

Monthly Update – Jan 2010 **The Georgia Coast Travel Region**

BREAKING NEWS

- **The data pull for the 2010 Calendar of Events will be at 5 PM on January 20th.** All 2010 events should be entered by this time. (Also, events that will take place in Jan, Feb or March of 2011)
FYI please remember that you can find instructions for entering your events at <http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/Explore%20Georgia/ExploreGeorgia%20Partner%20Admin%20Instructions%20-Sept%2009.pdf>
Also remember that I am here to help...please don't hesitate to contact me if you need assistance.

Lastly, there are specific criteria for the printed calendar of events. You must meet these criteria to be included in the printed guide. If you don't meet these criteria I still encourage you to take this opportunity to update your events on [exploregeorgia.org](http://www.exploregeorgia.org).

Here are the criteria for the printed guide for your review:

Publications Criteria

Most events and attractions may be listed on the website, but we do not have space to allow for inclusion of all of them in the printed books. For consistency's sake, the following criteria will be used for the printed versions:

Criteria for inclusion in the Calendar of Events

- Must be an annual event (recurring at the same time each year)
- Must be a full-day event (6 hours or more) or if less than 6 hours, must run for at least a month.
- Must be advertised or marketed outside the local area.

Kudos

- **Congratulations to the following on the Coast for their GDEcD Co-Op Marketing Awards -**
 - Clinch County Tourism Team
 - Darien-McIntosh Chamber of Commerce
 - Georgia Coast Travel Association
 - Jekyll Island Foundation
 - Richmond Hill Convention & Visitors Bureau
 - Savannah Music Festival
- **Congratulations to the Jekyll Island State Park Authority for their award of the GDEcD Product Development Grant!**
- **Congratulations to St. Marys for her success in achieving the Preserve America designation.**

GDEcD Press Releases

- Check out <http://www.georgia.org/PressCenter/Press+Release+Archive.htm> for all of the **tourism related press releases** that have been sent out over the past months.

Coast Mentions in the Media

- **November – TravelRoads.com - Tybee Island - Georgia's Beach Retreat**
http://www.travelroads.com/article/id_1988
- **November – Guardian – UK - High notes in America's Deep South**
<http://www.guardian.co.uk/travel/2009/nov/21/savannah-music-festival-georgia>
- **Winter 2009 – Group Tour Magazine – Savannah Music Festival -**
<http://www.grouptourmagazine.com/emag/index.php?issue=2212>
- **January - Harper's Bazaar - The Real Miley Cyrus - Good mentions about Tybee! -**
<http://www.harperbazaar.com/magazine/cover/miley-cyrus-cover-interview-0210?click=pp>

Media Opportunities and Other Interesting Stuff

- **2010 GACVB Winter Meeting to be held February 8 – 10 in Marietta, GA.**
Registration is now open. For more information or to register on-line, go to www.gacvb.com
- **Don't miss your opportunity to nominate your event for the STS Top 20 Events**
<http://www.southeasttourism.org/top20/>

FAMs and Press Trips

- **Jane Garvey with GA Magazine was on the Coast in Dec.** She visited Darien, Savannah and Liberty County.
- **Ren Davis with Georgia Magazine was on the Coast in early January.**
- **Drive I-95 will be on the Coast in January.**
- **Freelance writers Reed and Wendy will be on the Coast in February.**

Grants

- **GDEcD now has a website devoted to its grant programs.** Please visit the following link for all grant info:
<http://web.georgia.org/net/content/page.aspx?s=115682.72586.26.3011>
- **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. For more information, contact the Southern Office of the National Trust for Historic Preservation at 843-722-8552 or soro@nthp.org or visit www.nationaltrust.org/help/grants.html. Applications are due by **February 1, 2010.**
- **FFY 2010 Historic Preservation Fund grants for Certified Local Governments**
Grants are available for projects that aid in the preservation of historic properties. Eligible survey and planning activities include surveys, National Register nominations, design guidelines, brochures, web site development, heritage education materials, workshops/conferences, etc. Eligible predevelopment projects include activities such as historic structure reports, preservation plans, or architectural drawings and specifications. For more information or to download an application packet visit www.gashpo.org/content/displaycontent.asp?txtDocument=40. Contact Grants Coordinator Carole Moore at 404-463-8434 or carole.moore@dnr.state.ga.us with any questions. The postmark deadline is February 2, 2010.
- **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 of February, 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.](#)

- **FFY 2010 Preserve America Grants**

Grants are available to Certified Local Governments as well as designated Preserve America communities and neighborhoods to assist local economies to find self-sustaining ways to promote and preserve their cultural and natural resources through heritage tourism. For more information or to apply visit www.nps.gov/history/hps/hpg/preserveamerica/application.htm. Applications are due by on **February 12, 2010**.

