



NORTHEAST GEORGIA MOUNTAINS TRAVEL REGION

September 2010 Report

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NEWS FROM THE ATLANTA OFFICE

Governor's Conference on Tourism

Deputy Commissioner Kevin Langston's presentation at the GA GCT can be found on www.MarketGeorgia.org on the Industry Research Page under Presentations/Reports. The following is a link to the presentation as well. The file is huge, so will take some time to open/download.

www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/Presentations/Georgia%20Tourism%202010%20Leave%20Behind%208.2010.pdf

Tourism Product Development Grant

The Tourism Division of the Georgia Department of Economic Development has listed the 2011 Tourism Product Development Grants Application, Guidelines and Tip Sheet information on www.marketgeorgia.org. Application deadline is **September 29, 2010**. www.georgia.org/Georgialndustries/Tourism/Programs/Pages/Grants.aspx

Publications & Website Update

- As always, make sure your listing on www.ExploreGeorgia.org is up to date – Logo picture, pictures, hours of operation, directions, etc.
- Make sure you have posted your special offers/packages – the Special Offers/Packages Newsletter will be going out soon!

Research

July Smith Travel figures are out. Contact me for a complete report.

- Hotel/motel **occupancy** increased 8.1% statewide in July 2010 from July 2009 ahead on the National increase of 7%
- July 2010 **room rates (ADR)** in Georgia were down -2.0% from last June.
- Statewide, **RevPAR** was up 6%.
- Georgia **room revenues** increased 8.6% in July 2010.
- **Room Demand** increased 10.7% in the state from July 2009 to July 2010.
- **Room Supply** increased by 2.4% in the state from July 2009 to July 2010.

2011 GEORGIA TRAVEL GUIDE

Here are some key bullet points for the 2011 Georgia Travel Guide:

- 1) The advertising rates in the 2011 Georgia Travel Guide have been DECREASED by an average of 12% over last previous year's rates while the circulation of the 2011 Guide will remain at 750,000.
- 2) The Georgia Travel Guide has the largest circulation and most affordable advertising rates of any state travel guide in the southeastern U.S.
- 3) All advertisers in the 2011 Georgia Travel Guide will be eligible to receive reader response leads generated from print, fax and online leads from visitors requesting more information. The online reader service component will be the most effective, efficient and instantaneous for the advertiser ensuring interested parties receive advertiser's information quickly. All advertisers will receive their leads via email and will be provided with a password to log into the lead system at any point. Demos of this new system will take place at the Governor's Conference.

- 4) The 2011 Georgia Travel Guide will be fully digitized and be iPad and iPhone compatible. The digital version will live on www.exploregeorgia.org and www.atlantamagazine.com for an entire year extending the reach of all advertisers to potentially tens of thousands of additional impressions. All advertisers in the print edition of the Travel Guide will have their ads included in the digital edition at no additional cost. All web links in print will be “live” in the digital edition.
- 5) Atlanta Magazine is expanding the annual Best of Atlanta Party (produced for the past 24 years) to include the Best of Georgia Travel. All full page advertisers will be provided with a complimentary display at the 2011 Best of Georgia Travel event in which to showcase their region, their food and their attractions. This annual event is attended by nearly 3,000 affluent readers of Atlanta Magazine and is a benefit for Camp Twin Lakes. This is a value of \$5,000 for the full page advertiser in the Travel Guide.

PeachBytes

- Sign up for this monthly update on statewide tourism news and activities. Send email to peachbyte@georgia.org and put Sign Up in Subject Box.

Sales Team Update

- Contact me if you would like the **July Group Leads from the GA VICs**. I’ve already sent this out to the Chambers/CVBs and my Group Leads contact list.
- If you would like a copy of the presentation that was given at the recent FIT seminar in Savannah, “**CAPTURING THE INTERNATIONAL VISITOR MARKET**”, let me know and I will email it to you.
- We have the fantastic opportunity to showcase Atlanta and Georgia in 2011! Make plans now to attend the **29th Annual Travel South Showcase in Atlanta, Feb. 22 – 24, 2011**. Showcase is the only regional tourism marketplace for the Southern USA. The state of Georgia, along with hundreds of tourism partners, is planning to host more than 600 tour operators, media and southern suppliers.

