



Monthly Update – July/August 2009 The Georgia Coast Travel Region

BREAKING NEWS

- **REMINDER:** Please note that you may get a call from someone asking to verify information for the 2010 Georgia Travel Guide. They are working for the company who publishes the guide and are making sure all your info is correct. Please let your front desk staff know about these calls as well. **PLEASE DO NOT** hang up on them. If you have questions please call me.
- **The 2009 Governor's Conference on Tourism** is coming up fast! Don't miss out! For more information on this excellent event visit: <http://www.georgiagtc.com/>
- The **Georgia Coast Travel Association** will be holding its monthly meeting in Savannah this Friday and would like to invite you to attend. In this day of budget cuts and purse strings being tightened it only makes sense to be a part of this fabulous organization! As we all know there is power in numbers and our purpose is to work together to bring visitors to the Coastal Region. With a small investment of your dues you will be on **THREE** websites that 1) draw nearly 300,000 visitors annually 2) are updated quarterly and 3) which **you are featured on the front page annually**. We produce 100,000 copies of our Map/Brochure annually; participate in a number of trade shows that produce leads; participate in Tourism Day at the Capitol annually and much more.
Who: EVERYONE IN THE COASTAL REGION
What: Monthly Meeting Georgia Coast Travel Association
When: Friday, August 21, 2009 10:30 AM-12 PM
Where: Inn at Ellis Square, 201 West Bay Street, Savannah

Kudos

- Health magazine has given Tybee Island top honors in their America's Healthiest Beach and Lake Getaways survey: No. 1: Tybee Island, GA!
<http://living.health.com/2009/06/18/americas-healthiest-beach-lake-getaways/>
- The Cloister - Sea Island, Georgia has been named one of Travel + Leisure's 500 Best Hotels! <http://www.travelandleisure.com/tl500/2009/>
- Greyfield Inn was included in Travel + Leisure's Top U.S. Seaside Inns!
<http://www.travelandleisure.com/slideshows/top-us-seaside-inns-2009>
- The Cloister was named #6 on *Travel + Leisure's* Top 50 Resorts (U.S. and Canada), jumping 22 places, up from #28 last year! Also, The Lodge debuted at #12 on the list this year!
<http://www.travelandleisure.com/worldsbest/2009/results.cfm?cat=hotelsusca>
- The Cloister was listed #91 on *Travel + Leisure's* Top 100 Hotels overall, up from #97 last year!
<http://www.travelandleisure.com/worldsbest/2009/results.cfm?cat=hotels>
- Savannah has been named as one of Travel + Leisure's 50 Best Romantic Getaways - <http://www.travelandleisure.com/slideshows/50-best-romantic-getaways-2009/7>
- **GDEcD VISITOR INFORMATION CENTER SPECIALIST RECEIVES COMMENDATION FOR EXCELLENCE IN CUSTOMER SERVICE.** Jenny Weaver of the Kingsland Visitor Information Center was recently recognized by Governor Perdue

with a Commendation for Excellence in Customer Service. This award recognizes actions and accomplishments that enhance the public image of customer service or improve the way customer service is provided in a way that directly benefits the citizens, customers and/or employees of the state of Georgia. On March 11, 2009, Weaver revived an 80 year old Canadian visitor who was not breathing in her car in the parking lot. This is the third time Jenny has performed CPR on a visitor during her career as a visitor information specialist. Congratulations to Jenny Weaver!

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.

Exploregeorgia.org

- **EXPLOREGEORGIA.ORG UPDATE** - The Global Search function, re-designed and re-engineered Trip ideas (formerly Experiences) and Trip Planner (formerly GaTE) are now live. All of these items work together to create a unique experience for visitors to the site, and starts the process of encouraging repeat visits to the www.exploregeorgia.org site.

Here is a brief synopsis of the updates:

Global Search:

1. Implemented a new way of searching, so that no matter what page you're on, you will be able to access search for all types of listings (attractions, lodgings, events and activities)
2. When you type in a search term, the search results will default to the attractions search, but on the left side of the screen, you'll see a filter that shows the number of search results for each of the categories above. You can then click on a different category (lodging, for example), and search will reload to show you those results
3. Breadcrumbs has also been addressed, so that when you are on a lodging page, then click in the breadcrumb link, it will take you back to the correct search filter results.

