



Magnolia Midlands Travel Region

Regional Tourism Representative Report
November 2010

GEORGIA TOURISM DIVISION NEWS

2011 TRAVEL SOUTH SHOWCASE:

Atlanta is set to host the **2011 Travel South Showcase!** The Georgia Department of Economic Development (GDEcD), Atlanta Convention and Visitors Bureau (ACVB), Georgia World Congress Center (GWCC) and the Omni Hotel at CNN Center joined together to serve as official hosts for the annual event. Nearly 700 tourism professionals are expected in Georgia from April 3 - 5, 2011. There are various ways individual community partners, partner co-ops and Regions can be a part of the 2011 Travel Showcase. If you would like to take appointments, you'll need to register with Travel South. If you'd like to volunteer, you can also participate by contacting Brittney Gray at bgray@georgia.org. Regional Travel Associations may also participate at varying levels of sponsorships. Please talk to your Regional Representative or Brittney Gray for more information.

2011 TOURISM DAY AT THE CAPITOL:

Preparations for the 2011 Tourism Day at the Capitol are in full swing so please plan to join us by marking your calendars for Tuesday, January 25, 2011. We all know what a difference an investment in tourism can do to improve the quality of life for all Georgia residents. It is more important than ever that we build strong advocacy programs in order to showcase the important role of tourism across the State.

You can make a difference in your community...

- Help us get representation from all 159 counties
- Help us with content for a video outlining the impact of tourism
- Help determine a way to showcase the voters in each region
- Donate food items for the "Georgia Sweets and Treats" exhibition (50-100 items per region)

For full details and more information, contact Nerissa Serrano at nserrano@georgia.org.

AAA CO-OP AVAILABLE:

The upcoming AAA Great Vacations Expo will be hosted by Columbus, Ohio during January 21 - 23, 2011. There are several ways individual tourism partners and regional partners can be a part of the show. If you are interested, please contact Pam Kruseck by the Registration Deadline of **December 10, 2010**. Below are a few of the details regarding participation fees. Please contact Pam for more information.

Partner Registration Fee*: \$200/4 partner maximum

Brochure Distribution Fee: \$250/6 partner maximum

Travel Association Registration Fee: \$350/1 regional brochure displayed

MARKETING CO-OP REMINDER:

Don't forget you can still participate in the marketing co-op rates for print and online publications. If you are interested in taking advantage of the special State secured rates, please talk to Lori Hennessy for more information.

2011 TRAVEL MEDIA MARKETPLACE BIDS ACCEPCTED:

The Georgia Department of Economic Development is working on collecting Bids for the 2011 Travel Media Marketplace. The deadline for submission is December 15, 2010 at 5pm. It is an incredible opportunity to be selected as the host or hosts cities for the marketplace. Each year, qualified writers are invited to attend marketplace and it's an impactful occasion for the hosts. If you are interested in hosting the marketplace or in co-hosting the marketplace, please talk to your regional representative or Stefanie Paupeck at spaueck@georgia.org.

MAGNOLIA MIDLANDS HAPPENINGS:

SALESMANSHIP 101:

If you'd like a little help with salesmanship, here's the course for you! Registration is free and you don't even have to leave your desk to attend the class. Attendees will have to register though because instructions are forthcoming to registered participants only.

It's a great course and, with the sluggish economy, I can't think of a single business who doesn't need good Salesmanship skills! The live webcast of **Salesmanship 101** will be held next Tuesday, November 16, 2010 from 10:00am

to 11:30am - live and on your computer!!! Again, cost is free...so, go check it out and register at www.georgiasbdc.org/ce/Valdosta.

IMPORTANT UPCOMING DATES:

December 15: Deadline for Travel Media Marketplace 2011 Bids due to Stefanie Paupeck, spaupeck@georgia.org

December 16: MMTA meeting, location TBA

January 25, 2011: Tourism Day at the Capitol

April 3-5, 2011: Travel South Showcase



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For travel information, visit www.exploregeorgia.org

To learn more about experiencing the Magnolia Midlands, visit www.magnoliamidlands.org