We need you! There are many ways for you to get involved. Attached you will find information on Travel South Showcase, Sponsorship, Fave 5 and Booth Share. For more information, visit www.TravelSouthUSA.org/showcase11

If you have questions, please contact:

- Brandon Barnes, Atlanta Convention and Visitors Bureau - 404.521.6567 - bbarnes@atlanta.net
- Brittny Gray, Georgia Dept of Economic Development – Tourism - 404.962.4084 - bgray@georgia.org
- Rob Nolen, Travel South USA - 404.231.1790 - rob@travelsouthusa.com

We also have a wonderful Host Committee working tirelessly behind the scenes. You will be directed to the Committee Chairs depending on where you would like to get involved. Many of you have already expressed interest in volunteering. Please contact Theresa Jenkins – tjenkins@mariettaga.gov.

www.ExploreGeorgia.org

- **Tip of the Month** - Remember...when adding a listing or updating a listing, click on all the tabs to complete all the information. The more information you have the better your listing will be received by the web visitor!
- **Ultimate Georgia Vacation Contest** – This recently ended...736 folks entered the contest and total trip planner uses during the contest period was 2,868.

LEADS:

- **Smith Travel Report** (This report can be found on www.MarketGeorgia.org under Research)
- Group Leads from the Georgia VICs – Contact me for the group leads for June (and the final for the FY 10. The entire database for the year is available according to month on the tabs at the bottom of the sheet. We plan to continue with the same format for FY 11. Any questions or comments, please don’t hesitate to call either Katie Baasen at kbaasen@georgia.org or Elaine Watkins at ewatkins@georgia.org.

REGIONAL NEWS

- Ga Power has to do dam repairs that are causing them to cancel all water releases this fall. Even the lake beach is closed.

TRAVEL & INDUSTRY TRENDS

- **The Toughest Guest: a Teen** - For teenagers on summer vacation with their families, there seems to be a universal goal: Ditching the parents. Hotels and resorts are trying to make that easier by offering souped-up teen programs – with Wii contests, sushi-making lessons and poker nights – as well as dedicated hang-out spots for the under-18 set. Think video games and "mocktails." While hotels and resorts have long offered activities geared to younger children, companies are now realizing they need to offer something fun, and safe, for teens, especially if they want to hold onto families whose kids have aged out of the children's programs. Resorts are also finding that bored teens hanging around the lobby isn't so desirable. To find out more, visit online.wsj.com/article/SB10001424052748703940904575395011201052130.html?KEYWORDS=teens.
- **Ypartnership Survey Details Habits, Plans of Family Travelers** - The family market ranks as one of the most important to the travel industry, and the newly released Ypartnership/Harrison Group 2010 Portrait of American Travelers provides an intriguing look at the changing travel habits and preferences of these leisure travelers. The survey is the most comprehensive examination of the travel behavior of Americans with an annual household income of more than \$50,000. "Family travel" is defined as any form of leisure travel that includes children. Family travelers are likely to take both weekend trips (73 percent) of four nights or less including a Saturday, and extended trips (71 percent) of five consecutive nights or more. Beach/lake destinations rule, selected by one-third (33 percent) of all family travelers last year, while one out of four (26 percent) took a theme park vacation, and one out of 10 (9 percent) visited an all-inclusive resort. To find out more, visit www.travelpulse.com/Resources/Editorial.aspx?n=74606.
- **Hotel Guests Say Satisfaction Levels on Upswing** - Hotel owners: listen up. For satisfied customers, offer them wireless Internet and a free breakfast. Be sure to have smoke-free rooms and keep the service level consistent at all your properties. Those were key factors in ensuring guest contentment, according to the J.D. Power and Associates 2010 North America Hotel Guest Satisfaction Index Study. The survey also discovered that 58 percent of hotel guests now book their room online – a slight increase over last year – and they're more likely to use the hotel brand's portal than any other site. To find out more, visit www.travelmole.com/stories/1143507.php?mpnlog=1&m_id= rY!Y! rvm.
- **Golf Clubs Suffer in Recession as Membership Dwindles** – Recession-battered golf courses aren't just coping with lighter crowds. Some are edging perilously close to bankruptcy. Most people just can't afford the luxury of a \$100 to \$400 round of golf, nor do they have the time – several hours – to complete an 18-hole round. Businesses are cutting back on golf-related expenses for executives. Travelers who once plunked down gobs of cash to golf in exotic locales are passing up golf vacations. Courses from Florida to Arizona, where golfing was once a daily exercise, face major cutbacks or foreclosure. Golf Datatech reports North Carolina has seen a 1.8 percent increase in the number of golf rounds played at public and private courses; many states have seen negative percent changes. Myrtle Beach, S.C., a once-booming 70-mile strip of beachfront property nicknamed "Golftown, USA," has been hit especially hard: Where there were about 125 golf courses in 2006, there are now around 100. The root of the problem is stark: To find out more, visit www.usatoday.com/money/economy/2010-08-03-golf03_CV_N.htm.
- **More Business Travelers Told to Get 'Lowest Logical Fare'** – Nearly 75 percent of North American companies have revised their travel policies in the last two years to cut costs, and two-thirds of those now are discouraging – and in some cases, forbidding – employees from flying in first- or business-class seats. Those results of a new survey of corporate travel managers due out this week show companies increasingly are pushing workers to buy non-refundable fares or at least get what's called the "lowest logical fare." Typically, that's the lowest-priced fare that doesn't cause travelers to take wildly circuitous routes, cause them to miss important engagements,