Trip Ideas:

1. Trip ideas is the new name for Experiences, which now have been re-worked to accommodate additional categories and trips (previously could only have 5 per category).
2. They are now much easier to update and we'll plan to add more trip ideas throughout the upcoming year.
3. We currently have 64 trip ideas on the site. This has been a significant effort to get the additional listings into the trip idea to build an itinerary, and to locate all of the photos.
4. The list has been reworked to add additional items to make the trip ideas an itinerary of things to do, and places to stay (also places to eat, where appropriate). All listings previously sent are included in this.
5. Within the new trip ideas, you can add the trip idea to your itinerary, and it will automatically pull in all of the listings associated with that trip idea.

Trip Planner:

1. Trip Planner is the new name for GaTE. It now fully incorporates a 'shopping cart' functionality into the exploregeorgia.org site.
2. With the trip planner, you can add any listing or trip idea to your itinerary from the page you're on, or you can go to the main trip planner page and search and add from there as well. This includes adding from the listing page (attractions, lodgings, and events can all be added), as well as from the search results page.
You can create, print and even email your trip plan to a friend before you are required to save your trip list.

Coast Mentions in the Media

- **June 28, 2009 – AJC - Five romantic spots for the newlywed – Cumberland Island -** http://www.ajc.com/travel/content/travel/southeast/ga_stories/2009/06/28/honeymoon_0628.html

- **June 2009– Southern Living - 12 Ultimate Trips for Kids – Jekyll Island -**
<http://www.southernliving.com/travel/south-central/12-best-family-southern-vacations-0040000045376/page8.html>
- **July 2009, - Georgia Magazine – More to Explore – Tybee Island, Okefenokee Swamp, St. Marys, Cumberland Island, Brunswick and the Golden Isles, Sapelo Island, Savannah, Cockspur Island, Fort Pulaski, Tybee island Lighthouse, The Crab Shack, The Sugar Shack mentioned -**
<http://georgiamagazine.com/currentissue.asp?menu=22&ID=2199&mon=July>
- **July 21, 2009 - Augusta Chronicle - Web sites help market Georgia produce -**
http://chronicle.augusta.com/stories/2009/07/21/met_541557.shtml
- **July 25, 2009 – USA Today - Major makeover planned for Georgia's Jekyll Island**
http://www.usatoday.com/travel/destinations/2009-07-25-jekyll-island-makeover_N.htm
- **July 30, 2009 - AJC’s featured one tank trip is for Brunswick - The Hostel in the Forest -**
<http://www.ajc.com/travel/southeast/one-tank-104231.html>
- **July 30, 2009 – Indagare – A Road Trip Through Georgia. -**
<http://www.indagare.com/passions/3/departments/173/8177>
- **July/August 2009 – Bust Tours Magazine – Bus Tours News – Great coverage of the Savannah Theatre -** <http://www.bustoursmagazine.com/back/Jul09BTM.pdf>
- **August 2009 – W Magazine - Cumberland Island -** Check out the beautiful spread called [Sanctuary](#) by Mario Sorrenti on [Wmagazine.com](#)!
- **August 4, 2009 – USA Today - 10 great places to see through a novelist's eyes – Kehoe House Savannah mentioned -**
http://www.usatoday.com/travel/destinations/10great/2009-07-30-novelists-hotels_N.htm
- **August 4, 2009 – WSBTV.com - Eat A Georgia Peach And More; Don't Miss Georgia's Soul Food – Jekyll Island Shrimp and Grits -**
<http://www.wsbtv.com/travelgetaways/18329696/detail.html>
- **August 5, 2009 - South Shore News & Tribune - Food Heaven is a Place Called Savannah**
<http://southshore2.tbo.com/content/2009/aug/05/food-heaven-place-called-savannah/v>
- **August 13, 2009 – AJC - Savannah pitches 'Bromantic Nights' for guys**
<http://www.ajc.com/travel/southeast/savannah-pitches-115033.html>
- **August 15, 2009 - , *Globe and Mail*, Canada’s most widely distributed national newspaper - “Recessionary road trip: It’s a luxe life,” - Sea Island -**
<http://www.theglobeandmail.com/life/travel/recessionary-road-trip-its-a-luxe-life/article1241605/>

