



HISTORIC HEARTLAND  
TRAVEL REGION

Regional Tourism Representative  
September 2008 Report

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### GEORGIA TOURISM DIVISION NEWS

- **Tourism Product Development Grants-** Next round will launch on November 3rd, with the deadline for submittal on December 31<sup>st</sup>. Grants will be awarded in mid January with a completion date for the project by June 29<sup>th</sup> 2009. Maximum grant amounts will remain at \$10,000 requiring a dollar for dollar local match.
- **Agritourism Conference-** November 5-6 in Perry at the Georgia National Fairgrounds and Agricenter. Topics that will be covered include: marketing, grants, risk management, etc. will be addressed in workshops and panels. Go to [www.areg.ceas.uga.edu](http://www.areg.ceas.uga.edu) for more information and to register online.
- **ExploreGeorgia.org Updates-** Please make sure you are updating and adding new information on the [www.exploregeorgia.org](http://www.exploregeorgia.org) website. Please let me know if you would like for me to send you this information electronically and I will be happy to do so. I encourage you all to refer to the "Market Georgia Tourism" tab on the website.....go to [www.georgia.org](http://www.georgia.org) and scroll to the bottom of the page and click "GDEcD Partners" then click on "Market Georgia Tourism" and you will find lots of really good information about all the Tourism Division Programs and Services.
- **GDEcD's Travel Media Marketplace** – FYI: bids for hosting the 2010 and 2011 events will go out in early 2009.
- **GeorgiaMadeGeorgiaGrown.com** – visit this website for updates on efforts to promote Georgia Made Georgia Grown Products and the Creative Economies Initiative.
- **Georgia VICs Honored-** The Georgia Department of Economic Development's (GDEcD) Visitor Information Centers (VICs) were honored with an international marketing award for their Canadian Visitor Recognition program. The National Council of State Tourism Directors (NCSTD) announced the winners of the 2008 Mercury Awards program on August 26 at the Travel Industry Association's annual Educational Seminar for Tourism Organizations. The Mercury Award honors the best in state tourism office marketing and promotion programs each year.

## **MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING**

- **NTA and ABA Co-op Travel Show Opportunity** - For one or both shows, if you would like to co-op with the State of Georgia, please contact Katie Baasen, Sr. Sales Mgr. at 404-962-4080 or [kbaasen@georgia.org](mailto:kbaasen@georgia.org) for details. Sponsorships are available as well – **Deadline 10/1/08.**
- **Fall Celebration at Tallapoosa VIC** – The GA Visitor Information Center (VIC) – Tallapoosa is planning a promotional weekend Oct. 2-3, 10am – 2pm each day. For more info or to sign up contact Pam Cain at [tallapoosa@georgia.org](mailto:tallapoosa@georgia.org) or 770-574-2621.
- **Fall Colors of Georgia at Ringold VIC**-A Celebration of Fairs, Festivals, & Foliage throughout the state. September 26 from 10 am-2pm. For more info call 706-937-4211 or email [ringold@georgia.org](mailto:ringold@georgia.org)
- **Tallapoosa VIC Holiday Festivities Promotion**-Nov. 7 from 10am -2 pm. Call 770-574-2621 or email [tallapoosa@georgia.org](mailto:tallapoosa@georgia.org) for more details.
- **GA for the Holidays** – The GA Visitor Information Center (VIC) – Lavonia is planning for a holiday promotion the week of Nov. 21-30. For more info or to sign up for one of those days, contact Pat Pierson at [ppierson@georgia.org](mailto:ppierson@georgia.org) or 706-356-4019.
- **GA's Holiday Happenings at Augusta VIC**-December 5. Call 706-737-1447 or email [augusta@georgia.org](mailto:augusta@georgia.org) for more information or to reserve your space.
- The Georgia Visitor Center in Columbus invites everyone to host a special promotional day at the VIC! For more info or to sign up please contact Rita Hughes at the VIC if you are interested-email [rhughes@georgia.org](mailto:rhughes@georgia.org)