



Monthly Update – May 2009 **The Georgia Coast Travel Region**

BREAKING NEWS

- **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.
- **DATA PULL – June 15**
The Data Pull for inclusion in the 2010 Travel Guide will be June 15th. 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.

Kudos

- **Georgia Innkeeper wins 2009 great innkeeper idea fair.**
At the 2009 Innkeeping Conference and Trade Show, hosted by the Professional Association of Innkeepers International (PAII), innkeeper Jan Chamberlain from the Blue Heron Inn, Meridian, Georgia was awarded by her peers as having the best innkeeping idea at the second annual Great Innkeeper Idea Fair. Chamberlain began including a four-day sample itinerary in the information (directions, check in time, etc.) sent by e-mail to each new reservation. This not only added to Blue Heron's revenue, but also to the tourism community as a whole.
- **St. Marys DDA has been designated an accredited *National Main Street Program*** for meeting the commercial district revitalization performance standards set by the National Trust Main Street Center
- **Savannah was named America's Most Mannerly City by The Charleston School of Protocol and Etiquette!**
- **The Quality Inn and Suites hotel on Jekyll Island** is pleased to announce that it was recently recognized as a hotel that "supports green practices" by its franchisor, Choice Hotels International.
- **GDEcD's entry for the 2009 Horizon Interactive awards for the Georgia Dream Pass has won a Bronze award in the Website - Advertising Online category.** The Horizon Interactive Awards are a prestigious international competition recognizing outstanding achievement among interactive media producers.
- **Tybee Island Pirate Fest has been named one of Southeast Tourism Society's Top 20 Events for the month of October 2009.**
- **AOL Travel has named St. Simons Island beaches as one of America's Top 10 Beaches!** <http://travel.aol.com/travel-ideas/domestic/galleries/americas-best-beaches?NCID=AOLCOMMtravdynlprim0510>

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

- **April - "La Figaro" - Savannah is featured in France's largest newspaper**
<http://www.lefigaro.fr/voyages/2009/04/25/03007-20090425ARTFIG00193--cte-vieux-sud-.php>
- **April – CNN.com – 11 sites make new list of 'endangered historic places' – Dorchester Academy, Midway**
<http://www.cnn.com/2009/US/04/28/endangered.places/index.html>
- **April - Frankfurter Allgemeine Zeitung (DE)- Syncopations in the air: The Savannah Music Festival defines America's rhythm**
- **April – Madame Magazine - Cordula Merbeler was with us back in November for one night. Specific mention of the Pink House and the River Street Inn in the resources section on the bottom. The Circulation for this piece was 147,000 the ad value is 47,973 USD.**
- **May - AJC was promoting 'One-tank trips close to Atlanta' for Memorial Day** Weekend on their homepage and offering readers links to past AJC travel stories. Savannah and Jekyll Island mentioned.
http://projects.ajc.com/topics/travel/southeast/one-tank-trips-close-atlanta/?cxntlid=homepage_tab_newstab
- **May – Lavender Magazine – Savannah and the 700 Kitchen Cooking School are mentioned.** This piece is a direct result of the Midwest Travel Writers Press Trip that we hosted in April. <http://www.lavendermagazine.com/archives/issue-364/georgia-true-grits/>
- **May - Creative Loafing's Summer Guide 09 is out! Several Georgia Coast locations are mentioned**
http://atlanta.creativeloafing.com/gyrobase/summer_guide_09/Content?oid=814171
- **May – Travel Weekly – Savannah, Crab Shack, Leopold's and Mrs. Wilkes mentioned.** This piece is the result of a VERY short visit by four international journalists who visited Savannah with one of our UK Reps in April. Travel Weekly is the UK's leading trade magazine with a circulation of 16,157
<http://www.travelweekly.co.uk/Articles/2009/05/07/30927/us-exploring-georgia.html>
- **May - The Metro UK – Savannah & The River Street Inn mentioned - The Metro is London's free daily newspaper and has a circulation of 550,000. The story is also a result of the VERY short visit by four international journalists to Savannah with one of our UK Reps in April.**
http://www.metro.co.uk/travel/article.html?Going_where_the_wind_blows_free&in_article_id=662215&in_page_id=5
- **May - The Weather Channel chose Brunswick and The Golden Isles of Georgia to launch 'Great Escapes' Week.** Brunswick & The Golden Isles travel features kicked off the Weather Channel's "Great Escapes Week" on Monday, May 4, with live broadcasts that originated from the waterfront in the St. Simons Island Village. Cumberland Island was also featured on these broadcasts.
- **May - Georgia Online News Service - A Streetcar Named Savannah -**
<http://www.gmanet.com/BreakingNews.aspx?CNID=38410>
- **May - Toronto Star - Savannah's party earns its praise – Savannah Music Festival -**
<http://www.thestar.com/entertainment/article/626948>