incur an extra night in a hotel or lose productivity. That's according to the survey's publishers, Egencia and the National Business Travel Association Foundation. To find out more, visit www.usatoday.com/travel/flights/2010-08-02-businessflying02_ST_N.htm.

- **In Britain, Dorms Have Summer Jobs as B & Bs** – More than two dozen universities in 20 cities in Britain have transformed their bustling dormitories tranquil bed-and-breakfasts during spring, summer and sometimes even Christmas vacations. According to Charlie Ramsay, managing director of University Rooms, the consortium behind the Web-based business, some 3,000 accommodations — from singles with shared baths to family suites — are available during the summer season alone. Fluffy towels, supplies for making cups of tea and coffee, toiletries, porter services and even access to the campus sports facilities are normally provided. To find out more, visit travel.nytimes.com/2010/08/01/travel/01journeys.html?ref=travel.
- **Hotels Court Business Travelers' Spouses, Kids** – In their latest strategy to increase business, hotels are pursuing what they call "blended travel," in which guests mix business and pleasure. It seems to be working. More conference attendees are booking weekend rooms before or after meetings for a bit of respite, often with family members, hotels say. With working lives inextricably linked to the ever-awake BlackBerry, the line that separates work and personal hours on the road is also blurring. Business travelers, knowing they'll have to log back in to work after dinner, are demanding free Internet, improved (or free) meal options, fancier workout equipment, drinks and snacks, and other leisure features. To find out more, visit www.usatoday.com/travel/hotels/2010-08-10-businesstravel10_ST_N.htm?loc=interstitialskip.
- **Spas Cash in on Craze for Locally Grown Fruit** – Spa guests' greatest demand used to be for treatments employing exotic ingredients from far-off places, such as heavily perfumed body creams from Europe. But over the past few years, the local food movement firmly entrenched in the nation's pricier restaurants has spread to spas. Treatments using products from local farms are a niche offering, so their sales haven't been separately tracked. But spa managers say guests are increasingly opting for such luxuries. Atlanta-based spa consultant Mark Wuttke says demand is being driven by a desire for a unique experience tied to a spa's location. "People are looking for a more authentic experience," he said. "People don't necessarily want to have the same experience in Florida as they have in New York as they have in California as they have in Dubai." He cautioned, however, that spas using locally grown ingredients risk disappointing guests who expect to get the same services year-round. Most crops grow only part of the year. To find out more, visit www.usatoday.com/travel/destinations/2010-08-10-spas-local-fruit-treatments_N.htm.
- **STR Revises Forecast, Sees Stronger 2010 for Hotels** – Smith Travel Research last week revised its 2010 U.S. hotel industry forecast, projecting rates will hold steady and revenue per available room will increase more than called for in earlier forecasts. STR now expects average daily rates in 2010 will drop only 0.1 percent from levels in 2009, compared with its June prediction of a 0.6 percent drop in average daily rates. It also upped its estimated RevPAR increase for the year to 4.3 percent from the 3 percent increase it published in June. Occupancy, meanwhile, will increase by 4.4 percent year over year – up from the June forecast of 3.6 percent – to 57.1 percent, according to STR. For more information, visit www.businesstravelnews.com/Business-Travel/Hotel-News/Articles/STR-Revises-Forecast,-Sees-Stronger-2010-For-Hotels/.
- **For Hotels, Eco-Friendly Ideas Await a Friendlier Economy** – Hotels eager to satisfy the growing desire of business travelers for eco-friendly lodging are finding that their environmental ambitions have run headlong into the harsh realities of the recession. When the economy was thriving, developers were promoting environmental flourishes like roof gardens, floors of reclaimed wood and solar panels. But now, with reduced operating budgets, hotel owners are putting off the kind of sweeping projects that were common during the bull market and instead focusing on smaller environmental initiatives that don't cost as much and may even save money at the same time. To find out more, visit www.nytimes.com/2010/08/17/business/17green.html?_r=1&ref=business.

