



HISTORIC HEARTLAND
TRAVEL REGION

Regional Tourism Representative
September Report

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GEORGIA TOURISM DIVISION NEWS

• **TOURISM PRODUCT DEVELOPMENT GRANT:**

The 2010 round of the Product Development Grant is available and applications are being accepted. The deadline for submission is October 02, 2009. The clock is ticking. All potential applications should not get lost in the details but think of hammer ready and shovel ready tourism projects that will add to your local job sustainability or job creation.

As a quick reference, you may choose to just Google – Georgia Tourism Grant and it will take you straight to our grant page.

The link for the application and guidelines follows:

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

• **SAVE THE DATE: GEORGIA'S AGRITOURISM WORKSHOPS:**

This year, there will be three Agritourism Workshops in Georgia. You may sign up for the workshop nearest you. The dates and locations are listed below. More information will be coming soon but please mark your calendars to attend one of the three workshops.

The Dillard House

Dillard, GA
November 5-6, 2009

Oakhurst Farm

West Point, GA
December 2-3, 2009

Rainwater Conference Center

Valdosta, GA
November 16-17, 2009

- **FOX THEATRE INSTITUTE:** GDEcD and the Fox Theatre Institute have partnered up to try to promote the arts, programming and theatres across the state. There are several programs that FTI are currently working on that correlate with tourism projects. Some of you may have been to a Georgia Applause seminar in Statesboro last year. Georgia Applause is a collaborative effort with GDEcD and FTI aimed at historic and non-historic theatres. Georgia Presenters is another program FTI is spearheading and all theatres, venues and events that are in the market for good talent can get involved. It is a great way to block book talent for the entire state and save money! Finally, TAP (Theatre Advancement Program) is another way FTI is trying to assist theatre across the state. For more information on the Fox Theatre Institute, visit www.foxtheatreinstitute.org.

- **The Georgia Travel Guide will feature a new way to enhance your listings (attractions and accommodations) in the 2010 issue.** Make your attraction or lodging property pop-out by contacting Jill Teter about the new enhanced listing marketing opportunity. Jill can be reached at j_teter@bellsouth.net **Enhanced Accommodations Ads \$1,250-** Includes photo, 30 word description and contact information. Listing will be in a colored box that coordinates with the state region it resides in. **Enhanced Listings Ads \$950-** Includes photo, 25 word description and contact information. Listing will be in a colored box that coordinates with the state region it resides in.
- **Georgia's Visitor Information Centers welcomed 1,251,667 visitors in July 2009**, an increase of more than 4 percent since July 2008. In July 2009, our Visitor Information Centers had an 8 percent increase in room nights booked. In addition, they had a 9 percent increase in revenue due to these bookings.
- **Georgia Peach Greet** - GDEcD has started a new program for tour companies involving the state's 11 Visitor Information Centers. VICs are the perfect place for a pit stop for tour groups, the state's tourism division is encouraging the group leader to plan a stop with the group, so we can showcase our southern hospitality and say "Hey Ya'll". All we need is 48 hours advance notice to prepare special Georgia favors. The tourism division is offering it as an added amenity for a tour operator planning a tour to or through Georgia. This program is in conjunction with the Motorcoach Tracking the VIC staff is currently working on. Thank you to the VIC staff for their efforts on this program. Please contact Katie Baasen at kbaasen@georgia.org for more information.
- Georgia's online **Tourism Satellite Account (TSA)** platform is live and is posted on the industry section of www.MarketGeorgia.org. This online platform includes both county and statewide information. It gives full details of the economic contribution by industry and the composition of tourism. The TSA shows the true comparison of the tourism industry to other industries.
- **New Georgia Mobi Site** – GDEcD is partnering with Atlanta Magazine and ITI Marketing to develop a mobile version of the Travel Guide. The new “mobi” site will give travelers all the info they need at the touch of a cell phone button. Listings in the mobi guide will be free but to really take advantage of the mobile medium, many organizations will want to purchase enhanced listings or advertisements, which can be done for as little as \$500 per year. Contact Franci Edgerly at ITI by emailing her at franci@ITI-Marketing.com
- **2010 Travel Media Marketplace Bids now being accepted** – the deadline to submit bids is September 10, 2009. If your community is interested in being considered as the host city, contact Stefanie Paupeck at spaueck@georgia.org or please call or email me. The host city can also be a regional partnership among several communities (like the

