



## **Monthly Update –April 2008** **The Georgia Coast Travel Region**

### **Media – all of these journalists will be visiting the Coast.**

- Currently working on 14 Press Trips
  - Brian Schofield April 21 – 25 – UK – the Sunday Times
  - Frank and Babbett – April 22 – 23 – Germany - Motorrad and Reisen (Sponsored by Harley Davidson Travel)
  - Christian Roewekamp. April 23 – 27 – Germany - dpa /gms - the Associated Press of Germany
  - Karl Teuschl - April 27 – 30 – Germany - ARD Saarländischer Rundfunk
  - Rudi & Rita April 30 – May -3 – Germany - Deutschland Radio
  - Travel Media Marketplace May 3 – 6
  - Trailer Life Magazine May 5 – 6
  - Terry Zinn – May 6 – 7 – Freelance – post TMM trip
  - Margaret Cunninham May 10 – 14 – Ireland - Northern Ireland Travel News and Escape
  - Fern and Kathleen – May 18-24 – UK - Sunday Telegraph and [studenttravelguide@about.com](mailto:studenttravelguide@about.com)
  - German Western Mail and Wheel Magazine May 31 – June -2 – Germany
  - Regional Rep Retreat – July 7 - 9
- **Kevin Langston** has just returned from a two week trip to China. He expects to see a few press trips planned for the coming months.
- **National Geographic Traveler** chose four Georgia hotels to be part of their 'The Stay List 150 Hotels You'll Love – A Celebration of Place' list in the April 2008 issue. Glen-Ella Springs Country Inn in Clarkesville, **Greyfield Inn on Cumberland Island**, Len Foote Hike Inn in Dawsonville and **The Lodge on Little St. Simons Island** were chosen.

### **From The State**

- **Preliminary economic impact numbers** will be available during the 25th annual National Tourism Week, to be held May 10-18. These numbers will not include county breakdowns. I will send out an e-mail letting you know they are up on the website.
- The new **African American Guide** will be printed and ready to go out within the next couple of months.
- **Gone With the Wind - Sales Mission, Golf Day, Media Event in the UK** – GDEcD will be hosting a sales mission, media event and golf day to coincide with the opening of *Gone With the Wind* the musical in London. I will be representing the Coast on this trip. I will be asking for things for goodie bags as well as larger prizes for the winning golfers and non-golfers. Stay tuned for more information.

- **Creative Economies Initiative:** You can read all the notes from the Town Hall meeting at this site: [www.georgia.org/Town+Hall+Meeting+Notes.htm](http://www.georgia.org/Town+Hall+Meeting+Notes.htm)  
Now that the town hall meetings are complete, the next step is a web registry, following that will be development of curriculum, then creative economies business to business seminars, etc. Our department is moving along the timeline as scheduled. You can look forward to more information to come this summer. Check out [http://youtube.com/watch?v=YtpT\\_KsOxlo](http://youtube.com/watch?v=YtpT_KsOxlo).
- **The 2007 Year in Review** will be posted on [www.MarketGeorgia.org](http://www.MarketGeorgia.org) under Industry Research. It has some interesting research information, as well as recapping of some of the division's accomplishments in 2007.
- **Travel Guide Delivery** – GDEcD will no longer be delivering travel guides to anyone other than the 11 State VICs. If you are in need of travel guides you can either schedule a pick up at one the 11 VICs or you can provide a UPS number to Carl Eggerson ([ceggerson@georgia.org](mailto:ceggerson@georgia.org)) in the Atlanta office. He will ship guides out using your number.
- **Tourism Product Development Grant Program** - Information is now on-line about the 2008-2009 program. Guidelines and Application can be found at <http://my.georgia.org/net/content/go.aspx?s=257466.72586.26.3011>  
As noted in the guidelines, the deadline for having your application to the GDEcD offices in Atlanta is no later than 5 p.m. on Monday June 2, 2008.
- **Peach Byte!** – GDEcD's official Georgia Tourism Monthly E-Newsletter available to anyone. 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://my.georgia.org/net/content/go.aspx?s=244185.72586.26.3011>
- **Market Georgia Tourism is an excellent resource for tourism professionals.** You will find industry research, industry presentations, excellent contact information and more: <http://my.georgia.org/core/item/page.aspx?s=72456.72586.26.3011>
- **Phase two of the new tourism website is here!** Phase two of the site rolled out the first of April. [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org) is now online in beta format. This site is built specifically for travel consumers, rather than the business audience. Our existing tourism website at Georgia.org is still online too, and will be available until we fully launch the new site and begin our full advertising push. By putting up the site before this push we have some time to work out the kinks, to gauge how consumers use the site, and to start getting it registered on the search engines. The new site is built around travel experiences. Do you want to go "Back to Nature" or do you prefer "the Arts" or "Shopping"? You'll find ideas for Georgia experiences in all these categories and more. You'll also find several new features, like an itinerary planner called GaTE where you can assemble your own itinerary with attractions, lodging and events, then save it and email it to friends. All of the design and features are based on extensive consumer and industry research.

## **Dates to Remember**

- **April 21-27 - Tour de Georgia** ~ Go to [www.tourdegeorgia.com](http://www.tourdegeorgia.com) for more info.
- **May 1- 3** – Travel Media Marketplace – Augusta, GA
- **May 16** - Kingsland VIC Georgia On My Mind Day 11am – 2pm
- **May 30** – Savannah VIC Georgia On My Mind Day 11am – 2pm
- **May 31** – 2007 – 2008 Co-Op Grant Final Report Deadline

### **Regional Contact Information**

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