



## Magnolia Midlands Travel Region

Regional Tourism Representative Report  
January/February 2011

### GEORGIA TOURISM DIVISION NEWS



Having trouble opening some documents sent to you from me/our Atlanta office?

Try this link and download a patch to open the newest versions:

<http://www.microsoft.com/download/en/details.aspx?familyid=941b3470-3ae9-4aee-8f43-c6bb74cd1466&displaylang=en>

#### A BIG THANK YOU TO ALL TOURISM PARTNERS:

To everyone that attended Tourism Day at the Capitol and to those that sent items and brochures to share with our legislators, thank you for your continued and ongoing support! You are the champions of tourism in our States and you deserve a pat on the back. The day was a huge success because of all that you do! Please share any comments or concerns with your regional rep on how we can continue to improve our visibility with our legislators.

#### WHAT'S YOUR FLAVOR?:

**Flavor of Georgia Contest:** The *Flavor of Georgia* food product contest is an annual celebration of all the flavors Georgia has to offer. Market-ready prototypes or commercially available food products from across the state are judged and critiqued by a panel of food experts. **Product registrations will be accepted through Feb. 18, 2011.** Semifinalists will be announced in February. Final judging will be March 21 at the Freight Depot in Atlanta. Register online at [www.flavorofgeorgia.caes.uga.edu](http://www.flavorofgeorgia.caes.uga.edu) For more information, call Sharon Kane at (706) 542-9809 or e-mail [spkane@uga.edu](mailto:spkane@uga.edu).

#### WELCOME! JONATHAN BOISJOLIE:

Jonathan Boisjolie joined the Georgia Department of Economic Development Tourism Division's sales team Monday Jan 25 as our International Accounts Manager. Jonathan, on International Accounts, will join Pam Kruseck on Domestic Accounts and Joseph Walker, the leader of the sales team. While responsibilities on the team are now broken down between domestic and international, each will aggressively work the group and consumer business segments within their respective market regions. Jonathan's experience in building both group and consumer business at the High Museum and with his tour operator firm will be a valuable addition to the team.

## **HISTORIC PRESERVATION AND ECONOMIC IMPACT:**

The following link will take you to a study conducted by the GA Dept. of Natural Resources concerning historic preservations and its economic impact. It provides excellent information and documentation about the importance of historic preservation in any economic development strategy.

HPD Economic Benefits Report:

[http://gashpo.org/assets/documents/2011\\_Economic\\_Benefits.pdf](http://gashpo.org/assets/documents/2011_Economic_Benefits.pdf) .

## **CALLING ALL AGRITOURISM OWNERS and OPERATORS:**

**Georgia Agritourism Association:** The GAA has a newsletter that shares what is going on and how you can be involved. Our very own Jeff Manley from The rock Ranch is the President so you know he has west, central Georgia farms and agritourism operations first in his mind! Check them out at the following link on facebook or email gaagtour@gmail.com to be added to the newsletter list!!!

## **A BIG YEAR FOR GEORGIA and TRAVEL SOUTH:**

Travel South USA announced the 2011 Executive Board Officers in January 2011. **Kevin Langston, Deputy Commissioner for Tourism for the Georgia Department of Economic Development, was named 2011 chairman of the board and assumes leadership of the Southern Travel Directors Council, Inc.** Travel South USA is the Official Regional Destination Marketing Organization for the Southern United States, representing the states of ALABAMA, ARKANSAS, GEORGIA, KENTUCKY, LOUISIANA, MISSISSIPPI, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE, VIRGINIA, and WEST VIRGINIA.

Don't forget Travel South is scheduled for February 20-24, 2011 in our Capitol City, Atlanta. Brittney Gray is the point of contact for the event and has done an outstanding job at putting the event together. Kudos Brittney!

## **REGIONAL NEWS:**

### **TOURISM DAY AT THE CAPITOL:**

At the 2011 Tourism Day at the Capitol, Magnolia Midlands had the greatest number of attendees so far. 10 partners from around the region attended the newly formatted tourism day to show their support for tourism and to thank our legislators for the continued support. Others from the region were able to send items to the capitol to help support the efforts of the day. It's an evolving tradition that we in the industry must continue to support in one way or another. We look forward to your feedback and will continue to improve our visibility and functionality of the event. Thank you to all partners in the Magnolia Midlands region and beyond!

## IMPORTANT UPCOMING DATES:

**Travel South Showcase: February 22-24, 2011, Atlanta, GA** (Hat's off to Brittney Gray for the Amazing Job she has done putting together this well-oiled machine! Please thank Brittney next time you see her!)

### MMTA Meetings:

March 17, 2011, Vidalia, GA

April 21, 2011



Lori W. Hennesy  
100 West College Park Drive  
Collins Hall Room 117  
Douglas, GA 31533  
Direct: 912-389-4821  
Cell: 678-640-4342

[lhennesy@georgia.org](mailto:lhennesy@georgia.org)

For travel information, visit [www.exploregeorgia.org](http://www.exploregeorgia.org)

To learn more about experiencing the Magnolia Midlands, visit [www.magnoliamidlands.net](http://www.magnoliamidlands.net).