



Magnolia Midlands Travel Region

Regional Tourism Representative Report
August 2011

GEORGIA TOURISM DIVISION NEWS

REGISTER NOW FOR GEORGIA GOVERNOR'S CONFERENCE:



SEPTEMBER 11-14 | MACON, GEORGIA

Georgia Governor's Conference will be hosted in the beautiful town of Macon. There will be lots of exciting sessions full of tourism information. You won't want to miss this year's conference. For more information, go to:
<http://georgiagtc.com>.

CO-OP PROGRAM:

Along with the Marketing Grant Program with allocated funds for all nine regions, GDEcD has secured special rates for various vendors that all tourism partners can take advantage of. These vendors include a mix of print advertisement as well as tv, web and digital. New to the program is web placement for exploregeorgia.org. You may also want to consider the ads for the State's premiere tourism collateral, the Georgia Travel Guide. The annual publication has an estimated readership of over 2 million and has a two plus year shelf life. Please consider all of the co-op rates that may help you save significant funds in your marketing efforts.

For more information, visit:

<http://www.georgia.org/Georgialndustries/Tourism/Programs/Pages/Grants.aspx>

GEORGIA HOTEL/MOTEL TAX QUESTIONS?:

Jonathan Sharpe (DCA) is in charge of the department that oversees the Hotel Motel Tax collections. He is assisted by James Stevens who is their Hotel Motel Tax expert. If you have questions about Hotel/Motel taxes contact Jonathan Sharpe at 404-679-4996 or email jonathan.sharpe@dca.ga.gov or James Stevens at 404-679-0591-

email: james.stevens@dca.ga.gov

REGIONAL NEW:

MARKETING PROGRAM:

After the marketing program meeting, MMTA representatives have narrowed the placements to:

Atlanta Magazine
ValueClick (Web)
Trip Advisor

The selections included significant added value which will well represent the region as a whole. There will be an opportunity for the region to participate in the Best of Atlanta tasting in 2012 and will give the region a chance to showcase its food related assets.

VIC FAM:

The dates have been selected for the State VIC FAM. Magnolia Midlands will have our VIC FAM during October 3-6. Lori Hennesy will be contacting the regional partners to plan a well-rounded FAM to showcase the region. If you have new product or changes to old product, please contact Lori. These are locations that need to be showcased.

POSSIBLE GRANTS:

TOURISM PRODUCT DEVELOPMENT GRANT IS NOW AVAILABLE:

The TPD Grant will be available online on August 1. This is a bricks and mortar grant and/or an arts related grant. There is \$200,000 available in grant funding. The maximum per grant is \$20,000 and it is a 1:1 match. For consideration of projects, please contact Lori Hennesy. Applications must be submitted by September 30, 2011.

IMPORTANT UPCOMING DATES:

Release of Product Development Grant: August 1

Governor's Conference on Tourism: September 11-14



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For travel information, visit www.exploregeorgia.org

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