



Coastal Travel Region Regional Tourism Representative Report

April 2010

News from Georgia Tourism:

- **CO-OP GRANT PROJECTS for 2009-2010:** The co-op final reports are due 30 after the end of your project or by **May 31, 2010**. Please send your final reports to Fay Tripp at: Fay Tripp-GDEcD- 200 Martin Luther King Jr. Blvd. Macon, GA. 31210 Please contact me or Fay at ftripp@georgia.org if you have any questions. Please make sure you submit your final report on time so that you will get reimbursed for your project.
- The **2010-11 Co-Op Marketing Program** has significant changes- go to: www.georgia.org/GeorgialIndustries/Tourism/Programs/Pages/Grants.aspx for more info.
- The **Georgia Tourism Division** is pleased to welcome **Joseph Walker** to our team as **Director of Business Development**. Joseph brings more than 20 years of international travel experience in 35 countries around the world, but he's also a Georgia native. After starting his career in the U.S. Navy, Joseph stayed in Italy where he started several tour operator and online travel-related companies. He then moved to Brazil, starting another tour operator there before moving back to Georgia to start his own company here in 2007. Joseph is fluent in English, Italian and Portuguese and speaks practical Spanish and Irish Gaelic. Joseph will lead our domestic and international group and consumer sales efforts. He is a high-energy guy, has tons of creative ideas about how to move us light years ahead in our efforts and we are excited to work alongside him to grow Georgia's tourism industry both here and abroad.
- Attached is a link to the STS Top 20 Events website. Please note the deadline for the 4th quarter nominations (October, November and December) is April 10, 2010. Please note on the nomination form all the requirements needed to be nominated as an event. **You will only need to send two copies of the nomination form now.**
- **Industry Calendar** – This is a calendar that lists all the tourism industry events such as conferences, trade shows, etc. Visit the Industry Calendar at <http://www.georgia.org/GeorgialIndustries/Tourism/Pages/IndustryCalendar.aspx> If you would like to submit any industry events for this calendar, please send the details to Cheryl Smith at: csmith@georgia.org

- **The Travel Promotion Act will create economic growth and thousands of new American jobs by welcoming millions more international travelers to the United States.** In 2008, international visitors spent \$1.7 billion in Georgia. "The new legislation will increase the U.S. share of the international travel market impacting communities all across Georgia," said the Georgia Department of Economic Development's Deputy Commissioner for tourism Kevin Langston. "The tourism industry is a major economic stimulus, and employs 241,500 Georgians." For the complete press release, [click here](#).
- Mark your calendar! 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 2010 event in Birmingham and 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 first full week of May is annually recognized as **National Travel and Tourism Week**, a tradition first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with "the appropriate ceremonies and activities." The U.S. Travel Association provides a number of free, useful resources to help you plan and stage effective activities in support of National Travel and Tourism Week, including everything that you will need to organize. [Click here](#) for the U.S. Travel Association's toolkit.
- **Jump START Your Season with FTI and GACAA** The Fox Theatre Institute and Georgia Presenters have partnered with the Georgia Assembly of Community Arts Agencies (GACAA) to host "**Jump START**", the annual conference of Georgia's community arts agencies in **Augusta, Georgia, May 2-4**. The Fox Theatre Institute will be hosting three professional development workshops: "Presenting 101", "Presenting for Your Community" and "Arts Presenting and the New Realities". These workshops will be led by experts in the field from across the United States. The conference will feature other workshops on topics including: Shared Resource Marketing, Policies and Templates Your Organization Needs, Improving Skills are Serious Business, Preparing for a Clean Audit and the NEW 990, Grant Writing: Asking the Right Questions, Bridging the Gap in Arts Education, Social Networking - How to Stand Out, Conducting a Community Scan: How to Determine the Arts Needs in Your Community, Increasing Diversity in Your Arts Programming. FTI is also hosting the GACAA showcase featuring some of Georgia's most talented performers. This is an easy way to research affordable talent in the state! To learn more about the conference and to register, please visit <http://www.gaartsnetwork.org/GACAEvents.html>
- Mark your calendars for the next **Group Tour Boot Camp** taking place June 10 - 11 at the **Georgia Music Hall of Fame** in Macon. Registration information will be sent out later in April as well as a list of topics to be covered. We look forward to seeing you in Macon!
- Please send all the **Georgia Peach Logo Approval requests to Vickie Sanders** at vsanders@georgia.org (this applies to the 2010 Georgia Co-Op as well as all other Georgia Peach logo approvals)