- **May – AJC - “Creative businesses get a marketing hand”**
<http://www.ajc.com/services/content/printedition/2009/05/03/jobs0503.html>
- **AJC.com - Famous movie locations worth a visit – Savannah!**
<http://projects.ajc.com/gallery/view/travel/famous-movie-locations/>
- **Global Writes - the official magazine of: International Food Wine & Travel Writers Association (IFWTWA). Brunswick and the Golden Isles featured.**
<http://www.global-writes.com/unitedstates/index.html?-Token.article=84&-Token.index=1>

Media Opportunities and Other Interesting Stuff

- **For interesting tidbits on what happened “This Day in Georgia” visit**
<http://georgiainfo.galileo.usg.edu/dayinhis.htm>
- **A new Web site has been launched to help Americans explore their own country.** DiscoverAmerica.com includes an interactive map that gives mileage from city to city, an activity finder listing more than 3,000 experiences, attractions and events, including museums, gardens, ski slopes, festivals and parks; and links to travel booking sites like Orbitz, Travelocity, Expedia and Priceline. The site also offers links to tourism information for all 50 states, as well as for more than 100 cities and other destinations. DiscoverAmerica.com is billed as the official tourism site for the U.S. and was created by the U.S. Travel Association, formerly known as the Travel Industry Association. For the complete Associated Press article, [click here](#).
- **TRAVEL TRENDS: AMERICAN EXPRESS SURVEY REPORTS TOP SUMMER TRAVEL TRENDS** A new survey of more than 600 American Express Travel agents suggests that while Americans continue to book summer vacations, they are being savvier travelers and making smart tradeoffs to help offset their travel costs. In fact, the vast majority of agents polled say their clients are adjusting to the recession by making slight changes to help offset their summer vacation costs. And according to agents (92 percent), topping the list of popular money-saving strategies is using credit card rewards points and/or frequent flyer miles toward the cost of summer vacations. "Consumers are looking for ways to stretch their travel dollars," said Tracey Beberman, vice president of Membership Rewards Marketing & Partnerships, American Express. "We're certainly seeing this at American Express. Our cardmembers are using Membership Rewards points to book everything from flights to cruises to vacation tour packages. It's a smart strategy to help get more out of a summer vacation while spending less." For more information, [click here](#).
- **TRAVEL TRENDS: IATA REPORTS PREMIUM TRAVEL NUMBERS CONTINUE TO FALL** IATA reported that the fall in passenger numbers slowed in March, to a decline of 9.3 percent following February's 9.6 percent fall. However, this slowdown was entirely due to February's fall being exaggerated by the comparison with February 2008, which was boosted by an extra day's traffic due to the leap year. The late Easter this year accentuated the decline in March, but to a lesser degree than the distortion in February. For more information, [click here](#).
- **TripAdvisor announced the results of its annual summer travel survey of more than 1,800 U.S. respondents.** Eighty-nine percent are planning a leisure trip this summer, nearly equal to one year ago. Among those taking summer getaways, 26 percent plan to take between seven to 10 days, 21 percent expect 11 to 14 days, and 18 percent are scheduling two to three weeks. Twenty-seven percent said they will take more vacation time this summer than last, while 56 percent intend to take the same amount. For more information, [click here](#)
- **TRAVEL TRENDS: THE HOTTEST TRAVEL TRENDS FOR SUMMER 2009** In 2009, everything old is new again. Travelers are being more cautious during the economic downturn, and want a summer vacation that's going to give them the best experience for their hard-earned dollars and vacation time. Family vacations, road trips, and classic destinations are popular this summer, and deals are plentiful. High supply

and decreased demand has created a buyers' (i.e., travelers') market. For the full article, [click here](#)

