



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative
March 2011 Report

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GEORGIA TOURISM DIVISION NEWS

- **2011 Georgia Travel Guide Available Online.** View at www.zinio.com/express3?issue=416152361&o=ext&rf=ga_travel11
- **2011 Statewide Preservation Conference:** Good News in Tough Times. Macon, March 31-April 1. Online Registration available at www.georgiatruster.org/news/events/event.php?id=86. For more information contact Mary Ann Eaddy at 404-651-5283 (mary.ann.eaddy@dnr.state.ga.us) or Carole Moore at 404-463-8434 (carole.moore@dnr.state.ga.us).
- **Travel Media Marketplace Updates.** The Marketplace will take place on Saturday, May 14 from 9am – 3pm at the Gilmer County Civic Center (1561 S Main Street, Ellijay, GA 30540-4600). The event is a unique opportunity for two representatives from each travel association to meet with travel writers from around the U.S. and Canada in a marketplace setting and share story ideas. The opportunity to participate in this event is free! Regional Travel Associations will have a table and two chairs. I encourage them to decorate their table as well. Representatives should be prepared to mail their promotional items and brochures to the writers after the event. The host hotel is The Blue Ridge Lodge by Comfort Inn & Suites (www.comfortinnofblueridge.com). The Travel Media Marketplace room block is now available for \$71 a night plus tax. Travel association attendees will need to contact the hotel directly to book their room. If anyone wants to stay in Ellijay, the Best Western Mountain View Inn (www.bwmountainviewinn.com) is an option. We also encourage all attendees to participate in the event lunch on Saturday, May 14 – the cost for the luncheon is \$10 per person. Travel Associations Representatives should RSVP to Paige Green at the Ellijay-Gilmer County Convention & Visitors Bureau via email paigeg@gilmerchamber.com
- **Travel Media Marketplace Profile Sheets.** 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.
- **GDEcD to host a “Georgia” luncheon** at the Southern Progress (Southern Living, Cooking Light and Coastal Living) headquarters in Birmingham, Alabama on Wednesday, April 20, 2011 from 11:30am – 1pm. We would like to invite two people from each region to join us for what is sure to be a memorable event for all involved. We are expecting a total of 150 people from Southern Living, Cooking Light and Coastal Living including the publisher, editors, writers, advertising sales team, designers, production staff and so on. We will transform the HQ3 Pre Function Area into a *Road Trip of Genuine Georgia*. The writers will make stops all the way at our nine regional tables to say hello and hear about all of our wonderful offerings. The lunch is an “open house” and will not be a seated lunch. We are working with local caterers (recommended by Southern Living) in Birmingham to create road trip themed

foods incorporating Georgia products and/or recipes. We are also in the process of confirming local Georgia entertainment. We are looking for two energetic representatives from each region who are knowledgeable about their entire region and have experience interacting with media. The ultimate goal of the luncheon is to share story ideas, but it is also an opportunity to build relationships with each these publications. In order to have a cohesive voice at the event (and in sticking with the road trip theme) - we would like the representatives to be prepared to talk about history, trails, culinary (wine), outdoor adventure and new explorations (ex: unexpected story ideas and unique accommodations) from each of their regions. The Georgia Tourism division will cover the cost of event décor, food, entertainment and other expenses associated with the planning of the event. The regional travel associations will be responsible for their travel and hotel accommodations (if necessary). We will look to the travel associations to provide Georgia Made/Georgia Grown items for a gift bag (provided by the state). More information to come on gift items. We will have much more information to share in the next few weeks, but wanted to make sure you had time to pick the two people you will be sending to represent your region. If you can let me know by Friday, March 18 – I would greatly appreciate

- **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.
- **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!

Mar. 23-25: RVIC Workshop – Albany

March 25: Community profile sheets due to Mandy

Mar 31–Apr 1: Statewide Preservation Conference, Macon

April 1: **GA On My Mind Day, Valdosta VIC**

April 4: Community Profile Sheets due to Stefanie Paupeck

April 15: GA On My Mind Day, Sylvania VIC

April 20: Southern Progress luncheon, Birmingham

May 6: GA On My Mind Day, Savannah

May 7: GA On My Mind Day, Plains

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

May 13: **GA On My Mind Day, Kingsland**

May 27: GA On My Mind Day, Tallapoosa VIC & Lavonia VIC

June 10: GA On My Mind Day, Columbus VIC

June 17: GA On My Mind Day, West Point VIC

Jun 24: GA On My Mind Day, Ringgold VIC

July 15: GA On My Mind Day, Augusta 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>