- **Hotels Book More Meeting, Convention Groups This Year** – Hotels are reporting a rebound in business from group customers, a key segment that includes companies, associations, sports teams, religious groups, social organizations and the military. The U.S. Travel Association forecasts a 7 percent increase in meeting and convention spending this year, to \$90.7 billion. That follows a 15 percent decline in 2009, when organizations canceled meetings, sent fewer employees to trade shows and insisted on bare-minimum amenities. Hotels and convention bureaus responded with aggressive deals and packages, such as providing free coffee breaks or discounts on audiovisual equipment. Groups are responding now, spurring an optimistic mood in the meeting planning and convention industry. To find out more, visit www.usatoday.com/money/industries/travel/2010-08-17-businessmeetings17_ST_N.htm.
- **Extended Stay Hotels See Occupancy Gains, With Rate Rises to Follow** – Extended stay hotels are posting strong gains in occupancy this year, and analysts said the hotels are likely to achieve rate increases by year-end. Although major extended stay brands still report ambitious development plans, however, additional extended stay supply in the United States is expected to dwindle considerably in the coming years. During the first three months of this year, extended stay demand made some of its largest year-over-year increases ever, according to the Atlanta-based Highland Group's first-quarter U.S. extended-stay lodging report. Overall demand was up by 16.5 percent for the quarter, the highest growth rate seen in more than a decade, and overall room night demand topped record levels set in 2008. To find out more, visit www.businesstravelnews.com/Business-Travel/Hotel-News/Articles/Extended-Stay-Hotels-See-Occupancy-Gains,-With-Rate-Rises-To-Follow/.
- **NBTA Survey Finds Largest Drop in Business Travel Since 9/11** – The NBTA Foundation, the research arm of the National Business Travel Association (NBTA), released a comprehensive report analyzing the current state of global business travel spend and growth projections over the next five years. The study, sponsored by Visa, reveals that business travel spend around the world fell 8.8 percent in 2009 – the largest drop the industry has seen since the recession in 2001 and following the events of 9/11. At the same time, the economic recovery to date has surpassed expectations and, as a result, global business travel spend is projected to reach \$896 billion in U.S. dollars this year and grow to \$1.2 trillion by 2014. To find out more, visit <http://www.travelpulse.com/Resources/Editorial.aspx?n=75146>.
- **Survey: More Travelers Willing to Bare All on 'Nakations'** – Staycations are so 2009. It's nakations in 2010. According to a recent unscientific TripAdvisor survey, there is one thing staying home more during vacations: clothing. The online travel community asked 22,091 of its U.S. readers if they would bare all at the beach and 48 percent said yes. This is up from last year's nude beach survey, in which 31 percent of respondents said they would "love to see and be seen" at a clothing-optional destination. To find out more, visit travel.usatoday.com/destinations/dispatches/post/2010/08/more-travelers-willing-to-bare-all-on-nakations/105003/1#uslPageReturn.
- **Some Towns Block Chain Restaurants to Save Charm** -- Striving to protect its charm, Springdale, Utah, town officials crafted an ordinance that bans "formula restaurants" from opening within the city limits. Springdale's zoning ordinance, similar to others across the nation, prohibits a variety of businesses, including formula restaurants and delicatessens, because they are found to be in conflict with the town's general plan. The National League of Cities supports leaders who want to protect their community's character and economic development, says Gregory Minchak, a spokesman for the league. "We're big on local control here," Minchak says. When preparing the ordinance, Springdale officials looked at other towns across the USA that regulate formula businesses in one way or another, including Bainbridge Island, Wash.; Bristol, R.I.; Cannon Beach, Ore.; Ogunquit and York, Maine; and seven municipalities in California, including Arcata and Solvang. To find out more, visit www.usatoday.com/news/nation/2010-08-17-chain-restaurants_N.htm.
- **Visa: 20 Percent Rise in U.S. Inbound Tourism Spending** -- A new Tourism Outlook: USA report from Visa Inc. shows the tourism industry has begun to rebound during the first six months of 2010. From Jan. 1 to June 30, 2010, spending by international visitors to the U.S. on their Visa-branded payment cards was up 20 percent over 2009 levels. At the same time, Americans are spending at higher levels when traveling internationally: spending