- **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.
- **The Coastal Georgia Regional Development Center proudly presents the March and April Issue of the monthly newsletter, The Coastal Chart.** This newsletter can be accessed by either clicking the attachment included in this email, or you can visit our website at <http://www.coastalgeorgiadc.org> and download it from the News and Publications page.

FAMs and Press Trips

- **Update on the – Travel South post FAM – we already have a definite booking for December!!**

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 or contact Grants Coordinator Carole Moore at 404-463-8434 or 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 or contact Elizabeth Barr at 678-364-3718 or ebarr@sos.state.ga.us. Due by September 1.
- **Cemetery Grant Program, Round 2** - Applications for Round 2 of the Historic Cemetery Heritage Tourism Grant Program, funded in cooperation with the Georgia Department of Economic Development, are available on HPD's Web site at <http://www.gashpo.org/content/displaycontent.asp?txtDocument=426>.
- **Save Our History 2009/2010 grant cycle announced.** The Save Our History Grant Program provides funding to history organizations that partner with schools on a local community preservation project. During the 2009/2010 school year, History will again award grants of up to \$10,000 to historical organizations to fund hands-on, experiential educational projects that teach students about their local history and actively engage them in its preservation. For guidelines and criteria, important dates, and to apply, please visit <http://www.history.com/content/saveourhistory/grant-program>. Applications are due June 5, 2009. Any questions can be directed to info@saveourhistory.com.
- **Nominations for The Georgia Trust's 2010 Places in Peril program must be postmarked by June 5.** Each *Place in Peril* will receive direct assistance from the Trust. For the nomination form, visit www.georgiatrust.org/preservation_resources/2010_places_nomination.htm.

- **Preserve America grants** - Applications for Georgia's community landmarks now available. The purpose of the sub-grant program is to assist Georgia's cities and towns in promoting their community landmarks through heritage tourism. Community landmarks are the significant places that people associate with their town and its history. They could include historic courthouses, city halls, theatres, libraries, schools, cemeteries, hotels, churches, battlefields, parks and gardens, museums, commercial and residential historic districts, lighthouses, coastal fortifications, and archaeological sites. \$80,000 in matching (50%/50%) funds is available. For more information or to receive a sub-grant application in the mail, please contact Carole Moore, HPD Grants Coordinator, at 404-463-8434 or e-mail carole.moore@dnr.state.ga.us. Must be postmarked by June 15.
- **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 Due by June 30.

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 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.

From The State

- **We have finalized our Radio Media Tour with Dr. Jeff Ashby featuring; "Affordable Summer Trips"** in our feeder markets, placing one or more interviews in each market (Birmingham, Charlotte, Greenville/Spartanburg, Jacksonville and Georgia). In conjunction with Dr. Ashby's radio tour, Kevin Langston and Dr. Ashby conducted an interview on Georgia News Network that aired on 83 Georgia affiliates on May 4.
- **To capitalize on the millions of travelers passing through the world's busiest airport, the GDEcD partnered with Brand Atlanta on the production of a co-branded video.** It showcases the many assets of the city as well as the state. This video, called the 'Story Book Video' is currently playing in the E Concourse, at international arrivals and snippets are being shown on the CNN airport channel. GDEcD's Georgia International Video is also playing in the E Concourse.
- **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.
- **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.

