



## **Monthly Update – June 2009** **The Georgia Coast Travel Region**

### **BREAKING NEWS**

- **DATA PULL EXTENSION – June 30 IS NOW THE DEADLINE**  
The Data Pull for inclusion in the 2010 Travel Guide will be June 30<sup>th</sup>. Please enter or update your attraction, lodging or special event ASAP! For instructions on entering or updating your listing please visit: <http://partner.exploregeorgia.org/content/pdf/partner-admin-onesheet-0121808.pdf> You can contact me at any time for assistance including username and password assistance.
- **CO-OP MARKETING REIMBURSEMENT GRANT UPDATE**  
We are pleased to announce that the **Co-Op Marketing Reimbursement Grants** program has remained in the state budget for another year, FY 2009-2010. However the amount of funding available has been reduced to \$500,000 -- making this year's application process more competitive. **The deadline for applying is July 31, 2009.** Announcement of recipients will be made by October 15, 2009. Please look for some changes in the guidelines coming soon on [marketgeorgia.org](http://marketgeorgia.org).
- **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.

### **Kudos**

- **A limited edition calendar commissioned by the Brunswick and The Golden Isles Convention and Visitors Bureau has received a Gold Award** for "Most Original Promo" in the 2009 World and National Calendar Awards by the Calendar Marketing Association.
- **The Creative Economies Initiative has been named a finalist for the 2009 Economic Development Administration's Excellence in Economic Development Awards** by the U.S. Department of Commerce.

### **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**

- June - Budget Travel - Georgia Hotels, From \$86 – Presidents' Quarters mentioned. <http://www.budgettravel.com/bt-dyn/content/article/2009/06/11/AR2009061102124.html>
- June – AJC - 'Destinations: Five for the Fourth' - Savannah [www.ajc.com/travel/content/travel/southeast/ga\\_stories/2009/06/21/july4th\\_0621.html](http://www.ajc.com/travel/content/travel/southeast/ga_stories/2009/06/21/july4th_0621.html)
- June - Budget Travel Magazine's website – Girlfriend Getaways – St. Marys was GA's destination. [http://www.girlgetaways.com/articles/2008spring/50\\_quick\\_trips.html](http://www.girlgetaways.com/articles/2008spring/50_quick_trips.html)
- June – Hartford Courant – Fascinating Savannah [http://www.courant.com/travel/hc-savannah-georgia-travlede061.artjun14\\_0\\_505068.story](http://www.courant.com/travel/hc-savannah-georgia-travlede061.artjun14_0_505068.story)
- June - Atlanta Business Chronicle - Blockbuster launches movie road map – Several Coastal locations mentioned.

[http://atlanta.bizjournals.com/atlanta/stories/2009/06/08/daily35.html?ed=2009-06-10&ana=e\\_du\\_pap](http://atlanta.bizjournals.com/atlanta/stories/2009/06/08/daily35.html?ed=2009-06-10&ana=e_du_pap)

- June - USA Today - Motorized tours coming to car-restricted Georgia island – Cumberland Island [http://www.usatoday.com/travel/destinations/2009-06-09-cumberland-island-motorized-tours\\_N.htm](http://www.usatoday.com/travel/destinations/2009-06-09-cumberland-island-motorized-tours_N.htm)
- June – MSN.com – 20 Sweet Spots for Summer – Savannah - [http://www.msnbc.msn.com/id/31069279/?pg=6#Travel\\_Shermans\\_20SummerGetaways](http://www.msnbc.msn.com/id/31069279/?pg=6#Travel_Shermans_20SummerGetaways)

### Media Opportunities and Other Interesting Stuff

- **The Georgia Coast Travel Association is sponsoring a Constant Contact Seminar** on Tuesday, July 21, 2009 from 8:30 AM-12 PM at the Preferred Outlets of Darien. All members of the Coastal Hospitality Community are invited to attend to learn more about Email Marketing - no technical expertise required. RSVP is required by July 15th.
- **STS Marketing College - REGISTRATION IS OPEN** - Marketing College will take place **Sunday, July 26 through Friday, July 31, 2009** in **Dahlonega**. It will be another intensive, fact-filled week of learning, networking and socializing at North Georgia College and State University. For more information, visit [www.southeasttourism.org](http://www.southeasttourism.org).
- **National Travel Monitor Finds Changes in Leisure Travel Search** – According to the just-released National Travel Monitor, some 66 percent of leisure travelers now use the Internet to plan some aspect of their travel (versus 35 percent in 2000), while 56 percent now report making reservations online. Travelers visit search engines such as Google, Yahoo or MSN first when considering vacation destination alternatives. The websites of a specific countries or destination boards are visited next, followed by online travel agencies such as Expedia and Travelocity. Only 1 percent of travelers begin their search for a vacation destination by visiting a blog. The nationally representative survey is co-authored annually by Ypartnership and Yankelovich, Inc. To find out more, visit [www.travelpulse.com/Resources/Editorial.aspx?n=56349](http://www.travelpulse.com/Resources/Editorial.aspx?n=56349)
- **Travelocity report Shows Travel Intentions Go Up as Prices Fall** -- Travelocity's first-ever Traveler Confidence Report shows that lower hotel rates and decreasing airfares have positively influenced 96 percent of overall respondents' summer travel plans, inspiring stronger travel intentions for the season ahead. The report gauges travelers' plans and attitudes now as compared to six months prior. Travelers planning to increase travel in 2009 is up significantly, with 21 percent planning to increase travel when asked in April 2009 compared to only 10 percent planning to increase travel when asked in November 2008. To find out more, visit [www.travelpulse.com/Resources/Editorial.aspx?n=56516](http://www.travelpulse.com/Resources/Editorial.aspx?n=56516) .

