



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative
April 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
- **Governor Nathan Deal** and the **Georgia Film, Music & Digital Entertainment Office**, a division of the Georgia Department of Economic Development (GDEcD), designated 73 Georgia counties Camera Ready at the Georgia State Capitol on March 21. The state's Camera Ready Community Program was launched as part of the state's ongoing efforts to bolster Georgia's growing film and television industry. Congrats to Baldwin, Oconee, and Walton Counties from the Heartland.
- **IAGTO North American Convention - International Association of Golf Tour Operators** - Monterey, CA - May 18 - 21, 2011
More than 120 golf tour operators have signed up to attend the annual convention. Approximately 30 percent of the operators who will attend the 3rd IAGTO North America Golf Tourism Convention will be from the U.S. and Canada. The other operators are coming from more than 20 other countries. The convention is open to North American suppliers and tourist boards interested in meeting with domestic and international golf tour operators selling North America. For co-op information, please contact **Pam Kruseck** via email at pkruseck@georgia.org.
- **International Pow Wow**-San Francisco, CA-May 21 - 25, 2011. The U.S. travel industry's premier international marketplace for Visit USA business. Pow Wow provides the opportunity to have three days of pre-scheduled business. **Sign up deadline – April 22, 2011.** Brochure Distribution Fee: \$500 – brochure distribution only (Brochures would need to be in the Atlanta office by April 26, 2011). For more information, contact Pam Kruseck via email at pkruseck@georgia.org.
- **ABA Top 100 Events Nominations – Nominations are officially open for the 2012 Top 100 Events in North America.** ABA's Top 100 Events in North America (now in its 30th year) is an annual compendium of the best events for group travel in the United States and Canada. Each spring, a committee of ABA-member motorcoach and tour operators selects the Top 100 Events for the subsequent year; the list is unveiled in September. Winners are chosen from hundreds of celebrations, festivals, fairs, commemorative events, and more that have been nominated by ABA members. From among the winners, ABA names the Number One Event for both the United States and Canada. As the official tourism office from Georgia, GDEcD can submit a maximum of seven (7) nominations to be considered for this prestigious distinction. Please note that all ABA members of all membership categories are eligible to submit three (3) nominations. For the 2012 Top 100, ABA non-members can submit one (1) nomination for a fee which is then refunded if they join the association in 2011. Please contact **Pam Kruseck** at pkruseck@georgia.org

for more information on the nomination process. The deadline for submission is **APRIL 22, 2011**.

- **RVIC Renewal applications due by May 15.** This year, you'll need to send your renewal application to your sister center as opposed to Tiffany. Please contact Tiffany with any questions (tmarrlin@georgia.org).
- **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.
- **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 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.
- **ExploreGeorgia updates:** Please remember to add Special Offers and all 2012 event dates. Be sure to include a logo/or photo in place of the “peach”. Your listing will not be approved without something in this box. Also, be sure to include photos and thorough descriptions. The better your listing, the more likely you will be featured in one of our many newsletter.

Events-Contact Info:

1. Text Added-(*Your phone number will not be shared with anyone outside of GDEcD and will only be used to verify information in this listing.*)
2. Alt Phone Field Added – allows an alternate phone such as an 800#.

Add New Event:

1. Contact Name is Required, text added:
 - a. ***You must add a contact name. Your information will not be shared with anyone outside of GDEcD and will only be used to verify information in this listing.***
2. Contact Phone is Required, text added:
 - a. ***You must add a phone number. Your information will not be shared with anyone outside of GDEcD and will only be used to verify information in this listing.***
3. Summary
 - a. Summary now reads 300 Characters; no longer allows you add over 300 characters in the text box

- **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. Want to orders some of the great collectibles we are offering on this site? Send inquiries on special dealer pricing to info@gacivilwar.org. **The Civil War Online Store** is one many of the features available on the site. The online store contains a variety of Georgia Civil War merchandise created for the Sesquicentennial commemoration including a signed copy of

Crossroads of Conflict: A Guide to Civil War Sites in Georgia, t-shirts, sweatshirts, belt buckles, ornaments, caps, lapel pins and cufflinks. We are excited to be able offer you the opportunity to sell any of this commemorative merchandise in your welcome centers and gift shops. You may purchase the Civil War merchandise at a significantly reduced wholesale price (20 - 30 percent off retail) to sell. To order, simply log on to www.GaCivilWar.org/store and click on the link at the bottom of the page that will redirect you to the wholesale version of the store for dealers. Additional items may be added to the store, so we encourage you to visit the Civil War online store frequently.

- **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!

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 15: RVIC Renewals due to your sister centers

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>