Media Opportunities and Other Interesting Stuff

- **If you missed the recent webinar on “Accountability – Conversion as a Process.”**
You can check it out at Audio:
http://southeasttourism.org/membership/yager_conversion_audio_08_12_09.mp3
Power Point:
http://southeasttourism.org/membership/yager_conversion_webinar_08_12_09.ppt .
- **Travel writer Kay Harwell Fernandez has created a new web site about chocolate and travel.** She focuses on chocolate festivals, museums, factory tours, spas, specialty boutiques and other chocolate-themed travel around the globe. She also mentions the

destination to give readers a sense of place. Her web site can be viewed at www.chocolate-travel.com If you have an idea for Kay, her contact info is : Kay@chocolate-travel.com

- **The word "staycation" was one of about 100 new words added to the latest edition of the Merriam-Webster's Collegiate Dictionary.** The dictionary defines a staycation as "a vacation spent at home or nearby." John Morse, president and publisher of the Springfield-based dictionary publisher, said staycations have become so popular the dictionary could not ignore them.
- **National Trust seeks 'Distinctive Destinations' nominations** - The National Trust for Historic Preservation is seeking nominations for its 2010 list of Dozen Distinctive Destinations. The list has been issued annually since 2000. This time, however, once the 12 places are announced Feb. 3, the public will, for the first time, get to vote on a "fan favorite."

The National Trust selects the destinations to honor places that offer authentic cultural and recreational experiences. Nominations for the list can be made by convention and visitors bureaus, chambers of commerce, Main Street offices, Historic Hotels of America, and other tourism, preservation or local organizations. Individuals who want to nominate a place are encouraged to contact an organization of this type to support the submission. There is a \$150 application fee. Applications are due Sept. 1, and may include images, video and letters. Forms can be accessed at [PreservationNation.org/ddd](http://www.preservationnation.org/ddd).

http://www.usatoday.com/travel/destinations/2009-07-16-distinctive-destinations_N.htm

- **Do You Have An Idea For Georgia's Hidden Treasures?** - ATLANTA -- Channel 2 Action News is working on another installment of the popular Georgia's Hidden Treasures series – and we would like to hear from you! Channel 2's John Pruitt has revealed breathtaking natural wonders right here in Georgia!

Now, we are looking for other "hidden treasures" right here in Georgia! If you know of a Georgia natural wonder that you think should be featured on Georgia's Hidden Treasures – please send your idea to dorthey.daniels@wsbtv.com. Please include the name of the place and where it is located, along with your contact information in case we have any further questions. <http://www.wsbtv.com/news/20143911/detail.html>

- **Beginning in October, the Mobil Travel Guide brand will become the Forbes Travel Guide.** The change is the result of a new licensing agreement that transfers the brand as of Oct. 1 from ExxonMobil to Forbes Media. Mobil's four- and five-star awards for hotels, restaurants and spas will become Forbes awards when the annual ratings results are announced in November. Mobil's guidebooks will also be relaunched under the Forbes brand. Currently there are 45 books in the series, including 15 regional guides, six city guides and other titles covering national parks, golf, traveling with pets, and wineries.
- **Time Inc. announced today that the upcoming September/October issue of Southern Accents will be the magazine's last.** Its Web site, SouthernAccents.com, will still operate, the company said.

FAMs and Press Trips

- **Christine Tibbetts** was on the Coast in July. She stayed in Darien and St. Marys and had nothing but praise for the areas and the professionals she stayed with at the Spencer House and the Blue Heron. Way to go guys! Christine's articles will appear in the Tifton Gazette shortly as well as possibly appearing in several other papers that Christine does freelance work for.
- **Christine** was also in Savannah August 17 and 18 on a press trip that she set up on her own.
- **Neil Murray from Scotland** will be in Savannah on Sept 27 and 28. Neil writes for the Sunday Mail in Scotland, which has a circulation of approx 500,000

- **John Nash** will be on the Coast – Oct 11-14 – *The Three Entrances of the Okefenokee Swamp*. John is a freelance writer for several publications.

