



Magnolia Midlands Travel Region

Regional Tourism Representative Report
April 2011

GEORGIA TOURISM DIVISION NEWS

NEW BROCHURE ROOM AVAILABLE FOR PDF DOWNLOADS!

The brochure room is now all downloadable pdfs! No more snail mail. Current brochure room participants had their brochures converted to pdf, and have begun receiving stats on the number of downloads. This is Phase I. Stay tuned for Phase II when additional tourism partners will have the opportunity to get into the Brochure Room as well. To view the new brochure room, go to www.exploregeorgia.org and click on "Order the Free 2011 Georgia Travel Guide."

SPECIAL OFFERS NEWSLETTER:

Tourism partners are requested to add their special offers to www.exploregeorgia.org. to be included in the monthly e-newsletter. Web users can sign up to receive the Special Offers Newsletter here:

<http://www.exploregeorgia.org/SpecialOffers>. You are also strongly encouraged to update your special offers on www.exploregeorgia.org as often as possible. Special offers are probably the most sparsely populated field on the State Tourism site, so you are sure to stand out with frequently posted special offers. Consider you many opportunities for creating these offers. With assistance in creating offers and posting, contact Lori Hennesy.

IMPORTANT TIP FOR POSTING EVENTS ONLINE:

ExploreGeorgia.org Hint - When posting events, it's OK to put the dates in the description if you want, but if you don't put them in the Date field under the Details tab, the listing won't show up on the website.

REGIONAL NEWS:

BUILDING PARTNERSHIPS:

It's ever more important in the business world to create and develop lasting, power partnerships. In the tourism industry, these partnerships can help

elevate your status among tourist, in the industry and beyond. Consider your many opportunities for creating partnerships. For instance, look at opportunities to become members of regional associations like your travel association. Utilize the services of your regional rep and the product development team of GDEcD. Also, look at other ways you can get involved in getting the word out about your product. For instance, some communities have found that legislative days have been very successful at showcasing their assets. Look around the region and see where you can build on partnerships. For more suggestions and assistance, contact Lori Hennesy at lhennesy@georgia.org.

IMPORTANT UPCOMING DATES:

MMTA Meetings:

April 21, 2011

May 19, 2011, Metter, GA

Wine, Moonlight and Magnolias, A Fundraiser for the GSU Botanical Gardens:
April 21, 2011, Statesboro, GA



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For travel information, visit www.exploregeorgia.org

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