



Magnolia Midlands Travel Region

Regional Tourism Representative Report
May 2011

GEORGIA TOURISM DIVISION NEWS

TRAVEL MEDIA MARKETPLACE TO VISIT BLUERIDGE AND ELLIJAY:

Once again, GDEcD will be partner with two host communities to host the 2011 Travel Media Marketplace. Travel writers from the United States and Canada come into to Georgia and visit the host(s) communities. This year, the writers will arrive on Thursday, May 12 and head over to Blueridge. They will spend Thursday and Friday touring both Blueridge and Ellijay. On Saturday, the writers will have a jam packed day during the actual marketplace. The marketplace will feature representatives from all nine travel regions, the Georgia State Parks, the two host communities and special interest from around the state. Writers will be given time to speak with each representative individually and maximize their story content and ideas. After the Saturday marketplace, post FAMs will embark to explore the other parts of the State.

Travel Media Marketplace is always open to bids and the new RFP will be available at the end of September 2011. If you are interested in hosting TMM in your community, please let your regional representative know.

SIGN UP FOR GEORGIA TOURISM NEWSLETTERS!

Get the latest in Georgia vacation information delivered directly to your inbox! Our newsletters will keep you up-to-date on Georgia's events, attractions, destinations, off-the-beaten-path adventures, special offers, lodging and more. In commemoration of the 150th Anniversary of the Civil War - we have created a newsletter dedicated to special events and activities across the state. Just go to www.exploregeorgia.org/TravelNewsletter/Signup and sign up for your newsletters!

GDEcD SALES TEAM UPDATE:

Many of our regional partners have asked about updates from the Sales team. Please see the information below on the latest from the GDEcD Sales team.

INTERNATIONAL:

Kevin Langston, Joseph Walker, Pam Kruseck, Jonathan Boisjolie and Stefanie Paupeck will be attending International Pow Wow in San Francisco, CA from May 22 - 25, 2011. Pow Wow is the largest marketplace for international tour operators and media in the United States. GDEcD will be participating in pre-scheduled appointments with international tour operators, receptive operators and media representatives.

Stella Xu and Jonathan Boisjolie attended the Active America China conference in Las Vegas, NV from April 18-20, 2011. The Georgia Tourism team had 40 successful meetings with top Chinese tour and receptive operators. Stella Xu was one of five DMO representatives to present in a special conference kick-off session for the Chinese delegation.

DOMESTIC:

Pam Kruseck attended the OMCA/ABA Tour Operator Summit in Verona, NY from March 30 - 31, 2011. For the first time ever, the American Bus Association (ABA) and the Ontario Motor Coach Association (OMCA) are hosted a joint tour operator summit. Pam met with 30 Tour Operators from throughout the Northeast.

Visitors Information Specialist's Pam Cain and Pat Pierson attended the Southern Women's Show in Nashville from April 14 - 17, 2011. 30,840 consumers attended during the 4-day show. The Georgia Tourism division had three brochure co-op participants. In addition, Atlanta, Savannah and Georgia's State Parks were the top destinations of interest by attending consumers. Pam Kruseck and Jonathan Boisjolie conducted a site visit in Columbia County with Beda Johnson and Shelly Clark to see some of the new attractions, destinations and more in the area.

Joseph Walker and Pam Kruseck attended the Georgia Coast Travel Association (GCTA) Membership Meeting in Brunswick on Friday, April 15, 2011. Joseph spoke about the importance of the international market to Georgia's Coast reflecting on his recent visits to Brazil, China, France, Italy and Germany. IAGTO North American Convention - International Association of Golf Tour Operators - Monterey, CA - May 18 - 21, 2011

More than 120 golf tour operators have signed up to attend the annual convention. Approximately 30 percent of the operators who will attend the 3rd IAGTO North America Golf Tourism Convention will be from the U.S. and Canada. The other operators are coming from more than 20 other countries. The convention is open to North American suppliers and tourist boards

interested in meeting with domestic and international golf tour operators selling North America.

****Show schedule subject to change****

If you are interested in show co-ops, please contact your regional representative for further information. Also, please be on the lookout in your inbox for periodic emails regarding sales team co-ops.

REGIONAL NEWS:

COMMUNITY AND SITE VISIT:

You are always encouraged to rely on the resources provided by the Georgia Department of Economic Development including the resource of your Regional Representative. Please contact Lori Hennesy if you need assistance with product development, marketing or anything tourism related. Remember, she can also help with board retreats, community relations and much more!

MARKET GEORGIA: YOUR GO-TO RESOURCE:

Check out updated information on www.marketgeorgia.org. You can find tourism research, contact information, sales strategies and much more.

IMPORTANT UPCOMING DATES:

MMTA Meeting: May 19, 2011, Metter, GA

Grand Bobberthon Tournament: June 25, 2011, Perry, GA

Governor's Conference on Tourism: September 11-14



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

For travel information, visit www.exploregeorgia.org

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