### FAMs and Press Trips

- **Nathalie Chiavacci from Switzerland** will be visiting Savannah at the end of June. She is on assignment for Tele, a leading TV Guide journal in Switzerland with a circulation of about 144,500. Nathalie's visit is the direct result of our German Tourism Rep.

### 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>
- **Co-Op Marketing Grant information and application are now on-line. The deadline for submission has been extended to July 31, 2009.** I will be offering workshops on applying for this grant. If you are interested in attending a workshop, send me an e-mail to let me know. <http://web.georgia.org/net/content/page.aspx?s=115682.72586.26.3011>
- **Both development and predevelopment application packages for the SFY 2010 Georgia Heritage grant cycle are now available on HPD's Web site.** Applications must be postmarked by July 13. For more information about the Georgia Heritage Grant Program, please go to [www.gashpo.org/content/displaycontent.asp?txtDocument=38](http://www.gashpo.org/content/displaycontent.asp?txtDocument=38) or

contact Grants Coordinator Carole Moore at 404-463-8434 or [carole.moore@dnr.state.ga.us](mailto:carole.moore@dnr.state.ga.us).

- **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](http://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](mailto:ebarr@sos.state.ga.us). Due by September 1.
- **Le Corbusier study grant** - One 10,000 euro grant is available for study of the architect. Applicants must be pursuing an advanced degree and be under the age of 35. [www.fondationlecorbusier.fr](http://www.fondationlecorbusier.fr) Due by June 30.
- **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](http://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](http://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 two upcoming sales missions to **Germany** (July 13 - 17) and **China and Japan** (Fall 2009). Participation fee for each is \$500 + your own travel costs. In each market, 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 a 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](mailto:klangston@georgia.org).
- Check out **The International Shopping Traveler Study** - [www.taubman.com/images/pdf\\_cache/6348.pdf](http://www.taubman.com/images/pdf_cache/6348.pdf).

#### From The State

- **The 2009 Governor's Conference on Tourism** is coming up fast. For more information on this excellent event visit: <http://www.georgiagtc.com/>
- **Ginger Taylor**, our Legislative and Community Affairs Director, has retired. **Elmer Stancil** is now the person to contact when you have legislative issues or concerns. His email is [estancil@georgia.org](mailto:estancil@georgia.org).
- **GDEcD has launched a new 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](mailto:kbaasen@georgia.org).
- **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](http://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](http://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](http://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](http://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](http://www.MarketGeorgia.org) in the monthly regional reports section.
- **DCA's June 2009 newsletter** published by DCA Communications.  
[www.dca.ga.gov/dcanewsletter/200906.html](http://www.dca.ga.gov/dcanewsletter/200906.html)
- **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](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, grant information, excellent contact information and more...information is added weekly:  
<http://my.georgia.org/core/item/page.aspx?s=72456.72586.26.3011>
- **CONSUMER SALES:**
  - **AARP Life@50+ Expo** - Las Vegas, NV - October 22 -24, 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 for your organization 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](mailto: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](mailto: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](mailto:pkruseck@georgia.org)) will attend.

### **Georgia Visitor Information Center Marketing Opportunities & News**

- **2009 Georgia On My Mind Day** dates for all of the state Visitor Information Centers  
July 17<sup>th</sup> – Augusta  
July 31<sup>st</sup> – West Point  
These events offer an opportunity to set up at the VIC with others in the Industry...a chance to show travelers how much we have to offer as a state. As always this is a FREE opportunity. For more information please contact the individual centers. Contact info can be found at  
<http://web.georgia.org/net/content/search.aspx?s=0.0.26.3011&load=1&keyword=Georgi>

## Jobs Available

- **President and CEO Macon, Georgia's International Cherry Blossom Festival and Executive Director Keep Macon-Bibb Beautiful Commission**

This is a full-time position that requires an administrator who is an effective organizer and communicator. Critical to this position will be having or acquiring strong fundraising skills. Review of prospective candidates is ongoing and will continue until the successful candidate is chosen. For additional information on this leadership opportunity and the application process, contact Kenny Daugherty at [kdaugherty@oconeeinstitute.com](mailto:kdaugherty@oconeeinstitute.com)

## Dates to Remember

- **JUNE 30 – ALL NEW LISTING AND UPDATES TO EXPLOREGEORGIA.ORG ARE DUE IN ORDER TO BE CONSIDERED FOR INCLUSION IN THE 2010 GA TRAVEL GUIDE.**
- **July 10 STS Top 20 Events Nomination Deadline** for January, February & March 2010. For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- **July 17 – Georgia Coast Travel Association Meeting** – Darien, Preferred Outlets –On the Agenda will be Jill Teter talking about The Travel Guide and Franci Edgerly talking about the NEW Georgia Mobile Travel Guide.
- **July 21 - Constant Contact Seminar** - 8:30 AM-12 PM at the Preferred Outlets of Darien.
- **July 26 – 31 – STS Marketing College – Dahlonega**
- **July 31 – Co-Op Marketing Grant Deadline for Submission**
- **Aug 31–Sept 2 - Georgia Governor's Conference on Tourism**, Lake Lanier Islands Resort ~ Go to [www.MarketGeorgia.org](http://www.MarketGeorgia.org) to get information and register.
- **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](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](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](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](http://southeasttourism.org/top_20_events.html) .

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