- ExploreGeorgia.org website** – please include as much information as possible about your listings. This will make your listings pop up closer to the top as people search for information. **Add a photo or logo**; add more photos as possible (all new listings must have a photo/logo to be approved) **Summary vs. Description**: these two fields don't show up together, so be sure to repeat summary info in the description, plus any additional details. The "Summary" is what visitors see during their search. **Event Dates** – don't enter multiple years in the same listing. Only the month and day show up to the visitors, and entering multiple years can be confusing to visitors. If you want to add multiple years, it's best to enter separate event listings for each.
- Georgia On My Mind Days** are special free promotional days at each of the 11 Visitor Information Centers. The 2010 GOMM dates are:

June 4 th - Tallapoosa	
April 15 th – Sylvania	June 11 th - Columbus
May 1 st – Plains	June 18 th - West Point
May 7 th – Savannah	June 25 th - Ringgold
May 14 th – Kingsland	July 16 th - Augusta
May 28 th – Lavonia	
- Georgia Travel Media Marketplace will be held May 20-22, 2010 in Newnan and LaGrange.** Profile sheets for the media notebooks will only be accepted from communities this year. I have forwarded a template for the profile sheets- upon completion- please submit them to me for approval (by March 26th). I will send them to Atlanta by April 1st. Please contact me if you have any questions- jbuttrum@georgia.org
- The Georgia Historical Society will be putting on four heritage tourism workshops this year. The aim of these workshops is to train local workers in the use of historical markers and other local historical resources as tools for promoting heritage tourism. These workshops, entitled, "**Profiting from the Past: Using Local Historical Resources to Promote Tourism,**" will introduce participants to local cultural resources and present ideas and strategies for incorporating these resources into local tours and history programs. By highlighting the value of online resources available to today's traveler, workshop participants will be given training in the use of these online resources for both new and existing history tours and programs. Workshops will be free to participants. There will be a workshop at the historic Lamar House at 415 Seventh Street in Augusta on Friday, June 11 from 9 am until 2 pm. For more information or to register for this workshop email Bryan Williams at bwilliams@georgiahistory.com
- Georgia Tourism Brochure Room** – If you are participating in the Brochure Room on exploregeorgia.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.
- GDEcD Tourism Product Development Grant Workshop** - In an effort to help those communities that might want to reapply, or for some reason did not score well on their application, GDEcD is planning a free TPD grant workshop- late spring or early summer.
- ABA (American Bus Association) has packaged a list of group travel marketing tools for CVB's** that are very easy to implement. To check out the list of suggested marketing tools, click on <http://www.buses.org/node/1211>
- Consumer Trade Shows**
Southern Women's Show - Nashville, TN - April 8-11, 2010
 The Southern Women's Show attracts more than 12,000 women over a 3-day period. This consumer show targets women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more! There are still slots open for the brochure co-op if you are interested. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

- **AAA Georgia Specialist Program:** GDEcD has launched a new program with AAA Auto Club South allowing AAA Travel Counselors the opportunity to become more familiar with Georgia's nine travel regions. This program provides the travel counselors with current information and travel essentials to help them promote travel in Georgia to their membership. They will take an exam comprised of questions about Georgia's nine travel regions in order to become a certified "Georgia Specialist." Their certification will be valid for two years at which time they will have the chance to renew and take an updated exam. Please contact Pam Kruseck (pkruseck@georgia.org) for more information.

Mark Your Calendars:

- **May 20-22, 2010: Travel Media Marketplace**
- **July 16, 2010: STS Top 20 Events Nomination Deadline-** Jan. Feb. & March 2011. Go to http://southeasttourism.org/top_20_events.html
- **July 25-30, 2010 STS Marketing College** (www.southeasttourism.org/education) – This is an excellent tourism educational class that is held annually at North Georgia College in Dahlonega. (One week of education will have you energized to tackle new projects)
- **Aug 30-Sept 1, 2010: Georgia Governor's Conference** on Tourism in Athens www.georgiatc.com