



Magnolia Midlands Travel Region

Regional Tourism Representative Report
October 2011

GEORGIA TOURISM DIVISION NEWS

SUNBELT AG EXPO: Your Free Marketing Tool:

The Vidalia Area CVB will be sponsoring a booth at the upcoming Agricultural Expo and all MMTA members are encouraged to bring your swag and promote your events, attractions and hotels at the ag expo. Millions of consumers walk through the gates of the Sulbelt Ag Expo each year and these are potential visitors for your community. This year's expo is set for October 18-20. If you are interested in participating in the Ag Expo, please contact Ingrid Varn or Rich Williams at 912-538-8687.

TRAVEL MEDIA MARKETPLACE BIDS ACCEPTED:

Each year the GDEcD plans and helps to host a Travel Media Marketplace. Up to 30 Travel Writers from the United States and Canada visit the host(s) communities and learn about what the tourist can do in Georgia's cities. After the marketplace is over, writers may elect to participate on themed Familiarization tours throughout the State.

This is a great opportunity for you to showcase your community to these prestigious writers. There are requirements to be met and indeed it is a commitment, but the rewards can be great for those that are selected. Please give serious consideration to your ability to be a host and the opportunities this could open for your community. If you are interested in submitting a bid for TMM 2012, please contact Lori Hennesy for assistance. Additionally, consider neighboring communities to co-host with you to maximize your assets.

UPDATE YOUR EVENTS ONLINE:

It is very important that you keep your events updated on www.exploregeorgia.org. All publications are pulled from the information available on the State's official tourism website and your information will not go in print if it's not available online first. Please keep these few key tips in mind when posting your events:

- Make sure all the dates, times and occurrence details are listed
- Make sure there is a point of contact for the consumer

- Make sure you post the following years event as well (*Remember, the guide is printed a year in advance so you must have events posted a year in advance)
- Make sure you have as much detail for the consumer, providing them with any additional tips like best time to go, what to bring with them, etc.
- Post a variety of photos to showcase the event as much as possible

REGIONAL NEWS:

WATERMELON CREEK WINERY- GRAND OPENING DATE ANNOUNCED:

The third muscadine winery will be opening in the Magnolia Midlands Travel Region on April 14, 2012. Watermelon Creek Winery is located in Glennville and will offer tourist an addition reason to travel to the midlands. Save the date to come celebrate and support Watermelon Creek Winery.

IMPORTANT UPCOMING DATES:

Sunbelt Ag Expo: October 18-20, Moultrie, GA

MMTA Meeting: November 17, Hazlehurst, GA



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For travel information, visit www.exploregeorgia.org

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