



Monthly Update – June/July 2011 The Georgia Coast Travel Region

Kudos

- American Style Magazine has named Savannah as one of their Top Midsized Cities - <http://www.americanstyle.com/2011/05/top-25-mid-sized-cities-2/>
- The Azalea Inn and the King and Prince have received a Certificate of Excellence from TripAdvisor, the largest travel site in the world. TripAdvisor awards this certificate to properties who consistently receive excellent ratings from its members. Way to Go!
- Cumberland Island was named one of the Top 10 National Park Hikes by Sherman's Travel - http://www.shermanstravel.com/top_tens/National_Park_Hikes/Cumberland_Island_National_Seashore_Georgia/
- The Toronto Sun has selected Leopold's as one of the 10 Best Ice Cream Shops in the World! Leopold's ranked No. 5 on the newspaper's list. <http://www.torontosun.com/2011/06/20/10-best-ice-cream-shops-in-the-world>
- *Coastal Living* recently honored The Crab Shack on Tybee Island, Barbara Jean's on St. Simons Island and The Oyster Shack in Brunswick among "America's Favorite Seafood Dives." <http://www.coastalliving.com/travel/lodging-dining/best-seafood-restaurants-00414000070601/page8.html>

Coast Mentions in the Media

- May/June 2011 - The Atlantan - **Eagle Island** – <http://www.hopesphilbrick.com/resources/travel.pdf>
- June – Creative Loafing Atlanta - Stalking **Altie**: Does Georgia have its own Loch Ness Monster? - <http://clatl.com/gyrobase/stalking-altie-does-georgia-have-its-own-loch-ness-monster/Content?oid=3283993&showFullText=true>
- June – Georgia Magazine – **GA's Driving Trails** http://www.nxtbook.com/nxtbooks/gemc/georgia_201106/#/16 **This piece is the direct result of GDEcD Regional Rep input.**
- June – Destinations Magazine – Road Trip – **St. Simons Island** - <http://destinationtravelmagazine.com/June2011/index.html?pageNumber=24>
- June – The San Marco Magazine – Escape to **St. Simons Island, GA** - www.TheSanMarcoMagazine.com and turn the pages to #24.
- Current - USA Today – Travel – **Kingsland Attractions** - <http://traveltips.usatoday.com/attractions-kingsland-georgia-57767.html>
- June - Luxury Travel - The beaches of Georgia - **Tybee Island, St. Marys, Cumberland and Jekyll Island** - <http://www.aluxurytravelblog.com/2011/06/06/the-beaches-of-georgia/>

- June – RV America – **GA's Southern Coast: Sweet** – Various Locations - www.passportamerica.com or www.RVAmericamagazine.com. **This piece is the direct result of a GDEcD sponsored media trip**
- June – Southern Living - 12 Ultimate Trips for Kids – **Jekyll Island**
<http://www.southernliving.com/travel/south-central/12-best-family-southern-vacations-00400000045376/page8.html>
- Current – Check out **Savannah** on C-SPAN –
<http://www.c-span.org/LocalContent/Savannah/>
- June - **CNN One Tank Trip** - The Georgia Coast -
<http://www.cnn.com/video/#/video/living/2011/06/30/wolf.georgia.road.trip.cnn?iref=allsearch>
- June – Travelroads.com – **The King and Prince** -
http://www.travelroads.com/article/region_9/subregion_49/id_2302
- July - Lonely Planet – Lonely Planet's Picks For US Islands That Won't Break the Bank – **Cumberland Island** - <http://www.savvysugar.com/US-Island-Vacations-18180605>

FAMS and Press Trips

- June 8-10 – **Marsans** – Twelve key contacts from Marsans, the only tour operator in Brazil to offer a Georgia only travel packages, participated. The Marsans team was accompanied by key travel agencies that sell Marsans products as well as a Manager from Delta in Brazil. The group traveled to Atlanta, Northeast Georgia Mountains, Lake Lanier, Clayton County, Savannah, Tybee Island, and the Golden Isles. Thank you to all that supported this very important group!
- June 12-16 – David Malone – on assignment with **The Irish News** – Savannah, St. Simons and Darien.
- June 17-21 – Joanna Dunis & Loic Hoff– On assignment for **French Travel Guide, La Petit Fute** - St. Marys, St. Simons Island and Savannah.
- July 14-20 – John Kampfner - On Assignment for **Financial Times – London** – Cumberland Island, Jekyll Island, and Savannah.
- July 19 & 20 – Peter Underwood – **GDEcD Korean Rep** – Savannah.
- July 22-24 – Robyn Spizman – On Assignment for **Star 94.1 in Atlanta**.
- October 17 & 18 - Henri Yadan & Michel Lechenault – On assignment for **Papilles Magazine & First Class Magazine**.
- Sept 17 & 18 – **GDEcD International Staff** – Coastal FAM.

