

HISTORIC HEARTLAND

TRAVEL REGION

Regional Tourism Representative

June 2008 Report

GEORGIA TOURISM DIVISION NEWS

- **Partner Admin Now Live for www.ExploreGeorgia.org** – You can access it at www.ExploreGeorgia.org then scroll to the bottom and click on GDEcD Partner Login. Please contact your tourism rep for instructions on how to access or if you have any questions about logging on, gaining access to current listings or entering a new listing. (**DO NOT** enter tourism listings on www.Georgia.org. The listings currently on that site will remain there until late 2008.)
- **Techno Tourism E-Challenge Grant - application deadline is July 31** – (this grant is only available to those who attended the Techno Tourism conference in April.)
- **GA Gov. Conference Registration** and Schedule Now Available Online at www.regonline.com/govtourismconf. Early registration through Friday, June 13th - \$300; After June 13th, registration is \$350.
- **GA Travel Guide Advertising** – new rates are available. Contact Jill Teter, Account Rep, at j_teter@bellsouth.net
- **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>

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
- **HB 1088 – Signage for Agritourism Businesses** - Road signs directing people to Georgia's agricultural tourism attractions soon will join signs for parks and historic sites along roadways in the state, thanks to a bill signed Monday by Gov. Sonny Perdue. The bill directs the state agriculture and transportation departments to develop a program supporting local "agritourism" businesses - for example, wineries and working farms that also feature corn mazes, hay rides or pick-your-own crops - by pointing drivers their way. Read the bill at http://www.legis.state.ga.us/legis/2007_08/sum/hb1088.htm
- **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>.

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **2008 Travel Media Marketplace Media Contacts** – Please follow up on the media requests. If you didn't receive a list of media and their requests, contact Marguerite Copelan or Marsha Buzzell
- **SEOPA RFP** – the Southeastern Outdoor Press Association is seeking bids for their 2010 and 2011 meetings. For a copy of the bid requirements and form, contact Janet Cochran, tourism rep.
- **Group Travel Seminars**
 - **June 18 (Student group travel – Cobb Co.)** For those of you interested in student travel – Cobb CVB will be hosting a student travel workshop at the Waverly Hotel on Wednesday, June 18. The speaker will be John Kirsh, Travel Adventures – he is the incoming President of SYTA (Student & Youth Travel Association). The workshop will be held from 10:00am until noon. This is an excellent opportunity to familiarize yourself with the student market as well as the leading student travel association. Please contact Judy Renfroe if you are interested in attending. She will have hotel information for those who need to overnight as

well as registration information. Her phone number is 678-303-2626; jrenfroe@cobbcvb.com

• **June 19-20 (Group Tour Boot Camp – Macon)** – Cost for Boot Camp=\$0.00

Thursday – June 19, 12:30pm – 5:00pm

Friday – June 20, 9am – 12:30pm

Sessions will include: Group Tour 101, Student Market Basics, ROI for Today; Tracking 2008, FAM Execution, The Art of the Sales Mission, and GA Group Tour Strategy (this is a tentative listing). Overnight accommodations – you may make reservations at the: **Hilton Garden Inn, Macon/Mercer University**, 1220 Stadium Drive, Macon, GA 31204, 478-741-5527 (phone) www.maconmerceruniversity.hgi.com Put GDED in the group/convention code. The rate is \$109. Direct any questions to Katie Baasen 404-962-4080 or via email kbaasen@georgia.org.

• **Good Article about group tour travel trends – read it at**
<http://www.grouptour.com/spotlight/detail.php?recid=250&issue=306>

• **GA State Park Passes now available at Public Libraries** – For details, visit www.GetOutdoorsGeorgia.org and click on GO-for Programs.

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

June 18 SYTA (student travel) Seminar, Cobb Co.

June 19-20 Group Tour Boot Camp, Macon

July 10 Historic Heartland Travel Assoc. Meeting, Forsyth Chamber of Commerce

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

Sept 9 Hotel Tax Seminar, Toccoa, GA

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