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>
- **National Endowment for the Humanities, Division of Public Programs grants**
The National Endowment for the Humanities, Division of Public Programs funds public projects at museums, libraries, historic sites, and other historical and cultural organizations. The grants support historic site interpretation, exhibits, reading or film discussion series, symposia, and digital projects. For more information contact the Division of Public Programs, 202-606-8269 or www.neh.gov. Application deadlines for funds from America's Historical and Cultural Organizations and Interpreting America's Historic Places programs are August 26, 2009, and January 13, 2010.
- **GHRAB Historical Records Digitization Services Grants** - Awards of up to \$10,000 to local governments and historical repositories in Georgia for digitization services. Preference will be given to records of high genealogical value.
www.sos.ga.gov/archives/who_are_we/ghrab/grant_programs/historical_records_digitization_services.htm or contact Elizabeth Barr at 678-364-3718 or ebarr@sos.state.ga.us. Due by September 1.
- **James Marston Fitch Charitable Foundation award nominations sought**
The James Marston Fitch Charitable Foundation will award research grants of up to \$25,000 to mid-career professionals who have an academic background, professional experience, and an established identity in historic preservation or related field. The organization also will grant its biennial Richard L. Blinder Award of up to \$15,000 for the best proposal exploring the preservation of an existing structure, complex of buildings, or genre of building type for use for a cultural purpose. More information about these awards is available at www.fitchfoundation.org. The application deadline is September 16, 2009.
- **NHPRC Publishing Historical Records Grants for post-1820 documents**
Awards of up to \$250,000 annually for proposals to publish historical records of national significance. Documents should fall predominantly after 1820.
www.archives.gov/nhprc/announcement/publishing.html
Due by October 5.
- **NHPRC Strategies and Tools Grant**
Awards of up to \$150,000 for nonprofit organizations, academic institutions, government agencies, or recognized Native American groups for developing new strategies and tools that can improve the preservation, public discovery, or use of historical records. Projects may also focus on techniques and tools that will improve the professional performance and effectiveness of those who work with such records, such as archivists, documentary editors, and records managers.
www.archives.gov/nhprc/announcement/strategies.html
Due by October 5.

International Tourism News

- **GDEcD's International Sales Missions: Kevin Langston**, Assistant Deputy Commissioner for Tourism, will lead an upcoming sales mission to **China and Japan** (Fall 2009). Participation fee is \$500 + your own travel costs. The visit will entail calls on tour operators and travel media including one or two special events to give trade prospects an overview of the Georgia product. We welcome CVBs and/or attractions to join us in reaching these target markets. The mission is limited to eight people, so it is first-come, first-serve. Please contact Kevin Langston via email if you are interested in learning more. He is available at klangston@georgia.org.
- **I recently traveled to Germany** (ten towns in five days) with Kevin Langston, Brandon Barnes (Atlanta CVB) and Wolfgang Streitborger (German Rep for GDEcD) to represent

the Georgia Coast to 11 tour operators and 27 members of the media. The trip was a huge success with a lot of interest generated for the Georgia Coast! Here are a couple of figures that I found interesting:

- Canusa
 - US up 9% this year over last year. 2008 was a record making/breaking year for them...and we are up 9% over that!
 - April, May and June – up 20-30% to US over last year. A couple of months were flat.
 - A majority of their booking come in before April.
 - They have seen an increase in last minute bookings. They see a couple of reasons for this:
 - The Obama Effect
 - Lack of domestic bookings has caused the rates in the US to go down quite a bit.
 - They mentioned that the Coast is really what Germans are looking for.
 - Dertour
 - Biggest tour op in Germany
 - Savannah hotel – up 43% over 2008 (which was a record year) – 100- rooms – April – Oct – Hotel only not Fly and Drive.
 - Deep South up 14%
- FTI
 - End of June numbers –
 - GA up 63% this summer - FIT and hotels – Savannah and Atlanta
 - Savannah up 70%
 - Whole year (Nov 2008 – Oct 2009) – GA up 51% - FIT and hotels
 - GA is up more than most
 - East Coast is booming
 - Midtown Savannah hotel – full year – 150 room nights
 - Downtown Savannah hotel full year – 130 room nights

I have been working on follow-up since returning from the trip. My goal is to get more GA Coast product into operator catalogs as well as more stories written on the GA Coast. I have invitations out to several operators as well as media to visit with us next year before or after International Pow Wow, an international sales show that happens to be in Orlando in 2010. I will keep you posted on my progress.

From The State

- **2008/2009 GDEcD REGIONAL TOURISM REPRESENTATIVE ACTIVITY LOG**

From July 2008 thru June 2009, **GDEcD's Regional Tourism Reps** have been working on a variety of projects including development, marketing, collateral development, media assists, sales initiatives, seminars & presentations and web assists across the state. Below please find the number of projects and assists the nine regional tourism representatives have been involved in.