by U.S. travelers abroad on Visa cards was up 9.3 percent in the first quarter of 2010 compared to the same period in 2009. To find out more, visit www.travelpulse.com/Resources/Editorial.aspx?n=75867.

- **PricewaterhouseCoopers Forecasts Robust Hotel Growth in 2011** – PricewaterhouseCoopers (PWC) said its U.S. lodging forecast shows a lodging recovery that accelerated in the first half of 2010 and will gain further traction during the remainder of 2010, as increasing demand begins to rebalance pricing power. Although the pace of demand growth is expected to moderate during the second half of 2010, PWC said, the recovery is expected to shift from almost exclusively demand-driven to a mix of demand and room rate growth, confirming the return of the business segment. With growing demand and decelerating supply growth, PWC anticipates that the U.S. occupancy rate will increase 2.6 percentage points for 2010, reaching 57.2 percent. To find out more, visit www.travelpulse.com/Resources/Editorial.aspx?n=75816.
- **Vacation Travel Recovers, but Frugality Is Focus** -- Vacations have become a luxury for many Americans trying to make ends meet in this economic downturn, but there are signs that people are slowly, even timidly, on the move again. Families who postponed trips last year are making modest vacation plans, travel agents say. The pent-up demand is starting to filter through, though it is more a trickle than a flood. With it, analysts said, comes a new level of austerity as vacationers search for frugal ways to get away by juggling their finances, taking shorter trips and even staying with relatives. And business owners or executives who felt it was insensitive to travel as they cut costs and laid off workers are again making plans to get away, leisure industry experts added. Hotels are luring travelers with free offers – like an extra night, a meal or a gift – instead of cutting prices. The additional night's stay can help increase ancillary spending. To find out more, visit www.nytimes.com/2010/08/28/business/28travel.html?scp=1&sq=vacations%20AND%20luxury&st=cse.
- **When Getting Away Means Staying in Touch** -- People used to go on holiday to unplug. Now they're demanding to be plugged in. That secluded, desert island-type getaway may soon be as dated as the post-vacation slide show as more travelers use e-mails, Facebook and Twitter to nurture the ties that bind even while they get away from it all. A recent survey of 2000 travelers by American Express found that 77 percent of Americans intend to stay connected while on vacation via Internet, phone, social media and other channels. The motivation is social, not business. Only 14 percent said they would stay connected for work. To find out more, visit www.reuters.com/article/idUSTRE67Q1S220100827.
- **YPartnership Surveys Use of Smart Phones for Travel** – U.S. travelers are using their smart phones for navigation, GPS functionality and to compare or even book travel, according to the new Ypartnership/Harrison Group 2010 Portrait of American Travelers. The survey finds that nearly two in 10 travelers have downloaded a travel-related application to their smart phone. Among those travelers, nearly one-half have navigated a destination using the built-in GPS functionality or searched for the latest information on flight schedules and delays. Nearly three in 10 have compared airfares or hotel rates or shared information or photos about their travel experiences (28 percent) using their smart phone. To find out more, visit www.travelpulse.com/Resources/Editorial.aspx?n=75817
- **ADaysOuting.com Aimed at Hometown Tourists** – An Associated Press article recently spotlighted a website encouraging people to tour their own hometown and area. The only thing that really gets people exploring their own city is the arrival of visitors from somewhere else. Most people in any city tend to wait until they have visitors from out of town to see the tourist attractions in their own locale, said Karen Ballard, with the Idaho Tourism Division. A Day's Outing is designed to help hometown tourists see the attractions nearby. The site, allows a local to put in their ZIP code or location and request suggestions for quick trips within a certain radius – say, 30 to 120 miles. A list of preferences is offered to specify what kind of outing someone is seeking, such as a kid-friendly park, a wine tasting or theaters and museums. Travel destinations can even submit their own outing suggestions. To find out more, visit news.yahoo.com/s/ap_travel/20100819/ap_tr_ge/us_travel_cybertrips_day_s_outing; to visit A Day's Outing, click [here](#).