Media Opportunities and Other Interesting Stuff

- **HOTELS ALLEVIATE PAIN OF PUMP PRICES TO DRAW VISITORS** - Hotels across the USA are dishing out a wide array of fuel-related discounts to keep high gas prices from dampening summer vacation plans. For the complete USA Today article, [click here](#).
- **EXPANDING HOTEL LOYALTY REWARDS** - Travelers who prefer boutique hotels to big cookie-cutter brands have long faced a trade-off. While often more charming and memorable than your typical chain hotel, most independent hotels don't offer loyalty programs. Not anymore. For the complete New York Times article, [click here](#).

- HOW TOURISM CAN HELP SAVE THE U.S. ECONOMY - In February, 2010, the United States declared a lost decade. Not in jobs, or homes, or high tech, but in tourism. [Click here](#) for the complete The Atlantic article.
- TRAVELERS SPENT \$21 BILLION IN GEORGIA IN 2010 - On July 6, Gov. Nathan Deal announced that domestic and international visitors spent \$21 billion in Georgia in 2010, up 8.3 percent from 2009, according to the U.S. Travel Association. More than 233,800 jobs are directly attributed to the tourism industry accounting for \$6.8 billion in payroll in 2010. The increase in visitor spending contributed \$1.56 billion in state and local tax revenue to Georgia. Every Georgia household benefited from state and local tax savings of \$459 as a result of the tourism industry's tax contribution. For the full press release, [click here](#).
- SOUTHEAST TOURISM SOCIETY SHINING EXAMPLE AWARDS - ENTER TODAY - The Southeast Tourism Society Shining Example Awards nomination deadline is soon approaching. These awards are considered among the elite in the travel and tourism industry. **Deadline for nominations is August 18.** [Click here](#) for the rules and an application
- FEWER BUSINESS TRAVELERS ARE SPENDING MORE - Airlines and hotels take heart: The jump in fuel prices and a cooling economy may be keeping more business people at home, but spending continues to increase and has so far kept pace with the higher travel costs, according to an industry report. For the complete Wall Street Journal article, [click here](#).
- NEW RESEARCH - COMMISSIONED BY U.S. TRAVEL ASSOCIATION - SHOWS MARKETING DOLLARS DRIVE VISITS - More A new study by Longwoods International analyzes the tourism marketing campaigns of Michigan and Philadelphia, concluding, not surprisingly, that marketing programs drive visitation and generate both tax dollars and jobs. For the complete Denver Post blog, [click here](#).
- TRAVEL JOB GROWTH OUTPACES OTHER INDUSTRIES - Of the 57,000 private-sector jobs created in June 2011 - or more than one in five - were added in the travel industry. For the complete Travel Agent Central article, [click here](#).
- INSIGHTS JUNE 2011: TO B&B, OR NOT? - The terms "bed & breakfast" (B&B) and "inn" conjure up romantic images of stately Victorian houses nestled among majestic oaks, graciously operated by entrepreneurs we secretly admire because they finally decided to follow their dream! Yet how do these seductive images translate into market appeal? To read Peter Yesawich's complete report, [click here](#).

Grants

- The **FY 2012 GDECD Product Development Grant** applications and information are now available at gaarts.org. This year GDEcD has teamed up with the Georgia Council for the Arts to both increase the funding amount as well as add an art component to the available grants. Grants can be for a max of \$20,000 and can be used for both bricks and mortar and art related projects. This is a matching grant but there are allowances for in-kind matches. Please let me know if you have any questions. **Deadline for Application is Sept 30th.**
- **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>
- The Division of Public Programs at the U.S. National Endowment for the Humanities funds humanities projects that are intended for broad public audiences at museums, libraries, historic sites and other historical and cultural organizations. New application guidelines are now posted on the NEH website for its **America's Historical and Cultural**

Organizations grant competition. The next deadline is August 17. Other grant information is also available at the website. <http://www.neh.gov/>

- [Conservation Project Support Grant](#) - Institute of Museum and Library Services. This grant program helps museums identify conservation needs and priorities and perform activities that ensure the safekeeping of their collections. Application deadline is **October 3**.
- Administered by the National Trust for Historic Preservation, **Preservation Services Fund Grants** are awarded to nonprofit organizations and public agencies for preservation planning and education efforts. Grant awards range from \$500 to \$5,000. For more information, contact the Southern Office at 843-722-8552 or soro@nthp.org or visit the [National Trust website](#). Application deadlines are **February 1, June 1 and October 1** each year.

