



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative
February 2011 Report

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GEORGIA TOURISM DIVISION NEWS

- **2011 Georgia Travel Guide Unveiled.** The 2011 Georgia Travel Guide was unveiled during Tourism Day at the Capitol. Paula Deen and sons grace the cover. View online at www.zinio.com/express3?issue=416152361&o=ext&rf=ga_travel11
- **Sales Staff Addition.** Jonathan Boisjolie joined the Tourism Division's sales team on Jan 25th as International Accounts Manager. Jonathan comes to us with a Bachelor's Degree from the University of Massachusetts – Amherst and 10 years of experience in the Travel/Tour industry - most recently as the Senior Manager of Group Sales and Special Events at the High Museum of Art – Atlanta and before that having his own tour operator firm in Orlando.
- **Tourism Day at the Capitol.** View photos at www.gdecphotos.smugmug.com. Click on Events, the scroll to the bottom for 2011 Tourism Day photos.
- **ExploreGeorgia.org / GaCivilWar.org.** Stefanie Paupeck, Communication's Specialist and tourism media contact for GDEcD, is receiving numerous requests for info about events relating to the Civil War 150th. As far out as you know the dates, enter your events to the website. Stefanie refers media there for a full listing of events. Need help? Contact Mandy McCullough, Tourism Rep.
- **FLAVOR OF GEORGIA FOOD PRODUCT CONTEST REGISTRATION OPEN.** Entries are now being accepted for the 2011 Flavor of Georgia contest, conducted by the University of Georgia Center for Agribusiness and Economic Development (CAED). The annual contest will be held at the Georgia Freight Depot in downtown Atlanta. Winners are chosen in seven categories: confections; dairy products; jams, jellies and sauces; meat products; snack foods; barbecue and hot sauces; and other products. A grand champion is selected from all of the category winners. Savannah Bee Company won the 2010 Flavor of Georgia food product contest for its Grill Honey served on melted brie with raspberries. SBC's honey earned the grand prize. The contest is only a starting point for many winners, said Sharon Kane, CAED economist and contest director. "Most of last year's contestants, 80 percent, saw an increase in their sales and business contacts following the contest," The winners will be announced during Ga Ag Day March 22, 2011. Online registration will run through Feb. 18, 2011 at www.flavorofgeorgia.caes.uga.edu. For more info, call 706-542-9809 or e-mail spkane@uga.edu. Judges look for market-ready foods, either commercially available or prototypes, from across the state. Entries are judged on flavor, best use of Georgia ingredients, Georgia theme, unique/innovative qualities, commercial appeal and originality.

- **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.
- **Winter Chautauqua Tourism Conference.** Registration is now open. Conference dates are March 6-7, 2011 in Cartersville. Visit the website at www.winterchautauqua.com. Also, find the conference on Facebook and become a fan for updates. One of the most affordable tourism educational opportunities in GA!
- **RVIC Workshop.** March 23-25, 2011 in Albany.
- **Travel Media Marketplace Dates Announced.** The Georgia Department of Economic Development (GDEcD) is pleased to announce that Blue Ridge and Ellijay-Gilmer County will host the state's 2011 Georgia Travel Media Marketplace event May 12-14. Up to 40 travel writers from the United States and Canada will meet with representatives from around the state during the marketplace to get story ideas about Georgia's tourism destinations, attractions and events. I have provided you with the template for your community profile sheets. These are used in our Georgia Tourism Press Kits and they are a great resource for our staff. Please submit to mmccullough@georgia.org, on or before **March 25**, for approval before submitting to Stefanie. Deadline for inclusion in the Travel Media Marketplace Welcome Kit is Monday, **April 4**. Please submit to spaueck@georgia.org.
- The statewide Spring Historic Preservation Commission Training dates and location have been set! The training will be **Friday, March 11 and Saturday, March 12, 2011 in Carrollton**. This training is offered in partnership with the Georgia Department of Natural Resources Historic Preservation Division, the Georgia Alliance for Preservation Commissions, the UGA Carl Vinson Institute of Government, and the UGA Center for Community Design and Preservation. Please mark your calendars and feel free to visit and save the link <http://www.cviog.uga.edu/training/local/preservation.php>
- **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. Web users can sign up to receive the Special Offers Newsletter here: <http://www.exploregeorgia.org/SpecialOffers>
- **Cemetery Tourism.** If you or someone in your community is thinking about putting together a cemetery tour, here's a good resource for researching renowned people who may be buried in your county. Some are more known than others, but the descriptions can help you tell the story. www.findagrave.com/php/famous.php?page=state&FSstateid=12
- **The Ga. Civil War Heritage Trails has a new website:** www.CivilWarHeritageTrails.org. If your hometown or organization is planning any type of public event or activity related to Georgia's history between or close to the years 1860 and 1865, or if you know of other similar

events to occur in Georgia which are not already included in the events section please forward your information to Steve Longcrier at slongcrier@hotmail.com.

COMING UP!

February 21-23: Southeast Festivals and Events Conference-Stone Mountains, www.southeastfestivals.org

February 22-25: Travel South Showcase-Atlanta, www.travelsouthusa.org

March 6-7: Winter Chautauqua-Cartersville, www.winterchautauqua.com

Mar. 23-25: RVIC Workshop – Albany

Mar 31–Apr 1: Statewide Preservation Conference, Macon

May 12-14: Travel Media Marketplace – Blue Ridge/Ellijay

May 27: GA On My Mind Day, Tallapoosa VIC

Jun 24: GA On My Mind Day, Ringgold VIC

***Industry Calendar** – for a listing of tourism industry events such as conferences, trade shows, etc, visit the Industry Calendar at

<http://www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryCalendar.aspx>