- **The 2008 preliminary economic impact data is now available.** Despite 2008 being a trying year for the tourism industry, the preliminary economic impact numbers are favorable. Direct tourism expenditures increased by 2 percent with the public transportation sector leading this increase. This information matches with the national data being released by ABA and NTA stating that as consumers get more comfortable with public transportation they are looking towards motor coaches and group tour options as the most economical, environmental and enjoyable way to travel. State and local tax revenue generated by tourism expenditures increased .9 percent. Despite falling state revenues, tourism continued to be a leading and profitable industry for the state of Georgia.
- **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.
- **Group Tour Boot Camp will take place June 18-19, 2009** in Macon at the Georgia Music Hall of Fame. The boot camp will focus on itinerary building. Please contact kbaasen@georgia.org for more information.
- **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.
- **DCA's April & May 2009 newsletters** published by DCA Communications.
www.dca.ga.gov/dcanewsletter/200904.html
www.dca.ga.gov/dcanewsletter/200905.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 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>

Exploregeorgia.org

- **www.Georgia.org update** - You may have heard that our Web team has been working on a completely new and improved version of Georgia.org. Well, it's finally here! The site is full of updated content and new functionality to make it more user-friendly. The biggest change you may notice is that it no longer has consumer-oriented tourism information – for the last year, that has been housed at ExploreGeorgia.org. Tourism partners, however, will still find tourism marketing information at www.marketgeorgia.org. And, Georgia.org will continue to be the source for information about Global Commerce and Entertainment.
 - On www.Georgia.org's new Tourism page www.marketgeorgia.org the following changes have been put in place:
 - “At a Glance” header/copy becomes “For Our Partners” with links to partner admin instructions, partner admin log-in, and brochure room.
 - “Serving Georgia’s Visitor’s” becomes “Sign up for *Peach Byte*, Our Monthly Industry e-Letter”
 - “Governor’s Conference on Tourism” becomes “2009 Governor’s Conference on Tourism” with logo and event link added to the text.

Georgia Visitor Information Center Marketing Opportunities & News

- **2009 Georgia On My Mind Day** dates for all of the state Visitor Information Centers
June 5th – Tallapoosa
June 19th – Ringgold
July 17th – Augusta
July 31st – 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=Georgia%20Visitor%20Information%20Center&maintitle=Georgia%20Visitor%20Information%20Centers&searchtype=Exact>
- **Visitation to Georgia's Visitors Information Centers remains strong and was up 4% from this time last year.**

Jobs Available

- **Assistant Director Arthur J. Moore Methodist Museum, Library/South Georgia Conference Repository Epworth by the Sea, St. Simons Island.** Bachelor's degree. Requires excellent writing and research skills. Should be a self-motivated person with the ability to pay attention to detail, to work independently and efficiently on numerous projects simultaneously, and to meet project goals and deadlines. Must demonstrate courteous, professional demeanor when working with the public. Must be able and willing to lift boxes of materials weighing up to 25 pounds and to climb short ladders. The candidate should not have allergies to dust and mold. This position requires considerable walking. Knowledge of various computer applications such as Word, Excel, PowerPoint and digital imaging. Prefer knowledge of the organization and governance of the United Methodist Church. Experience with the creation of Internet and World Wide Web resources would be a definite plus.
Hours: 6 ½ hours 5 days per week (Tuesday – Saturday). Salary includes benefits after 6 months probation. Send resumes with references by fax to Judi Fergus at 912/638-9050 or by email at mmm_lib@bellsouth.net Applications due by June 10, 2009

Dates to Remember

- **JUNE 15 – ALL NEW LISTING AND UPDATES TO EXPLOREGEORGIA.ORG ARE DUE IN ORDER TO BE CONSIDERED FOR INCLUSION IN THE 2010 GA TRAVEL GUIDE.**
- **June 18-19 - Group Tour Boot Camp Macon, The Georgia Music Hall of Fame**
- **June 19 – Georgia Coast Travel Association Meeting – Darien, Preferred Outlets – TDAG and GDEcD to give tourism related updates. More info to come.**
- **July 26 – 31 – STS Marketing College – Dahlonga**
- **July 31 – Co-Op Marketing Grant Deadline for Submission**

Regional Contact Information

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