



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative
November 2010 Report

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GEORGIA TOURISM DIVISION NEWS

- **Travel South Showcase 2011-Registration Now Open:** Make plans now to attend the 29th Annual Travel South Showcase in Atlanta from Feb. 22-24. Showcase is the only regional tourism marketplace for the southern USA and the state of GA along with hundreds of tourism partners have begun planning to host over 600 tour operators, journalists, and southern suppliers. For more information contact Britney Gray (bgray@georgia.org) or Rob Nolen at 404-231-1790.
- Bid Forms have been sent out for **the 2011 Travel Media Marketplace** event. This is an annual event where the GDEcD brings in 30-40 travel writers to the state of Georgia. The department partners with a community(s) to host these writers in an effort to share story ideas from around the state. There are post fam tours that are conducted after the marketplace event that allows the writers to see first-hand the wonderful places we have in Georgia. Deadline for submitting bids to host this event is December 15, 2010 at 5pm. Please contact Stefanie Paupeck if you have any questions – spaueck@georgia.org.
- **2011 TOURISM DAY AT THE CAPITOL:** Preparations for the 2011 Tourism Day at the Capitol are in full swing so please plan to join us by marking your calendars for Tuesday, January 25, 2011. We all know what a difference an investment in tourism can do to improve the quality of life for all Georgia residents. It is more important than ever that we build strong advocacy programs in order to showcase the important role of tourism across the State.

You can make a difference in your community...

- Help us get representation from all 159 counties
- Help us with content for a video outlining the impact of tourism
- Help determine a way to showcase the voters in each region
- Donate food items for the “Georgia Sweets and Treats” exhibition (50-100 items per region)

For full details and more information, contact Nerissa Serrano at nserrano@georgia.org.

- **Get Your Community “Camera Ready Certified”:** All the details about the program are available at www.georgia.org/cameraready. Craig Dominey is the manager of this program (cdominey@georgia.org or 404-962-4049).
- **Group Tour Bootcamp** has been cancelled for December 2-3, 2010 at the Georgia Music Hall of Fame in Macon. Please contact Pam Kruseck via pkruiseck@georgia.org for more information.
- **Explore Georgia Updates:** A new “Special Offers/Packages newsletter” has just been unveiled so please make sure all of your special offers and packages are posted the website so that your attractions/evens/accommodations can be included in a future newsletter.
- **Consumer Trade Show Co-Op Program:** AAA Great Vacations Expo-Columbus, OH, Jan. 21-23, 2011. Registration deadline: Dec. 10, 2010.

Partner registration fee: \$200/4 partner maximum; brochure distribution fee: \$250/6 partner maximum; travel association fee: \$350/1 regional brochure displayed. Contact Pam Kruseck for more information (pkruseck@georgia.org).

- **The 2011 Georgia Travel Guide deadline is FAST approaching.** There are still share pages all around the state to help anyone to be able to afford to place their ads in the book PLUS the online reader service in 2011. Enhanced listings and enhanced accommodation ads are available also. Please contact Jill Teter if you are interested, jill-teter@comcast.net or 877-554-0780.
- Each year, **The Georgia Trust recognizes significant contributions to the preservation of Georgia's historic resources.** Awards are presented on the basis of the contributions of the person or project to the community and/or state and on compliance to the Secretary of the Interior's Standards for the Treatment of Historic Properties. The awards are open to projects completed within the last three years. The Georgia Trust is now accepting nominations for the following: Restoration, Rehabilitation, Stewardship and Preservation Service. For more information on each category and to download an application, visit www.georgiatruster.org **DEADLINE: Monday, December 6, 2010**
- **This Weekend in Georgia** – Is a weekly email blast that goes out to about 9,900 people that have requested to receive these updates- These weekend events/festivals are pulled from the exploregeorgia.org website- please remember to always fill out all the information on the website (contact info, locations, dates, fees, etc. and most of all don't forget to post your logo and photos)
- The **Georgia Civil War website** (www.gacivilwar.org) has been launched. If you have an attraction/ event that you would like included - please enter the information as you do all other listings on exploregeorgia.org. Remember to add the keyword civilwarlandingpage so that the info will be posted on the new Civil War website as well as exploregeorgia.org

COMING UP!

Nov. or Dec.: Lavonia – pick a day in November or December – Georgia for the Holidays

Dec. 9, 2010: HHTA Holiday Luncheon, Blue Willow Inn 12:00 PM

Dec. 10, 2010: Holidays at the Georgia Visitor Center on I-20 in Augusta (10am-2pm). For more information or to reserve your booth space email the Visitor Center at Augusta@georgia.org

Jan 25, 2011: Tourism Day at the Capitol

March 6-7, 2011: Winter Chautauqua (location TBD/Historic High Country)