- **Survey Finds Fall Travel Getting More Popular** – Traveling in the fall is getting more popular with married couples in the 55-plus demographic. These couples cite dwindling crowds as the main reason for booking a vacation during the autumn season. That’s according to a recent survey conducted by Ruf Strategic Solutions on behalf of Travel Guard North America. Those surveyed report enjoying outdoor activities such as camping and hiking (45 percent) followed by traveling to enlighten their culinary senses (27 percent). The poll also shows that most travelers who book fall getaways are gradually spending more. To find out more, visit www.travelpulse.com/Resources/Editorial.aspx?n=75528.
- **Virtual Could Overwhelm Future Meeting Market** -- Based on the success of “telepresence” or virtual by early users, a startling study says it could replace 70 percent of internal travel and 10 percent of external travel over the next 10 to 15 years. That could lead to an aggregate reduction of 21 percent in corporate travel spending, predicts Bernstein Research. The U.S. telepresence or virtual meeting market will be worth \$30 billion in the next 10-15 years and almost half of that will be spent by small companies, according to the report. As part of that shift, major hotel chains such as Marriott and Starwood have started offering telepresence suites in heavy business markets such as Chicago and Hong Kong, a trend that will escalate in the near future. Telepresence is a type of that goes beyond the traditional screen-to-screen experience. By using high-definition video and audio, it creates the illusion that meeting participants are sitting in the same room. To find out more, visit www.travelmole.com/stories/1143861.php?mpnlog=1&mid=s~T s~A rs~.
- **Some Hotels Offer to Pay Fliers' Bag-Check Fees** – Hoping to cash in on a common traveler complaint, some hotel companies are offering to pay for the checked-baggage fees charged by some U.S. airlines. Kimpton Hotels and chains run by Intercontinental Hotel Group, including Holiday Inn, introduced the promotion to spur weekend and leisure business. Hotels have been aggressive in introducing deals, including deep discounts and third-night-free offerings. But refunding bag fees is a marketing tactic aimed at generating goodwill on an issue that has ignited a firestorm. The deal targets leisure travelers and vacationers. To be reimbursed, customers must fill out an online form and mail receipts of the hotel stay and bag-check fees. InterContinental will mail the reimbursement on a Visa debit card. To find out more, visit www.usatoday.com/travel/flights/2010-08-25-checkedbags25_ST_N.htm.
- **Social Media Users Also Prefer Internet** – Destination marketers, take note: travelers who have embraced various forms of social media and/or mobile devices are significantly more likely to use the Internet to select their leisure travel destination, says a PhoCusWright Consumer Technology study. Eighty-two percent of social network users selected their leisure travel destination online in the past twelve months, versus just 68 percent of non-users. The same pattern of online destination selection holds for micro-blog users (83 percent) and mobile early adopters (91 percent). To find out about this and the results of other studies, visit www.travelmole.com/stories/1143865.php?mpnlog=1&mid=s~T s~A rs~.
- **Technology Leads More National Park Visitors into Trouble** – The national parks’ history is full of examples of misguided visitors feeding bears, putting children on buffalos for photos and dipping into geysers despite signs warning of scalding temperatures. But today, as an ever more wired and interconnected public visits the parks in rising numbers – July was a record month for visitors at Yellowstone – rangers say that technology often figures into such mishaps. People with cellphones call rangers from mountaintops to request refreshments or a guide; in Jackson Hole, Wyo., one lost hiker even asked for hot chocolate. The National Park Service does not keep track of what percentage of its search and rescue missions, which have been climbing for the last five years and topped 3,500 in 2009, are technology related. But in an effort to home in on “contributing factors” to park accidents, the service recently felt compelled to add “inattention to surroundings” to more old-fashioned causes like “darkness” and “animals.” The service acknowledges that the new technologies have benefits as well. They can and do save lives when calls come from people who really are in trouble. To find out more, visit www.nytimes.com/2010/08/22/science/earth/22parks.html?_r=2&src=me&ref=homepage.

