



NORTHEAST GEORGIA MOUNTAINS TRAVEL REGION

July 2011 Report

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GEORGIA TOURISM DIVISION NEWS & UPDATE

- 🍊 **Sad News** – Please keep family and friends in both families in your prayers.
 - Long time tourism friend and partner, Marguerite Copelan, Madison CVB recently passed away on June 29th after a long battle with cancer.
 - Bernese Cagle – Cagle Farms has also passed away. She was a very involved tourism partner in Northwest Georgia and her son, Scott has done quite a bit in Agri-tourism marketing.

- 🍊 **NOTE FROM COMMISSIONER CUMMISKEY:** Just wanted to let you all know that the Georgia Council for the Arts (GCA) staff has officially relocated to the GDEcD headquarters. As you may recall, the GCA was moved under GDEcD this past legislative session. The GCA offices are on the 8th floor between Film and GEDA. They have also been added to our email address book. Please welcome Karen Paty, Jhai James, Tina Lilly, and Marva Swanson to the GDEcD family.

- 🍊 Gov. Nathan Deal today launched the **Georgia Competitiveness Initiative** to focus on job creation and statewide economic development strategy. The effort concentrates on strategic issues in attracting and keeping high-paying jobs in Georgia: infrastructure, innovation, education and workforce development, a friendly business climate, global commerce and government efficiency. Because of the broad scope and nature of the initiative, Chris Cumiskey, commissioner for the Georgia Department of Economic Development, and Chris Clark, president and CEO of the Georgia Chamber of Commerce, were asked to co-chair it. Twenty-three business leaders from across the state will serve on the steering committee, with a group of government officials assisting as ex-officio members. The group will work to deliver a plan that enhances Georgia's competitiveness and economic growth while ensuring that the 12 regions and the diverse industries across the state are recognized. Initiative members are meeting with business leaders in each region this summer to better understand local needs and perspectives. A final report, including recommendations, will be delivered to Deal this fall.

Plan to attend and share your comments, suggestions, issues, etc. on tourism and economic development:
www.georgiacompetitiveness.org

🍊 SMITH TRAVEL DATA FOR JUNE

June

- 🍊 Hotel/motel **occupancy** increased 5.9% statewide in June 2011 from June 2010
- 🍊 June 2011 **room rates (ADR)** in Georgia were up 2.8% from last June
- 🍊 Statewide, **RevPAR** was up 8.9%.
- 🍊 Georgia **room revenues** increased 8.9% in June 2011.
- 🍊 **Room Demand** increased 5.9% in the state from June 2011
- 🍊 **Room Supply** was flat

YTD

- 🍊 Hotel/motel **occupancy** is up 5.7% statewide YTD (through June) 2011
- 🍊 YTD **room rates (ADR)** in Georgia are up 0.5%
- 🍊 Statewide, **RevPAR** is up 6.2% year-to-date.
- 🍊 Georgia **room revenues** are up 6.4% year-to-date.
- 🍊 **Room Demand** is up 5.9% in the state year-to-date.
- 🍊 **Room Supply** is up 0.2% in the state year-to-date.

- 🍌 The **STATE TOURISM EXPENDITURES STUDY** will soon be posted on www.MarketGeorgia.org. The County level report will become available in September.
- 🍌 **PRODUCT DEVELOPMENT GRANT** - The new guidelines and E-grant application should be up on the www.MarketGeorgia.org website by Monday August 1st. We have been working with Karen Paty and the GA Council for the Arts to incorporate an ARTS aspect into the grant.
- 🍌 **ARE YOU GETTING THE MONTHLY PEACHBYTE E-NEWSLETTER FROM THE GEORGIA TOURISM DIVISION?**
To sign-up yourself or someone else up for this monthly newsletter, just email peachbyte@georgia.org. Go to www.georgia.org/Georgialndustries/Tourism/Pages/NewsEvents.aspx to see past PeachBytes.
- 🍌 **WEBSITE ADMIN:** The more complete your listing is, the more likely your attraction, accommodation or event listing is to be included in one of the weekly or monthly e-newsletters. So make sure you have good content, good pictures, a functioning website, complete address, phone, etc. and you might see your business or event highlighted in This Weekend in Georgia, The Georgia Newsletter, The Special Offers Newsletter, or The Civil War Newsletter.

