



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative
July 2011 Report

Mandy McCullough
Regional Tourism Representative
Georgia Dept. of Economic Development
305 N. Madison Ave.
Eatonton, GA 31024
404-357-7582 cell
mmccullough@georgia.org

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.
- **The Alabama Motorcoach Association Annual Meeting and Marketplace will be held in Montgomery, AL. August 7 - 10, 2011. Sign up deadline – July 21, 2011 PDF Profile Sheet submission deadline – July 29, 2011.** Electronic Profile Sheet Fee: \$150 Your electronic profile sheet will be included in with the GDEcD digital collateral distributed to Operators during appointments. For more information or to sign up to participate in the Marketplace contact Pam Kruseck @ pkruseck@georgia.org.
- **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.
- **Governor Nathan Deal signed legislation May 12 that officially moves Georgia Council for the Arts (GCA) under the operational umbrella of the Georgia Department of Economic Development (GDEcD) beginning July 1, 2011.** House Bill 264, which contained specific language regarding the transfer, was passed virtually unanimously by the House and Senate during the 2011 legislative session. Contact Karen L. Paty, Director, Georgia Council for the Arts- 75 Fifth Street, Suite 1200 Atlanta, Georgia 30308 Direct Dial: 404-962-4015 Email: kpaty@gaarts.org.
- **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.
- **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.
- **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>
- **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.

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>