgia.org)
- **Check out the Special Offers tab on exploregeorgia.org** If you don't have a special offer listed...Why Not?? In addition to the 6 places that special offers appear on [www.exploregeorgia.org](http://www.exploregeorgia.org), GDEcD has launched a newsletter focused on Special Offers ...we will pull all offers from listings on [www.exploregeorgia.org](http://www.exploregeorgia.org). 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](http://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](mailto: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**

- **New Research Available:** Longwood International is the final stages of completing both the 2009 State and Regional Visitor reports. Learn more about the estimated 62.9 million overnight and 51.4 million domestic trips taken in 2009. Both reports will be posted on [www.MarketGeorgia.org](http://www.MarketGeorgia.org) the first week of October.

#### **SMITH TRAVEL REPORT:**

##### **October**

- **Hotel/motel occupancy increased 10.9% statewide in October 2010 from October 2009**
- **October 2010 room rates (ADR) in Georgia were finally up 1.9% from last October**
- **Statewide, RevPAR was up 13%.**
- **Georgia room revenues increased 14.2%**
- **Room Demand increased 12.2%**
- **Room Supply increased by 1.1% in the state from October 2009 to October 2010.**

##### **YTD**

- **Hotel/motel occupancy is up 6.1% statewide YTD**
  - **YTD room rates (ADR) in Georgia are still down -2.1%.**
  - **Statewide, RevPAR is up 2.1% year-to-date.**
  - **Georgia room revenues are up 6.1% year-to date.**
  - **Room Demand is up 8.4%**
  - **Room Supply is up 2.1% in the state year-to-date.**
- The 2009 State and County Economic Impact data reports are posted on [www.MarketGeorgia.org](http://www.MarketGeorgia.org). Preliminary raw data is currently posted for your review.

- **TRAVEL INDUSTRY RESEARCH - GEORGIA TOURISM STATISTICS**  
Be sure to check out the Georgia Tourism division's research section for the state's most recent data on [MarketGeorgia.org](http://MarketGeorgia.org).
- **U.S. TRAVEL OUTLOOK: EXAMINING CURRENT INDUSTRY TRENDS**  
[Click here](#) to read the *U.S. Travel Association's Research and Trends* from Dr. **Suzanne Cook** for October 2010.

#### GDEcD SALES TEAM UPDATE

- **International:**
  - The Georgia Tourism division has created an eight-day itinerary to be included in the **CYTS Outbound Travel Service Fall** (located in Beijing, China) catalog. Pam Kruseck and Stella Xu have worked with the Atlanta Spirit to offer a summer camp featuring the Atlanta Hawks that will be a feature of the itinerary. The eight-day itinerary will include stops in Atlanta, Dahlonega, Milledgeville, Macon, Savannah and Brunswick.
  - Georgia now has three of the 14 nights on **Deep South USA's new Fly & Drive tour**. The tour is promoted in Germany via a travel agent website and an online newsletter to 10,000 registered customers. Atlanta and Athens are the featured cities in this tour!
  - **Kevin Langston** and **Joseph Walker** met with the major tour operators in France as part of a **Travel South Mission** from October 16 - 25, 2010. The Travel South delegation also participated in the largest B2B travel trade show in Italy called **TTG Rimini**.
- **Domestic:**
  - **Pam Kruseck** and **Joseph Walker** presented at the **Professional Travel Agents of North America (PTANA)** Atlanta Chapter meeting on Thursday, September 23 to discuss ways the tourism division can work with travel agents to jointly promote Georgia as a vacation destination. The discussions included information on the Georgia Specialist Program - which will be launched over the next several months; how the tourism division currently works with Travel Agents/Tour Operators; and ways we can work together to cross promote the travel agents and the Georgia Tourism division. More than 30 travel agents were in attendance. Their level of interest in Georgia and our training opportunities were very high!
  - The Georgia Tourism Division has just finished the season working with the **Atlanta Dream!** **Pam Kruseck** and **Alphonso Murchison** attended ten Atlanta Dream games as part of the tourism division's consumer outreach program to encourage locals to travel within Georgia.
  - **Group Tour Bootcamp** has been cancelled for December 2-3, 2010 at the Georgia Music Hall of Fame in Macon. Please contact Pam Kruseck via [pkruseck@georgia.org](mailto:pkruseck@georgia.org) for more information.
  - **AAA Great Vacations Expo** - Columbus, OH - January 21 - 23, 2011 - Georgia will participate at the popular Expo that as attended by 12,900 travelers in 2010. Did you know that Ohioans spend more than \$1.5 billion on vacation travel and accommodations annually? GDEcD is offering tourism partners an opportunity to co-op for this event. Please contact **Pam Kruseck** via [pkruseck@georgia.org](mailto:pkruseck@georgia.org) for co-op information.

#### Dates to Remember

- **January 21 - 23, 2011 - AAA Great Vacations Expo - Columbus, OH**
- **January 25, 2011 - Tourism Day at the Capital**
- **February 22 - 24, 2011 - GEORGIA TO HOST TRAVEL SOUTH 2011**

#### Regional Contact Information

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