🍌 **SMACKDOWN UPDATE – So far the following are submitting**

RTA Teams

1. Historic High Country-Rome
2. Team Heartland
3. AMTA
4. Classic South
5. The Midlands
6. NE GA Mtns/The Ones to Beat
7. Georgia Coast Smackdowns

Wildcard Teams

1. Visit Savannah
2. Team Sandy (Sandy Springs)
3. Golden Isles Hospitality
4. Tybee island Holiday Hounds – GA Coast
5. Holiday Cache for Cash – Cartersville
6. Southern Treasures
7. Cates - Callaway

- 🍌 **VISITOR INFORMATION CENTER FAMILIARIZATION TOURS:** We are reinstating VIC fams. We will be able to do the fams in October, November, December, January and February. We will plan on 7 VIC staff, 1 Atlanta sales or Marketing staff and 1 rep. The fams will run Monday from Noon to Thursday at noon to 2 PM. **Northeast will host one November 28-December 1.** Please let me know if you are interested in hosting this group.

The following is a list of proposed VIC Fams:

- October 3 – 6, Magnolia Midlands
- October dates TBA Atlanta Metro
- November 14 – 17 Historic High Country
- **November 28 – Dec 2 Northeast Mountains**
- December 5 – 8 Historic Heartland
- January 30- Feb 2 Classic South
- February 6 – 9 Presidential Pathways

- 🍌 **VIC SURVEY RESULTS FOR THE FIRST AND SECOND QUARTERS OF 2011** - For those of you who don't know, each VIC has one visitor per day fill out a survey, giving us around 900 completed surveys per quarter. There is some interesting data. Contact Tiffany Marin with any questions: 404-962-4832 or tmariin@georgia.org.
- 🍌 **FY 2010-2011 GEORGIA TOURISM MARKETING PLAN** - For those of you that are interested, you can find this document at www.georgia.org/Georgialndustries/Tourism/Programs/Pages/MarketingCampaigns.aspx. As soon as the FY 2011-2012 Marketing Plan is posted, I will let you know.
- 🍌 **SAVE THE DATE - GEORGIA GOVERNOR'S TOURISM CONFERENCE** is set for September 11 - 14 in Macon. Make plans now to attend Georgia's premiere tourism conference at the Marriott Macon City Center in Macon. Build professional relationships, discover tools and practical solutions, analyze new trends, innovations and

technologies, gain the necessary tools to manage today's challenges and learn from powerful Keynote and Breakout Speakers. Visit www.georgiagtc.com to learn more.

SMITH TRAVEL STATE SUMMARY 2006-2011 WITH MAY

May

- Hotel/motel occupancy increased 5.2% statewide in May 2011 from May 2010
- May 2011 room rates (ADR) in Georgia were up 0.8% from last May
- Statewide, RevPAR was up 6.1%.
- Georgia room revenues increased 6.1% in May 2011.
- Room Demand increased 5.2% in the state from May 2011
- Room Supply was flat

YTD

- Hotel/motel occupancy is up 5.6% statewide YTD (through May) 2011
- YTD room rates (ADR) in Georgia are down -0.1
- Statewide, RevPAR is up 5.5% year-to-date.
- Georgia room revenues are up 5.7% year-to date.
- Room Demand is up 5.9% in the state year-to-date.
- Room Supply is up 0.2% in the state year-to-date.

GDEcD SALES TEAM UPDATE


- If you would like a copy of the appointment notes from the IAGTO (International Assn of Group Travel Operators) North American Convention, send me an email. Also – I have the 2012 Host Destination RFP information for the IAGTO Convention in case anyone is interested in hosting the event in 2012. Contact Pam at 404-962-4175 or pkruiseck@georgia.org with any questions.

