



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative
August 2011 Report

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GEORGIA TOURISM DIVISION NEWS

- **Save The Date- Georgia Governor's Tourism Conference Set For Sept 11-14 in Macon**-Make plans now to attend Georgia's premiere tourism conference at the Marriott Macon City Center in Macon. Build professional relationships, discover tools and practical solutions, analyze new trends, innovations and technologies, gain the necessary tools to manage today's challenges and learn from powerful Keynote and Breakout Speakers. Visit www.georgiagtc.com to learn more.
- **Tourism Product Development Grant FY12 – Deadline Sept 30, 2011** - Georgia Tourism and Georgia Council for the Arts, both divisions of the Georgia Department of Economic Development, have combined resources to offer the Tourism Product Development (TPD) Grants for the state's 2012 fiscal year. The TPD Grant, worth up to \$20,000, is designed to financially support tourism development activities at the local level that sustain and create jobs within Georgia's hospitality industry. The grant program also supports the role of the arts in tourism by providing financial assistance to Georgia's Creative Economies with an emphasis on professional Georgia artists and the non-profit arts industry. Guidelines and application at <http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx>.
- **Partner Advertising Co-op Program FY12** – available for all tourism partners. Details at <http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx>.
- **Tourism Awards – Deadline this Friday, August 12th!!** Consider your colleagues for nomination to receive one of this year's Tourism Awards to be given at the Governor's Tourism Conference in Sept. Individuals, nonprofit organizations, public service agencies, communities, regional travel associations and private businesses in the tourism and travel industry may be nominated. Details and form online at: <http://www.georgiagtc.com/include/2011TourismAwards.pdf>
- **The 80 Days of Georgia Giveaways is still in full swing!** New prizes will be announced every weekday through August 23rd. on www.facebook.com/exploregeorgia and @GeorgiaTourism on Twitter. For more info, visit www.80daysofgeorgia.com.
- **MOBILE EXPLOREGEORGIA.ORG** The Georgia Department of Economic Development has partnered with ITI-Marketing to develop a brand new, consumer friendly mobile site in September 2011 - m.ExploreGeorgia.org. This all new state-of-the-art mobile site is designed for the travel consumer on the go, with emphasis on functionality and features that enable easy access, advanced search and partner links and previews that will enable you to put your brand and your message in front of millions of Georgia travel consumers.

With increasingly more travelers reaching for their mobile devices to search for destination and travel information, this mobile site will provide you an outstanding opportunity to interact with your target travel audience just as they are actively seeking your information. E-mail: info@iti-marketing.com or call (912) 267-1558 if you have any questions or would like more information.

- **AARP Travel Show** – co-p with Georgia Tourism. Contact Pam Kruseck at pkruseck@georgia.org. **Deadline Aug. 26th.**
- **Recreational Trails Program Grant Workshops August 23rd, 24th, and 25th** - The Recreational Trails Program will be accepting grant applications from October through November of 2011 for funding of trail construction, trailhead construction, trail maintenance, assessment of trail conditions, or trail property acquisition. Grants are awarded on a competitive basis.
www.gastateparks.org/grants
Tifton: Tuesday, August 23rd - 12:30 p.m. till 2:30 p.m. 229-388-0803
Dublin: Wednesday, August 24th - 12:30 p.m. till 2:30 p.m. 478-304-1165
Roswell: Thursday, August 25th - 12:30 p.m. till 2:30 p.m. 770-992-2055

RSVP to Bryan Alexander, Grants Specialist, bryanalexander@dnr.state.ga.us

- **Pam Kruseck and Jonathan Boisjolie will be attending the Student & Youth Travel Association (SYTA) Conference August 19 - 24, 2011 in New York, NY.** The SYTA Conference is the premier event for the student and youth travel market and serves as the essential marketplace and networking event for the industry. GDEcD will participate in pre-scheduled appointments with tour operators who specialize in the student market. For co-op information, please contact Pam Kruseck at pkruseck@georgia.org.
- **Nija Torrence will attend the Georgia Motorcoach Operators Association (GMOA)/Motorcoach Association of South Carolina (MCASA) joint annual meeting from August 21 - 24, 2011 in Savannah, GA.** The Annual Meeting will include appointment sessions with members of each Association as well as educational seminars and networking opportunities. For co-op information, please contact Pam Kruseck via email at pkruseck@georgia.org.
- **Online VIC (Visitor Information Center) on ExploreGeorgia.org** – new design – instructions for uploading your brochure to the website and free display in the online brochure room at:
<http://www.georgia.org/GeorgiaIndustries/Tourism/ExploreGeorgiaInstructions/Pages/BrochureRoomProgram.aspx>
- **Request for Videos** – the GA Visitor Information Center (VIC) in Ringgold requests copies of videos on DVD promoting your community or attraction to play in the VIC for visitors. Contact Elaine Watkins, Mgr, Ringgold VIC ewatkins@georgia.org.
- **Georgia Hotel/ Motel Lodging Tax Questions??** Jonathan Sharpe (DCA) is in charge of the department that oversees the Hotel Motel Tax collections. He is assisted by James Stevens who is their Hotel Motel Tax expert. If you have questions about Hotel/Motel taxes contact Jonathan Sharpe at 404-679-4996 or email jonathan.sharpe@dca.ga.gov.
- **ExploreGeorgia Updates:** Please remember to add New Hotels, New Attractions and Special Offers to the website as well as all your 2012 special

events. A logo or photo must be included with all listings. The more information you provide in your listing, the more likely you will be featured in one of our many newsletters.

- **Peach Byte**-This monthly newsletter offers industry partners information Georgia Tourism happenings, Georgia news, industry trends and other marketing/pr opportunities. To sign up – send your email address to peachbyte@georgia.org.
- **Newest in the Georgia Tourism Newsletter Series– Civil War Newsletter:** Go to <http://gacivilwar.org/MailingList/Join> to sign up.
- **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.
- **Still Not Camera Ready?** - Learn how at <http://www.georgia.org/GeorgiaIndustries/Entertainment/FilmTV/cameraready/Pages/default.aspx>
- **Census numbers at a glance – interactive map.** <http://projects.nytimes.com/census/2010/map?nl=todaysheadlines&emc=thab1>
- **Share your Photos** –You are welcome to send high res photos to Vickie Sanders for inclusion in GDEcD's photo database. Contact Vickie to see how best to send. vsanders@georgia.org.
- **SEO Pyramid** – Informative, easy-read article about search engine optimization and how this info can help a small business/organization plan and design an effective website. <http://ruraltourismmarketing.com/2011/07/the-seo-pyramid-climb-to-a-better-website>

COMING UP!

Sept 11-14: Governor's Conference on Tourism, Macon

***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>