



Magnolia Midlands Travel Region

Regional Tourism Representative Report
June 2009

GEORGIA TOURISM DIVISION NEWS

Exploregeorgia.org UPDATES NEEDED FOR DATA PULL: All updates, additions and changes to attractions and accommodations need to be made to all partner listings by June 15, 2009. The content for the 2010 Travel Guide will come directly from the data pull. In order to insure your listings will be included in the guide, please make sure you have your partner page updated by the deadline. Manual additions during proofing are not guaranteed.

GA MADE GA GROWN WEB REGISTRY - The web registry is available for the Creative Economies businesses to register for free. Go to www.gamadegagrown.org -enter your information and please encourage others to register. To learn more about the Creative Economies initiative can be found at www.georgia.org/foundation.

NEW MOBILE SITE!:We are working with Emmis Publications and ITI Marketing to develop a mobile version of the Travel Guide. Whether Georgia's 61 million tourists are looking to find directions to the Aquarium in Atlanta, a place to eat in Savannah or info on the best sights to see in Dahlonega, the new "mobi" site will give them this and much more at the touch of a cell phone button.

Rich content including Georgia's 9 tourism marketing regions along with the over 70 GA CVBs will be combined with useful functionality and features including state and city maps (with a driving directions option that will help travelers get from A to B), weather forecasts, an events guide, and text messaging all delivered via an intuitive user interface. Best of all, it is available completely free of charge to all Georgia visitors.

Listings in the mobi guide will be free but to really take advantage of the mobile medium, many organizations will want to purchase enhanced listings or advertisements, which can be done for as little as \$500. Franci Edgerly and her team at ITI are handling the marketing, so our partners will be hearing from her shortly.

GEORGIA GOVERNOR'S CONFERENCE: DON'T MISS IT!:

Lake Lanier Islands Resorts Legacy Lodge and Conference Center will be the host for the 2009 Governor's Tourism Conference. Make your plans to attend this annual training and conference. For complete information on lodging, registration and all the exciting plans, visit the conference website at www.georgiagtc.com.

POST YOUR REVIEWS ONLINE:

As part of the ongoing updating of the Explore Georgia website, we are adding a section for posting reviews. Please check out this new feature on www.exploregeorgia.org. You'll notice the stars beside each of your listings on the consumer side.

STATE PUBLICATION ORDERS:

In an effort to make sure communities have access to state publications, GDEcD and Emmis Publication are extending an offer to all communities to place a quarterly order to be made to two regional drop locations. It is the responsibility of the community to arrange for pickup of your publications from either Douglas or Metter. Please be sure to get your order in by the specified deadline. There may be a quick turnaround and late orders will not be placed. Please contact Lori Hennesy with any questions regarding your need for publications or your orders.

POSSIBLE GRANT INFORMATION

THE 2010 CO-OP MARKETING GRANT DEADLINE HAS BEEN MOVED TO JULY 31, 2009:

Budgets are not set in stone until the legislative session convenes. Therefore the deadline for applications has been extended to give you all time to prepare your application should the funding for the co-op be restored.

Le Corbusier study grant

One 10,000 euro grant is available for study of the architect. Applicants must be pursuing an advanced degree and be under the age of 35.

www.fondationlecorbusier.fr

Due by June 30.

GHRAB Historical Records Digitization Services Grants

Awards of up to \$10,000 to local governments and historical repositories in Georgia for digitization services. Preference will be given to records of high genealogical value.

www.sos.ga.gov/archives/who_are_we/ghrab/grant_programs

/historical_records_digitization_services.htm or contact Elizabeth Barr at 678-364-3718 or ebarr@sos.state.ga.us.
Due by September 1.

MAGNOLIA MIDLAND'S REGIONAL NEWS

SOUTHERN WOMEN'S SHOW - Savannah, GA - February 5 - 7, 2010 (consumer show) The Southern Women's Show attracts more than 12,000 women over a 3-day period. These consumer shows target women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more! Magnolia Midlands Travel Association will be participating in the show again this year. If you are not a member of the regional travel association, please feel free to contact Dorie Bacon at tourism@cityofdouglas.com to find out how you can get involved.

- **IMPORTANT UPCOMING DATES:**

- Magnolia Midlands Travel Association Meeting: June 18, 2009 in Eastman
- Governor's Conference on Tourism: August 31- September 2, 2009 at Lake Lanier



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For travel information, visit www.exploregeorgia.org

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