 - Bricks & Mortar Development - 136
 - Soft Product development, packaging, regional & special interest initiatives - 161
 - Regional marketing projects and plans, Co-Op development - 247
 - Regional and GDEcD collateral development - 184
 - Providing information, developing & conducting fam tours for media - 311
 - Regional Sales initiatives and assistance to the sales team - 193
 - Outreach to travel industry partners - 998
 - Public presentations given and training taken - 317
 - Assistance given to partners re GDEcD web site - 5,355
- **For those of you who missed Nerissa Serrano's presentation to the Georgia Coast Travel Association in July**, you can see the entire presentation at <http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/Research%202009%20Coast%20updated.pdf>
- **Check out the Special Offers tab on exploregeorgia.org** If you don't have a special offer listed...Why Not?? In addition to typical special offers you will notice Packages on this page. Please submit any packages that you would like to have included in this section to me. I will submit on a weekly basis to our programmers in Atlanta. They must

be true packages and not just special rates for one hotel or attraction. When you submit to me please put it in a format that is easy to understand-
Location Name...Location City...Package Name...Package Dates...Package inclusions...Package Cost, etc.

Remember – Special Offers can be for a single hotel or attraction, Packages must be for multiple...a hotel with attractions or meals. We welcome both...both are free to list on exploregeorgia.org. If you would like more information please feel free to contact me.

- **The Coastal Georgia Regional Development Center** proudly presents the May and June Issue of the monthly newsletter, The Coastal Chart.
<http://www.coastalgeorgiadc.org>
- **Nerissa Serrano's recent Social Networking seminar** has been posted to Marketgeorgia.org.
<http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/social%20media.pdf>
- **GDEcD is sponsoring the Great GPS Giveaway sweepstakes.** Every month through October 2009, visitors and residents alike are invited to submit their Georgia vacation photos on www.ExploreGeorgia.org. All submitted photos will also be considered for use in state publications and collateral materials, including the state's official 2010 Travel Guide. The submitted photos may be featured on ExploreGeorgia.org, and a new winner will take home the grand prize each month: a brand-new Garmin GPS. Contestants can upload as many photographs as they wish: the more times they enter, the greater their chances of winning. Visit www.ExploreGeorgia.org for full contest rules and entry forms.
- **GA Tourism is on Facebook** - The latest trip ideas, special offers, events and travel news can be found on the **Explore Georgia** Facebook page (<http://www.facebook.com/pages/Explore-Georgia/36470358490>) – we encourage everyone to become a fan of the page and check it out, as it is updated regularly.
- **Please visit the newly redesigned research section of www.marketgeorgia.org.** It is user friendly and offers easy access to the multitude of research reports available. You can also find the latest research newsletter that offers a plethora of national and local tourism data.
- **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.
- **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>
- **GDEcD SALES TEAM UPDATE**
GROUP SALES:
 - Katie Baasen attended the **Georgia Motorcoach Operators Association's (GMOA)** Annual Marketplace in Athens from July 18-21. 43 representatives from twenty four companies registered for the conference. Several companies brought group leaders to meet with suppliers during individual appointments. Katie was appointed an Associate Representative to the GMOA Board of Directors during the meeting.

- Katie Baasen will be attending the **Alabama/South Central Motorcoach Operators Association** Annual Meeting and Marketplace in Mobile, AL from August 2 - 5. The Alabama Motorcoach Association and the South Central chapter (LA, MS, TX and AR) are holding their annual meetings together this year as a "relief" effort for supplier members. Tour operators from both state associations will meet with suppliers during appointments at marketplace, attend education sessions and networking events.
- **Georgia Peach Greet** - GDEcD has started a new 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 Ya'll". 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 October.
- **Gas Card Sponsorship** - GDEcD is once again asking each Travel Association to participate in our Tour Operator giveaway program to take place at several of the Motorcoach Association Annual Meetings. We completed this program last year at the GA, AL, SC, NC, VA, MD, FL, and South Central Motorcoach Associations Annual Meetings with much success. The key message is "Your business is good business for Georgia". Please contact Katie Baasen at kbaasen@georgia.org for more information.

