



HISTORIC HEARTLAND
TRAVEL REGION

Regional Tourism Representative
August Report

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GEORGIA TOURISM DIVISION NEWS

- **GDEcD FY 2009-10 MARKETING CO-OP GRANT DEADLINE AUGUST 15, 2009**-\$500,000 is available for the matching **Marketing Co-op Grant Program** this year. Applications, rules and regulations, hot tips and more are available on www.marketgeorgia.org under Resources. Regulations include the new cap on state dollars is \$20,000; website development and enhancements are excluded (website advertising is allowed); and postage for responses to advertising is excluded (direct mail postage is allowed). The deadline for applications is **August 15, 2009** and awards will be announced on **October 15, 2009**. Questions should be directed to me at mmccullough@georgia.org or Fay Tripp at ftripp@georgia.org.
- **2010 GEORGIA GOVERNOR'S TOURISM CONFERENCE TO TAKE PLACE AT LAKE LANIER ISLANDS RESORT - AUGUST 31- SEPTEMBER 2, 2009**
Make plans to attend one of Georgia's most highly anticipated events held exclusively for the state's tourism industry. Take this opportunity to become informed and energized by dynamic speakers and build relationships with industry leaders. Sessions Include: **Peter Yesawich** - *What Lies Ahead: Destination Marketing in Times of Uncertainty*; **Susan Sweeney** - *Past, Present and Future Trends of Online Marketing; Podcasting - Part of the New Marketing Mix?; Facebook, YouTube, Twitter..oh my! Social Media seems to be everywhere! What's a Marketer to do?; and Great Online Gadgets, Tools, Resources*. Panels include Gubernatorial Candidate Forum; Accommodations Tax 101 & Best Practices; Georgia's 2010 Tourism Marketing Plan; Update on Georgia's State Parks and much more! Visit www.georgiagtc.com to register, get lodging information, view schedule and agenda. Sponsorship opportunities are also available.
- **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
- **Georgia Tourism Brochure Room** – If you are participating in the Brochure Room on exploregeorgia.org you should now be receiving invoices for your mailings. You can view your inventory online. If you have any questions or if you would like to start participating in the Brochure Room program contact Carl Eggerson at ceggerson@georgia.org
- **The African American Heritage Guide** will be reprinted in February 2010 and the **Georgia Golf Guide** will be printed in the spring of 2010.
- **Social Marketing** – Georgia Tourism is now on Facebook and Twitter and Flickr. Go to www.exploregeorgia.org and click the Facebook and Twitter links to read new postings.
- **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)

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!

August 14, 2009: Deadline for Co-Op Marketing Applications to be submitted to the Atlanta office of the Georgia Department of Economic Development.

Aug 31–Sept 2, 2009 Georgia Governor's Conference on Tourism- Lake Lanier Islands-Registration is open at: www.georgiagtc.com.

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.