VIC Reports and Information

- **Georgia on My Mind Days** are an excellent opportunity to get out and show our visitors what you have to offer. These are free marketing opportunities hosted by various State of GA Visitor Information Centers. Below is a list of upcoming events. Please feel free to contact me for more information.
 - March 26th – Valdosta
 - April 15th – Sylvania
 - May 1st – Plains
 - May 7th – Savannah
 - May 14th – Kingsland
 - May 28th – Lavonia
 - June 4th – Tallapoosa
 - June 11th – Columbus
 - June 18th – West Point
 - June 25th – Ringgold
 - July 16th - Augusta

From the Region

- **The Waycross Ware County Chamber of Commerce is pleased to announce Jan Harris Sanchez as the Executive Director of the Chamber and the Waycross Tourism Bureau.** Please welcome Jan to Georgia's Coastal Region, she comes to us from Plantation Trace. She will need all of our help in getting familiar with our region. Please update your contact list with Jan's information.

Jan's Contact information:

Jan Harris Sanchez
Executive Director
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Waycross, Georgia 31501
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From The State

- **TOURISM DEPUTY COMMISSIONER KEVIN LANGSTON'S 2009 WRAP-UP**

Hello to all!

2009 has been a challenging year for our industry. Fortunately, I believe we are starting to see the light at the end of the tunnel. Know that we are working harder than ever to ensure that Georgia's tourism industry continues to succeed in 2010. The tourism division is adjusting its strategy allowing us to better help you thrive in this economy.

I also wanted to take this opportunity to share a few changes within the state's tourism division with our Peach Byte readers. As you know, I took over the role of Deputy Commissioner on December 1 upon the retirement of Charlie Gatlin. I have thoroughly enjoyed getting acclimated in my new role and will continue to do so in 2010.

The department recently named Fred Huff the director of the Georgia Tourism Foundation. The Foundation is a public-private entity and non-profit organization that leverages investments and forges partnerships to strengthen the state's tourism marketing. The previous director of the Foundation, Gilda Watters, retired in August after 30 years of government service.

The Tourism division will now work closely with Greg Torre, the division director of the Marketing and Communications division. Greg's responsibilities include the strategies, execution and results of GDEcD's marketing and communications initiatives, including the Global Georgia international marketing program, the Georgia Dream Pass, Georgia.org and ExploreGeorgia.org.

We are also hiring a Director of International Sales. This position will oversee the domestic group and consumer sales programs and implement the international sales program which includes contractors in the UK and Germany. If you are interested please send your resume and cover letter to jobs@georgia.org. This position is open until filled.

As we enter the new year, please know that we are committed to listening to you, our industry partners. I hope you are enjoying and benefiting from the monthly Peach Byte, which is an excellent communications tool for us to get news out to you, but we also need communication the other way -- back from you. Please do not hesitate to let us know whenever you see an opportunity that you believe may help us better achieve our collective mission of growing Georgia tourism. Together, I believe we can make a prosperous 2010 and I look forward to working with each of you to do just that.

Happy New Year!
Thank you,
Kevin

- **Just a reminder that we are constantly keeping all our Facebook fans and Twitter followers updated on all of the happenings across the state!** We currently have 2,465 fans on www.Facebook.com/exploregeorgia and 7,118 followers on www.twitter.com/georgiatourism. Did you know that more than 44% of all Internet users are active in social media?!?!
- **STATEWIDE COMMUNITY LANDMARKS CONFERENCE** - The Statewide Community Landmarks Conference will take place at the Roosevelt Warm Springs Rehabilitation Institute on March 25-26, 2010. Co-sponsored by the Historic Preservation Division, Georgia Department of Natural Resources; Georgia Department of Economic Development; Georgia Department of Community Affairs; Georgia Council for the Humanities; Georgia Trust for Historic Preservation; Three Rivers Regional Commission and The Fox Theatre Institute. For more information contact, Conference Coordinator Carole Moore at 404-463-8434 or carole.moore@dnr.state.ga.us
- **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/Georgialndustries/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/Georgialndustries/Tourism/Pages/default.aspx>
- **GDEcD SALES TEAM UPDATE**

GROUP SALES:

Group Tour Boot Camp took place December 3-4, 2009 at the Georgia Music Hall of Fame in Macon. Thank you to all who attended and participated. The next Boot Camp will take place in June 2010 - details will be available shortly. Please contact Katie Baasen via email for more information or to participate, kbaasen@georgia.org.