CONSUMER SALES:

- **Southern Women's Show** - Birmingham, AL - September 24 - 27, 2009
The Southern Women's Show attracts more than 12,000 women over a 3-day period. These consumer shows target 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.
- **Louisville Travel Show** - Louisville, KY - September 26 - 27, 2009
They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@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. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Southern Women's Show** - Orlando, FL - October 8 - 11, 2009
See above for show description. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Georgia National Fair** - Perry, GA - October 8 - 18, 2009
The annual, state-sponsored Georgia National Fair is Georgia's celebration of its youth, agriculture, and heritage. The Fair has been designated as a 'Top 50 Fair in North America' by Amusement Business magazine. Fairgoers will be treated to one of the state's best family-oriented, entertainment values showcasing education and fun. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Southeast ASTA Tradeshow** - Atlanta, GA - October 15, 2009
Last year more than 180 Travel Professionals participated in the Southeast ASTA Tradeshow in order to learn more about what

destinations have to offer. Clients still want to take vacations but they may need to cut them shorter or explore closer to home. This is an opportunity to let Travel Agents and other Professionals in Georgia know what is in their own backyard! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

- **AARP Life@50+ Expo** - Las Vegas, NV - October 22 -24, 2009
See above for show description. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **AAA Carolinas** - Charlotte, NC - November 21, 2009
AAA Superbowl of Knowledge is an annual gathering of AAA Carolinas Travel Counselors and staff to learn what new offers are available as well as new things to sell to their members. A lunchtime tradeshow allows Travel Counselors an opportunity to meet with the travel industry and gather information to take back to their offices and pass on to their membership. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Snowbird Extravaganza** - Lakeland, FL - January 26 - 27, 2010
They are expecting 30,000 to 35,000 attendees of which 60% are Canadian Snowbirds and 40% are American Winter Residents. Last year attendees enjoyed the excitement, education, information and variety of activities. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **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. These consumer shows target 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.

Jobs Available

- **The Kingsland Convention and Visitors Bureau is now accepting applications for the [position of Sales Manager](#).** The CVB is seeking a dynamic team member who is able to multitask, be a consensus builder and also has a strong background in tourism/hotel sales. This staff position is primarily responsible for planning, directing, managing and executing the sales function for the KCVB. Primary duties include promoting the Kingsland area as an overnight visitor destination to the tour and travel market through tradeshow participation, marketplace representation, direct sales, networking events, prospecting, direct mail/e-communication campaigns, etc. A full description of the position, including a job description, is available online at the [City of Kingsland website](#).
- **CVB EXECUTIVE DIRECTOR** - The Dalton Area Convention and Visitors Bureau, Whitfield County, GA, is accepting applications for the position of Executive Director. Preferred candidate will have a BA or BS degree from a recognized college/university and a minimum of four years experience in hospitality marketing. Requirements include managerial, written and verbal communications, budgeting and problem-solving skills. The Bureau serves a population of approximately 100,000 and is located 80 miles northwest of Atlanta and 25 miles south of Chattanooga. Position supervises two full-time and four part time staff and volunteers with a budget of approximately \$346,000. Salary commensurate with experience. Job is open until filled. No phone calls please. Email questions to hr@cityofdalton-ga.gov. Applications & questionnaire may be obtained at the Human Resources office, 2nd floor of Dalton City Hall, 300 W. Waugh St. Dalton, GA, 30720. On-line applications may be accessed by visiting the City's job postings on the webpage at: <http://www.cityofdalton-ga.gov>

Dates to Remember

- **August 21, 2009** – Georgia Coast Travel Association Meeting – Inn at Ellis Square – Savannah – 10:30am **Aug 31–Sept 2** - Georgia Governor's Conference on Tourism, Lake Lanier Islands Resort ~ Go to www.MarketGeorgia.org to get information and register.

- **August 31 – Sept 2, 2009 – Governor’s Conference on Tourism – Lake Lanier Islands**
<http://www.georgiagtc.com/>
- **September 1, 2009 - Event listings for the November issue of Georgia Magazine** are due. Email the event to calendar@georgiaemc.com
- **October 9 - STS Top 20 Events Nomination Deadline** for April, May & June 2010. For nomination forms and more info, go to http://southeasttourism.org/top_20_events.html .
- **January 8, 2010 - STS Top 20 Events Nomination Deadline** for July, August, & September 2010. For nomination forms and more info, go to http://southeasttourism.org/top_20_events.html .
- **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 .

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