Clarks Hill Partnership or Georgia's Lake County and or Treasure's Along I-20)

- The Georgia Tourism division will again be participating as sponsors of the **National Tour Association (NTA)** Annual Marketplace and the **American Bus Association (ABA)** Annual Marketplace. This sponsorship provides us with a booth on the marketplace floor where we will maximize our exposure in this market. Georgia's theme for this year's marketplace is Civil War-Sesquicentennial Commemoration. We will distribute Georgia items, Sesquicentennial and Civil War itineraries, and giveaways commemorating Georgia's role in the war at the booth. Contact Katie Baasen for more information or to participate, kbaasen@georgia.org. Co-ops are available. Kudzu Sponsorship - NTA: \$500 and ABA: \$350
Peach Sponsorship - NTA: \$750 and ABA: \$650
- **Co-Op Grant Announcements**-Co Op Grants will be announced on or by Oct. 15, 2009. Good luck to all of the applicants!

Consumer Trade Shows:

- **Southern Women's Show** - Birmingham, AL - September 24 - 27, 2009
The Southern Women's Show attracts more than 12,000 women over a 3-day period. These consumer shows target women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Louisville Travel Show** - Louisville, KY - September 26 - 27, 2009
They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@50+ event is a great opportunity to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers; a demographic comprising 26 percent of the U.S. population and a driving force in the market place. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Georgia National Fair** - Perry, GA - October 8 - 18, 2009
The annual, state-sponsored Georgia National Fair is Georgia's celebration of its youth, agriculture, and heritage. The Fair has been designated as a 'Top 50 Fair in North America' by Amusement Business magazine. Fairgoers will be treated to one of the state's best family-oriented, entertainment values showcasing education and fun. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Southern Women's Show** - Orlando, FL - October 8 - 11, 2009
See above for show description. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Southeast ASTA Tradeshow** - Atlanta, GA - October 15, 2009

Last year more than 180 Travel Professionals participated in the Southeast ASTA Tradeshow in order to learn more about what destinations have to offer. Clients still want to take vacations but they may need to cut them shorter or explore closer to home. This opportunity lets Travel Agents and other Professionals in Georgia know what is in their backyard! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

- **AARP Life@50+ Expo - Las Vegas, NV - October 22 -24, 2009 (consumer show)**

They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@50+ event is a great opportunity for your organization to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers; a demographic comprising 26 percent of the U.S. population and a driving force in the market place. Pam Kruseck (pkruseck@georgia.org) will attend.

- **Snowbird Extravaganza - Lakeland, FL - January 26 - 27, 2010- (consumer show)**

Expected attendance is 30,000 to 35,000 attendees of which 60% are Canadian Snowbirds and 40% are American Winter Residents. Last year attendees enjoyed the excitement, education, information and variety of activities. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

- **Southern Women's Show - Savannah, GA - February 5 - 7, 2010 (consumer show)**

The Southern Women's Show attracts more than 12,000 women over a 3-day period. These consumer shows target women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

COMING UP!

Sept. 17-18, 2009 The Georgia Municipal Cemetery Association Annual Conference will take place September 17 - 18 in Rome, GA. Contact Stan Rogers at 706-236-4534 for more information. The conference is being cosponsored by HPD-DNR and GDEcD's Tourism division.

**October 9, 2009 STS Top 20 Events Nomination Deadline for April, May & June 2010. Nomination forms-
http://southeasttourism.org/top_20_events.html**

March 25-26, 2010 The History and Heritage Tourism: Discovering Georgia's Community Landmarks will take place March 25-26, 2010 in Warm Springs, GA.