International News

- **EVERY 35 VISITORS TO THE UNITED STATES CREATES ONE JOB, ACCORDING TO THE US TRAVEL ASSOCIATION** - The United States Travel Association is teaming up with several other United States travel, tourism and hospitality organizations to raise awareness about the importance and necessity of United States visa reform to improve the economy and create jobs. [Click here](#) for the full blog posting.
- **INTERNATIONAL VISITATION UP 13 PERCENT IN APRIL 2011** - On July 12, the U.S. Department of Commerce announced that 5.5 million international visitors traveled to the United States in April 2011, a 13 percent increase over April 2010. For the full Office of Travel & Tourism Industries (OTTI) report, [click here](#).

From The State

- Make plans now to attend Georgia's premiere tourism conference at the Marriott Macon City Center in Macon September 11 - 14. 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. Visit www.georgiagtc.com or www.facebook.com/georgiagtc to learn more.
- **SAVE THE DATE: 2011 AGRIBUSINESS WORKSHOP SEPTEMBER 21 AT OGEECHEE TECHNICAL COLLEGE** - Save the date and plan to attend the 2011 Agribusiness Workshop, Wednesday, September 21, at Ogeechee Technical College in Statesboro, Georgia. The workshop's theme: "Agribusiness through the Roof - Resources to Maximize Your Agribusiness Potential" will be driven home in four powerful interactive sessions led by panelists with local, regional and national expertise. On-line registration is available at www.ogeecheetech.edu and www.georgiamicrobiz.com. For more information or to inquire about exhibitor opportunities call 912-688-6098.

GDEcD SALES TEAM UPDATE

- The U.S. Travel Association's International Pow Wow event took place in San Francisco from May 22 - 26. It is the travel industry's premier international marketplace and the largest generator of Visit USA travel. Joseph Walker, Stefanie Paupeck, Pam Kruseck, and Jonathan Boisjolie attended; along with Peter Hannaford in the UK and Wolfgang Streitboerger in Germany. Amy Clark with the Athens CVB and Mindy Shea with the Savannah CVB also participated in the Georgia booth. The team met with approximately 60 different travel trade companies and participated in the Media Marketplace. The team is now working to extend Georgia tourism product with our current clients and looking to build product with new clients we met at the event. For more information about International Pow Wow 2012 in Los Angeles, CA from April 21 - April 25, please contact Jonathan Boisjolie at jboisjolie@georgia.org.

- Pam Kruseck attended IAGTO North American Convention - International Association of Golf Tour Operators in Monterey, CA - May 18 - 21, 2011. After meeting with almost 50 golf tour operators from around the world, it is very apparent how interested people are in coming to Georgia to play golf! Many of the operators are looking to incorporate Georgia into current itineraries as well and expanding into the Southeast. Appointment notes have been sent to the Regional Reps for distribution.
- Pam Kruseck and Joseph Walker invited Regional Travel Association Presidents to attend a Domestic Niche Marketing Meeting to discuss our new areas of interest including Sports and Faith-based on June 7 in the Atlanta office. This meeting allowed the Sales Team the opportunity to discuss these two markets and get input from our partners about their levels of interest. The information gathered at the meeting will help us in future planning for these two markets. Thank you to those who participated in the meetings.
- Jonathan Boisjolie participated in a UK Sales Mission, in conjunction with the UK Georgia Tourism office, to meet face-to-face with several key airlines, tour operators, travel trade contacts, and travel media in the UK from June 6 - 10. This year the team hosted a press event for 24 travel writers and publishers and an event attended by 40 of our top travel trade clients. In addition meetings were scheduled throughout the week with several major tour operators including Virgin Holidays, Bon Voyage Tour and Travel, and British Airways Holidays. Brandon Barnes with the Atlanta Convention and Visitors Bureau and Mindy Shea from Visit Savannah participated in the mission. For more information about this mission or future opportunities, please contact Jonathan Boisjolie at jboisjolie@georgia.org.
- Kevin Langston and Joseph Walker visited Tour Operators in France on a Travel South Sales Mission from June 11 - 18, 2011.
- Jonathan Boisjolie led the Georgia Tourism division's annual German Sales Mission from July 11 - 15 to meet with airlines, tour operators, travel trade contacts, and travel media in Germany and Switzerland. The team hosted two press events in Frankfurt and Munich for more than 20 travel writers and publishers. In addition, the team met with major tour operators including Canusa, Neckerman/Thomas Cook, Kuoni, and FTI. Brandon Barnes (Atlanta Convention and Visitors Bureau) and Mindy Shea (Visit Savannah) participate in the mission. For more information about this mission or future opportunities, please contact Jonathan Boisjolie at jboisjolie@georgia.org.
- On July 18, 2011, the GDEcD Sales Team sent the FY12 Sales Calendar (including the next 18 months) out to Georgia Tourism partners. If for some reason - you did not receive a copy please contact your Regional Tourism Representative. Please let us know if you have any questions.
- Pam Kruseck will attend the Alabama Motorcoach Association Annual Meeting and Marketplace August 7 - 10, 2011 in Montgomery, AL. The Annual Meeting includes appointment sessions with operators/group leaders from the Association as well as educational seminars and networking opportunities. Co-op information was sent to the Regional Reps on July 12, 2011 - for additional co-op information, please contact Pam Kruseck via email at pkruseck@georgia.org.
- Pam Kruseck and Jonathan Boisjolie will be attending the Student & Youth Travel Association (SYTA) Conference August 19 - 24, 2011 in New York, NY. The SYTA Conference is the premier event for the student and youth travel market and serves as the essential marketplace and networking event for the industry. GDEcD will participate in pre-scheduled appointments with tour operators who specialize in the student market. For co-op information, please contact Pam Kruseck via email at pkruseck@georgia.org.
- Nija Torrence will attend the Georgia Motorcoach Operators Association (GMOA)/Motorcoach Association of South Carolina (MCASA) joint annual meeting