GRANTS & FUNDING SOURCES

List of Grants & Other Funding Sources

We'd like to remind you that there is information on grant programs and other funding sources on www.marketgeorgia.org. Go to www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx#other

Funding initiatives through Georgia State Parks

The following is a URL for two programs (the "Land and Water Conservation Fund" and the "Recreational Trails Program"). The Coastal region has utilized these grants for tourism related projects:

www.gastateparks.org/net/content/page.aspx?s=8084.0.1.5&siteid=5&wrapid=1

List of Funding Sources for Historic Preservation Projects (Georgia Historic Preservation Division)

This is a long and extensive list...be sure to check it out periodically for new funding opportunities.

[www.gashpo.org/content/displaycontent.asp?txtDocument=213&utm_source=Georgia+Historic+Preservation+Division+e-newsletters&utm_campaign=505ab88541-Preservation Georgia Online June 26-July+2 2010&utm_medium=email](http://www.gashpo.org/content/displaycontent.asp?txtDocument=213&utm_source=Georgia+Historic+Preservation+Division+e-newsletters&utm_campaign=505ab88541-Preservation+Georgia+Online+June+26-July+2+2010&utm_medium=email)

DATES TO REMEMBER

- **Georgia Travel Industry Calendar of Events:** Go to www.marketgeorgia.org and click on Travel Industry Calendar of Events to find out info on meetings, conferences, trade & travel shows, and other tourism related events.
 - Contact me if you would like to submit a tourism industry event (meeting, conference, etc.).
 - Be sure to bookmark the page and come back often for information on new and valuable tourism related events!
- **STS Top 20 Events Nominations**
 - To be considered, an event must have an attendance of at least 1,000 and be in its third year of existence.
 - There is a \$10.00 entry fee required per event.
 - Top 20 Events strongly encourages entrants to support nominations by providing supporting material such as photos, posters, brochures, press releases, news clippings and/or volunteer programs.
 - To find out more, visit www.southeasttourism.org/top20/. (The deadlines are also listed on the www.MarketGeorgia.org Travel Industry Calendar of Events.)
 - **Deadlines:**
 - Friday, OCTOBER 8, 2010 for events in April, May, June 2011 ~
 - Friday, JANUARY 7, 2011 for events in July, August, September 2011