



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Report
July 2008 Report

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GEORGIA TOURISM DIVISION NEWS

- **GDEcD Marketing Co-op Grant and Tourism Product Development Grant** – if you applied for either one or both of these grants, you should have received notice of whether or not your application was awarded. If you have any questions, please contact Mandy McCullough, Regional Tourism Rep.
- **Updates Continue on ExploreGeorgia.org** – The database of attractions, lodging and events moved over to www.ExploreGeorgia.org. Now, tourism partners need to log in and request access to their listings so they can be updated. Contact Mandy McCullough, Regional Tourism Rep, for instructions (contact info at top of page.)
- **Reminder - Techno Tourism E-Challenge Grant - application deadline is July 31** – only those who attended the Techno Tourism Conference are eligible to apply. If you need a copy of the guidelines and application, contact Mandy McCullough, Regional Tourism Rep.
- **GA Gov. Conference Registration and Agenda Now Available Online** at www.regonline.com/govtourismconf. See agenda and schedule.
- **One-Time Cemetery Grant** – The Historic Preservation Division (HPD) has partnered with the Georgia Department of Economic Development (GDEcD) to offer a new, one-time grant program for historic cemeteries; purpose is to assist local communities in promoting their historic cemeteries through heritage tourism. Eligible projects include research and documentation; interpretation and public information; advertising and marketing; or workshops and training. "Bricks and mortar" projects are *not* eligible for this program. The reimbursable grant funds are 50% state/50% local match and will be awarded on a competitive basis. The maximum grant award will be \$2,500; however, there is no minimum amount, and HPD encourages applications for small projects. You may contact Carole Moore, grants coordinator, at 404-463-8434 or carole.moore@dnr.state.ga.us to receive a paper application in the mail. **The application post-mark deadline is August 15, 2008.** Grant awards will be announced by September 30, 2008. Link to the Guidelines, Criteria and Application: <http://www.gashpo.org/content/displaycontent.asp?txtDocument=426>

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Updated Funding Source List at HPD** - Looking for money for your preservation project? The Historic Preservation Division has recently updated its Funding Sources list - <http://hpd.dnr.state.ga.us/content/displaycontent.asp?txtDocument=21>

OTHER

- **Hotel Tax Seminars – Sep 9** – Details found at <http://www.mainstreetgeorgia.org/UserFiles/File/Hotel%20Motel%20Tax%20Seminar%20Flyer.pdf>
Questions? Cindy Eidson, (404) 679-3101, ceidson@dca.state.ga.us
Sept. 9th, 2008 // Toccoa (Registration Deadline: Friday, Aug. 29th, 2008)
Toccoa City Hall, 203 North Alexander Street, Toccoa, GA 30577

• **Cast your Ballot for 2008 Southern Living Readers Choice Awards** - Go to the magazine's Web site, register and vote for your favorite city, small town, family destination, weekend getaway, hotel, beach, festival/fair, scenic view, and public garden, plus preferred restaurants for breakfast/brunch, splurging and southern favorites. **Entry deadline is July 21.** Results will be published in the January 2009 issue of Southern Living. To register and vote, visit <https://www.timeinc.net/southern/secure/sweeps/readerschoice08/entry.html?iid=readerschoice|ballot|2008>.

• **From Randall Travel Marketing:**

- 37% of Americans have traveled to fewer than 10 states in their lifetime. Most have visited Florida (62%), California (56%) and New York (51%). *Source: Greyhound*
- 57% of Americans say they have less money for vacations in 2008 than they did in 2007. However, 69% say gas prices won't affect their plans. *Source: AOL/Zogby Travel Survey*
- Social media continues to grow in importance. In a recent study 48% of travelers read user reviews for hotels and lodging before booking their stay. *Source: AOL/Zogby Travel Survey*
- **511 Travel Info Update** - Georgia 511 has reached a major milestone - one million calls well within the first year of operation. Managing one million calls in just over ten months shows that in addition to attracting new users, many have come to routinely depend on 511 for vital travel information. Georgia 511 launched on August 15th of last year and has managed calls from throughout the state ever since. Travelers increasingly turn to 511, especially around peak travel holidays and for tourism information and information related to major construction projects.

COMING UP! (Visit the *Travel Industry Calendar* at www.MarketGeorgia.org for more listings)

July 18 GA On My Mind Day at the Augusta Visitor Center - email augusta@georgia.org for more info or to RSVP

July 31 Deadline for E-Challenge Grant Application

Aug 29 Last day to register for Sep 9 Hotel Tax Seminar in Toccoa

Sept 9 Hotel Tax Seminar, Toccoa, GA

Sept 10-12 GA Governor's Conference on Tourism/GACVB Annual Meeting/TDGA Meeting, Albany, GA