



Monthly Update – Winter/Spring 2008 **The Georgia Coast Travel Region**

Media – all of these journalists visited in February.

- Ivonne and Thomas Ullmann. www.usa-reise.de, a growing website for USA travel, and www.usagolf.de, which covers golfing in the USA.
- Hans Schloemer and photographer Jennifer Johnston - Germany's leading Sunday newspaper Welt am Sonntag (410,000) and Germany's largest newspaper BILD (4.6 million circulation).

From The State

- **Georgia Dream Pass** program. GDECD has decided to allow the first 100 attractions to sign up and receive a year FREE. With this they ask that the attraction will remain in the program for two years, and will pay the full amount in the second year. This applies to the Basic partners and the Premier Partners. For more information please contact – Christopher Grider - Georgia Dream Pass Agency Partner
Cgrider@Georgia.org
C-770.330.8116
- **Feb 12 - Governor Sonny Perdue** announced today that legislation has been filed that will limit liability for landowners who open their property to hunters and agri-tourists. Senate Bill 449, known as the Landowners Protection Act of 2008, is being carried by Senator Bill Heath, one of the Governor's Floor Leaders in the Senate.
- **2008-2009 Tourism Marketing Co-Op Grant Program** - Information is now on-line about the 2008-2009 program. Guidelines and Application can be found at <http://my.georgia.org/net/content/page.aspx?s=115682.72586.26.3011>
As noted in the guidelines, the deadline for participating in the Co-Op Program is April 4, 2008.
- **2007 – 2008 Tourism Marketing Co-Op Grant Program Final Reports –** If you received a 2007 – 2008 Co-op Grant your final report is due no later than within 30 days of the completion of the project or by May 31, 2008, *whichever occurs first*. If not received by the due date, you will NOT receive reimbursement. For more information please see <http://my.georgia.org/net/content/page.aspx?s=115682.72586.26.3011>
keep in mind that the date for the 2007-2008 report is May 31, 2007 (not 2008) Please submit your final report to:
Attn: Co-Op Final Report
Georgia Department of Economic Development, Tourism Division
75 Fifth Street, NW Suite 1200
Atlanta, GA 30308
- **Peach Byte!** – GDEcD's official Georgia Tourism Monthly E-Newsletter available to anyone. If you have not yet signed up to receive Peach Byte,

please send an email to peachbyte@georgia.org requesting that your e-mail address be added. If you would like to see past editions of Peach Byte, visit:

<http://my.georgia.org/net/content/go.aspx?s=244185.72586.26.3011>

- **Market Georgia Tourism is an excellent resource for tourism professionals.** You will find industry research, industry presentations, excellent contact information and more:
<http://my.georgia.org/core/item/page.aspx?s=72456.72586.26.3011>
- **The new tourism website is here!** Phase one of the site rolled out the first of February. www.ExploreGeorgia.org is now online in beta format. This site is built specifically for travel consumers, rather than the business audience. Our existing tourism website at Georgia.org is still online too, and will be available until we fully launch the new site in April. However, we have put up the new site early to give us some time to work out the kinks, to gauge how consumers use the site, and to start getting it registered on the search engines. The new site is built around travel experiences. Do you want to go “Back to Nature” or do you prefer “the Arts” or “Shopping”? You’ll find ideas for Georgia experiences in all these categories and more. You’ll also find several new features, like an itinerary planner called GaTE where you can assemble your own itinerary with attractions, lodging and events, then save it and email it to friends. All of the design and features are based on extensive consumer and industry research.
- **If your community has won an award**, if you have a new tourism attraction opening in your community, if you have tourism news that you would like to share....please send this information to cferrara@georgia.org There are several outlets for these types of information including the State website, electronic consumer newsletter, media inquiries and press releases.
- **When your community hosts media** or is featured in a media outlet, please send an e-mail with pertinent info to cferrara@georgia.org This will allow for greater exposure of your community through the GDEcD Marketing Dept...inclusion on www.georgia.org, mention to media contacts, etc.

Dates to Remember

- March 10 - WINTER CHAUTAUQUA – see attached
- March 14 – Savannah St. Patrick’s Day Parade – PLEASE NOTE THE CHANGE IN DATE
- April 4 – 2008-2009 Co-Op Grant Application Deadline
- May 1-3 – Travel Media Marketplace – Augusta, GA
- May 31 – 2007 – 2008 Co-Op Grant Final Report Deadline

Regional Contact Information

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