



HISTORIC HEARTLAND  
TRAVEL REGION

Regional Tourism Representative  
August 2010 Report

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**GEORGIA TOURISM DIVISION NEWS**

- **Georgia Governor's Conference 2010** – Registration information is now live on [www.marketgeorgia.org](http://www.marketgeorgia.org). Hope to see you in Athens Aug. 30 – Sep. 1.
- The Georgia Tourism division will be hosting a **Techno-Tourism Workshop** on Monday, August 30th- in advance of the 2010 Governor's Conference on Tourism. The workshop will be jam packed with tips, trends and information to help your organization stay ahead of the competition. Visit [www.georgiagtc.com](http://www.georgiagtc.com) to learn more about this workshop and to register for the **2010 Georgia Governor's Conference** in Athens.
- **GDEcD Marketing Grants-** GDEcD will allocate \$25,000 to each Travel Region for advertising in print and online advertising using the "**Georgia check list**" ads. In addition, each region will have the opportunity to participate in the campaign at a higher level. For every \$1.00 a region agrees to contribute to this co-op, GDEcD would allocate an additional \$2.00 with a cap of \$25,000 raised by a region (and an additional \$50,000 matched by the state). At its maximum, this would raise a total of \$100,000 for a region in advertising creation and placements (the initial \$25,000 state contribution + \$25,000 raised by the region - which is matched by an additional \$50,000 from the state).
- **Co-Op Advertising Campaign-** GDEcD will negotiate special rates on behalf of our partners including individual attractions, CVBs, Chambers of Commerce, and etc. There is no match for this program, only the special rates.
- **Tourism Product Development Grant Update:**
  - Applications available late August or early September
  - Deadline for submission: Sep 30, 2010
  - Grant Award: October 2010
  - Project completion requirement: by April 2011More details to come once the application is available. Note: there will still be emphasis on hospitality job creation.
- **Save the Date** for the 2010 Agribusiness Workshop "Building Agribusiness Alliances" September 14 and 15, at Athens Technical College. Registration for participants and exhibitors is online at [www.areg.caes.uga.edu](http://www.areg.caes.uga.edu) and the workshop will feature instruction that is current, cutting edge and relevant along with networking among viable business owners, private sector entities, local, state, and federal service

providers. For more information contact Julia Menefield at 706-208-0048 or [Julia.menefield@gmail.com](mailto:Julia.menefield@gmail.com)

- **The Georgia Humanities Council** has a new exhibit that could be coming to your town-the exhibit, arriving in 2012, is “New Harmonies” celebrating American roots music. Application and more information can be found at [www.georgiahumanities.org](http://www.georgiahumanities.org). Deadline for app. is Sept. 15, 2010.
- Advertising rates in the 2011 Georgia Travel Guide have been DECREASED by an average of 12% over last previous year’s rates while the circulation of the 2011 Guide will remain at 750,000. Other reasons to advertise...
  - 1) The Georgia Travel Guide has the largest circulation and most affordable advertising rates of any state travel guide in the southeastern U.S.
  - 2) All advertisers in the 2011 Georgia Travel Guide will be eligible to receive reader response leads generated from print, fax and online leads from visitors requesting more information. The online reader service component will be the most effective, efficient and instantaneous for the advertiser ensuring interested parties receive advertiser’s information quickly. All advertisers will receive their leads via email and will be provided with a password to log into the lead system at any point. Demos of this new system will take place at the Governor’s Conference.
  - 3) The 2011 Georgia Travel Guide will be fully digitized and be iPad and iPhone compatible. The digital version will live on [www.exploregeorgia.org](http://www.exploregeorgia.org) and [www.atlantamagazine.com](http://www.atlantamagazine.com) for an entire year extending the reach of all advertisers to potentially tens of thousands of additional impressions. All advertisers in the print edition of the Travel Guide will have their ads included in the digital edition at no additional cost. All web links in print will be “live” in the digital edition.
  - 4) Atlanta Magazine is expanding the annual Best of Atlanta Party (produced for the past 24 years) to include the Best of Georgia Travel. All full page advertisers will be provided with a complimentary display at the 2011 Best of Georgia Travel event in which to showcase their region, their food and their attractions. This annual event is attended by nearly 3,000 affluent readers of Atlanta Magazine and is a benefit for Camp Twin Lakes. This is a value of \$5,000 for the full page advertiser in the Travel Guide.
- Katie Baasen will be attending the **Student & Youth Travel Association** (SYTA) Annual Meeting in Sacramento, CA from August 27-30. The SYTA Conference is the premier event for the student and youth travel market. It serves as the essential marketplace and networking event for the industry. GDEcD will be participating in pre-scheduled appointments with tour operators who specialize in the student market.
- **Save the Date:** FREE Educational Seminar on the International Market to take place on Tuesday, August 24. We are seeing more and more international travelers in Georgia. As a result, the Georgia Department of Economic Development, in conjunction with the Savannah Area Convention & Visitors Bureau, will be presenting a seminar on working within the F.I.T. (free independent traveler) market. Gisa Kusserow-Hanson, a product manager with Allied TPro in Orlando one of the largest

receptive operators in the U.S., will talk about the "nuts & bolts" of working with a receptive operator in the international market including contracting, allotments and brochures. Contact Carey Ferrara for more information via email at [Cferrara@georgia.org](mailto:Cferrara@georgia.org).

- The Georgia Department of Economic Development is again participating with the **Motorcoach Associations** of GA, AL, VA, FL, SC, NC, and South Central states in the GAS CARD sponsorship at the Annual Marketplaces for these organizations. We do a drawing for two operators to receive a \$500 gas card with the promotion "your business is good business for Georgia." We are offering a sponsor coop with this program for our state partners. For more info please contact Katie Baasen at [kbaasen@georgia.org](mailto:kbaasen@georgia.org).
- **Explore Georgia Updates:** We would like to encourage each of you to update your Special Offers on the site. If you have any immediate coupons or events, please send to Stefanie Paupeck, [spaueck@georgia.org](mailto:spaueck@georgia.org), for our Twitter page. GDEcD has launched Explore Georgia's Ultimate Georgia Vacation Contest. We are giving away a 7-day Georgia vacation package at [www.exploregeorgia.org/georgia-vacation](http://www.exploregeorgia.org/georgia-vacation). To enter to win people need to sign up to use Explore Georgia's free Trip Planner and create their dream Georgia vacation. Once they save their trip idea they will be entered to win our contest. This is just one example of how we are increasing unique visits to the website. We will be doing these sweepstakes every quarter so please let me know if you wish to be involved in the future. We are driving traffic to this landing page through massive online advertising. Also, please be sure to update all of your listings and events as data pull for the 2011 Travel Guide is underway.

#### **Consumer Trade Shows:**

- **Fort Stewart/Hunter Army Airfield Community Showcase:** Troops will be rotating back to Ft. Stewart and Hunter Army Air Field, from deployments to Iraq and Afghanistan. All are expected to be here by late November 2010. This would be a great time to showcase your amenities for Holiday travelers. The March show had approximately 1500-1800 soldiers, family members and civilian employees who came to check out our vendors both local and from other destinations. Please contact Angela Millet or Edie Ramsey at [edie.ramsey@us.army.mil](mailto:edie.ramsey@us.army.mil) for more information.

#### **COMING UP!**

**Aug 30-Sept 1:** Georgia Governor's Conference on Tourism in Athens  
[www.georgiatc.com](http://www.georgiatc.com).

**Dec 2-3:** Group Tour Bootcamp at the Georgia Music Hall of Fame in Macon. More information will be provided as we get closer to the event date.