Katie Baasen attended the **Georgia Motorcoach Association Operators (GMOA) Rodeo in Norcross on December 14**. GMOA will make this an annual event for the tour operator bus drivers to show their skills and get tested. Thirty-six drivers participated in the event which included a written test and a driving "obstacle course". Please contact Katie Baasen via email for more information kbaasen@georgia.org.

American Bus Association - National Harbor, MD - January 15 - 19, 2010
The Tourism division will participate and sponsor the **American Bus Association (ABA)** annual marketplace. This sponsorship provides the tourism division with a booth on the marketplace floor in an effort to maximize our exposure in this market.

Georgia Peach Greet - GDEcD has a program for tour companies involving the state's 11 Visitor Information Centers. VICs are the perfect place for a pit stop for tour groups, the state's tourism division is encouraging the group leader to plan a stop with the group, so we can showcase our southern hospitality and say "Hey Y'all". All we need is 48 hours advance notice to prepare special Georgia favors. The tourism division is offering it as an added amenity for a tour operator planning a tour to or through Georgia. This program is in conjunction with the motorcoach tracking the VIC staff is currently working on. Thank you to the VIC staff for their efforts on this program. Please contact Katie Baasen at kbaasen@georgia.org for more information.

GDEcD has launched an e-newsletter targeted towards tour operators. "**FYI from the Peach State**" will be sent quarterly to tour operators around the country. If you have any updates or special offers for the tour market and would like to have the information included in the e-newsletter, please contact Katie Baasen at kbaasen@georgia.org. The next newsletter is scheduled to go out in January.

CONSUMER SALES:

Pam Kruseck attended the **AAA Superbowl of Knowledge** in Charlotte, NC on November 21, 2009. 440 AAA Team Members from the Carolinas attended the tradeshow. The Columbia County CVB participated in the brochure co-op.

Snowbird Extravaganza - Lakeland Center in Florida - January 26 - 27, 2010
They are expecting 30,000 to 35,000 attendees to the 15th Annual Snowbird Extravaganza. 60 percent are Canadian Snowbirds and 40 percent are American Winter Residents. Organizations from the private sector to Tourism Offices, Convention and Visitors Bureaus and other organizations from all over the world have participated and continue to do so. Partner co-op and brochure display opportunities are still available. Please contact Pam Kruseck, Consumer Sales Manager, for information on the co-op programs via email at pkruseck@georgia.org.

Southern Women's Show - Savannah, GA - February 5 - 7, 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! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

Southern Women's Show - Nashville, TN - April 14 - 17, 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! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

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

Jobs Available

- **Senior Planner/Historian position available in Atlanta**
PBS&J is seeking a Senior Planner/Historian for their Atlanta office. Knowledge of historic architecture analysis and Section 106 documentation is required. Experience working on transportation projects is a plus. Familiarity with Georgia Department of Transportation standards and knowledge of the Georgia SHPO are preferred. Typical duties include conducting field surveys to identify historic resources; making NRHP eligibility determinations; and preparing Historic Resource Survey Reports, Assessments of Effect, and Memoranda of Agreement. Applicants are sought that have a BS/BA in History/Historic Preservation/Architectural History or a closely related field and 5-7 years of experience. For more information and to apply visit www.pbsj.com/Your_Career/Pages/Job_Search.aspx and enter position number 13272.

Dates to Remember

- **January 20, 2010** – **Deadline for entering 2010 events into Exploregeorgia.org** (Also events that will take place in Jan, Feb or March of 2011)
- **January 26, 2010** - **Save the date!** Tourism Day at the Capitol
- **March 25-26, 2010** - **STATEWIDE COMMUNITY LANDMARKS CONFERENCE** – contact, Conference Coordinator Carole Moore at 404-463-8434 or carole.moore@dnr.state.ga.us
- **April 9, 2010** - **STS Top 20 Events Nomination Deadline** for October, November, & December. For nomination forms and more info, go to http://southeasttourism.org/top_20_events.html .
- **July 16, 2010** - **STS Top 20 Events Nomination Deadline** for January, February & March 2011. For nomination forms and more info, go to http://southeasttourism.org/top_20_events.html .

Regional Contact Information

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