from August 21 - 24, 2011 in Savannah, GA. The Annual Meeting will include appointment sessions with members of each Association as well as educational seminars and networking opportunities. For co-op information, please contact Pam Kruseck via email at pkruseck@georgia.org.

- Joseph Walker and Jonathan Boisjolie will be leading the Georgia's first tourism mission to Brazil August 29 - September 2, 2011. The main tour operators in both Sao Paulo and Rio de Janeiro will be visited and there will be a media event.
- GDEcD will be participating in the AARP Life@50+ Expo September 22 - 24, 2011 in Los Angeles; CA. AARP is expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Life@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. GDEcD is offering a trade co-op for this show - we will distribute your brochure to the attendees in exchange for you sending 300 lapel pins. Co-op information went out to the Regional Reps on July 18, 2011 - for additional co-op information, please contact Pam Kruseck via email at pkruseck@georgia.org.
- GDEcD will once again be participating as sponsors for the National Tour Association (NTA) Annual Convention from December 5 - 9, 2011 and the American Bus Association (ABA) Annual Marketplace from January 6 - 10, 2012. As part of our sponsorships we will have a booth on the marketplace floor which will allow maximum exposure to all attendees and provide us a better opportunity to sell Georgia. We are changing our level of participation this year for ABA and will be the show bag sponsor - as such we will offer co-sponsorship to our partners. Co-op information for both NTA and ABA will be available soon.

****Show schedule subject to change****

GDEcD RESEARCH UPDATE

- Have you visited the Industry Research section on MarketGeorgia.org recently? You can find a wealth of information including the Key Georgia Tourism Indicator Sheet (updated monthly); hotel performance data; VISA Vue International Visitation and Spending Reports; Destination Travel Insights report for both the domestic and international markets; standard Economic Impact Reports (including the 2010 Statewide data sheet); and Longwood International Visitor volume and demographic reports. Please email Nerissa Serrano if you have questions regarding the available data at nserrano@georgia.org. payroll.

2010 Statewide Economic Impact Data (Domestic and International): Statewide Economic Impact numbers are in! In 2010, total travel expenditures reached \$21 billion up 8.3 percent from 2009. We also learned that tourism generated \$1.5 billion in state and local taxes up 4.8 percent. In addition, Georgia's tourism industry sustained 233,800 jobs with \$6.8 billion in payroll.

July 2011:

- Hotel/motel occupancy increased 5.9 percent statewide from June 2010 - ahead of the national increase of 4.2
- June 2011 room rates (ADR) in Georgia were up 2.8 percent
- Statewide, RevPAR was up 8.9 percent 0 ahead of the national increase of 7.8 percent
- Georgia room revenues increased 8.9 percent
- Room Demand increased 5.9 percent
- Room Supply was flat

Year-to-Date (YTD) 2011:

- Hotel/motel occupancy is up 5.7 percent statewide
- Room rates (ADR) in Georgia are up 0.5 percent
- Statewide, RevPAR is up 6.2 percent
- Georgia room revenues are up 6.4 percent

- Room Demand is up 5.9 percent across the state
- Room Supply is up 0.2 percent across the state
- **GDEcD' s MONTHLY REPORTS**
You can now find monthly reports from GDEcD's international representatives in the UK and Germany at www.georgia.org/GeorgialIndustries/Tourism/Pages/RegionalandInternationalReports.aspx 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>

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