REGIONAL NEWS

-  Tourism Job Openings: www.southeasttourism.org/IndustryJobs.cfm


NEW AND OLD FACES:


- Towns County Chamber has a new president – Candace Lee is coming back as President and will report on August 1.
- Laura Lathem is now the Visitor Center Manager at The Dahlonega Chamber. Mary Ann Knight has retired. Congrats to Mary Ann and Welcome Aboard, Laura!
- Anna Brostrom is the new Director of Tourism at the Cumming-Forsyth County Chamber
- Jay Markwalter is the new CVB Director at the Dahlonega-Lumpkin County CVB
- Vicki Wineland is the new Tourism contact at the City of Gainesville Tourism & Trade Office

-  **CONGRATULAIONS TO BOUTIER WINERY** - The winery recently won a bronze medal in the category of Bordeaux Blends (the red Geordeaux wine won judges' approval) at the 31st San Francisco International Wine Competition in June.


NORTHEAST GEORGIA LIVING MAGAZINE INTRODUCES "FAVORITES" MADE IN NORTHEAST GEORGIA


Everyone has a favorite... favorite coffee mug, favorite food, favorite chair... the list goes on and on. Northeast Georgia has an abundance of human and natural resources, and with that in mind we have started an exciting new addition to our magazine called *Favorites: Made in Northeast Georgia*. "I am very pleased to offer this as a part of our magazine as a way to showcase all of the wonderfully-crafted art, food, wine and more that is created here in our region," explains publisher Melissa Herndon. Each issue will highlight three different items for our readers to be introduced to and learn more about as a way to encourage regional growth as well as an opportunity to experience the pleasures of these regionally-crafted goods. Discover everything that makes Northeast Georgia unique and wonderful through the pages of *Northeast Georgia Living* magazine. Visit us online at www.northeastgeorgialiving.com.

 **"VOICES: FINDING BYRON HERBERT REECE" WAS AWARDED A REGIONAL EMMY ON SATURDAY, JUNE 18.** This video was produced by Karen Deem of Deem Loureiro, Inc. and expanded for PBS showing by Joani Livingston and Renee McKay of Livingston Group Productions. The Emmy was awarded for Outstanding Achievement: Programming Excellence, Category 31B, Historical Documentary. "Voices" was in competition with two other films for this award. The Emmys were presented by The Southeast Chapter of the National Academy of Television Arts and Sciences, in recognition of the best of the region's 2010 television productions. We are rightfully proud of this award and are grateful to the producers of this video, as well as the financial sponsors of its production. You will remember that "Voices" was produced for educational use at the Reece Farm and Heritage Center, and in its original version has been made available for public purchase and use. Earlier "Voices" was entered in the 32nd Annual Telly Awards and received a Silver Telly, the highest honor.

 **NOTE FROM AMY CLARK,** Athens CVB: Thank you all for the privilege and the pleasure of working alongside you to represent Athens and the state of Georgia for these (almost) five years. It has been my honor and good fortune to learn from each of you along the way. I have always been very proud to promote my hometown and to be a part of tourism development and growth in Georgia. I shall continue to do so – just around the corner from my current location in downtown Athens. Please call on me if I can be of assistance in any way in my new role. I look forward to continuing our relationship. Amy

From Monday, June 27, 2011 (please share as you see fit): Amy Clark, Director of Sales - Hotel Indigo - Athens, Georgia, 500 College Avenue, Athens, GA 30601 Tel: 706.546.0430 ~ Mob: 706.424.4709 ~ Fax: 706.546.0490
AmyClark@IndigoAthens.com & www.IndigoAthens.com


 **BRING BACK THE 4TH** - In May 2011, Liberty Mutual Insurance launched the second year of Bring Back the 4th™, an online contest encouraging people across America to rally together and earn \$10,000 grants to support their cities' and towns' official Fourth of July celebrations. People earned credits for their local traditions by taking our "Responsible Moments in U.S. History" quiz at BringBackThe4th.com, and encouraging friends, family and neighbors to do the same. We would like to thank everyone who took the time to participate, in an inspiring display of community teamwork and patriotism. Dahlonga was one of 10 towns that earned enough quiz credits to win \$10,000 Bring Back the 4th grants for their Fourth of July celebrations:


 **JUST RELEASED: *GEORGIA'S WINERIES AND VINEYARDS, 1ST EDITION.*** This full-color, 73-page book describes 31 Georgia wineries, laid out geographically, with description, contact information, hours of operation, map and driving directions. Also included is a list of commercial vineyards.

Single copies of the book are available from www.ALittleLocalColor.com. Multiple copies are available for purchase to resell. Find the Resellers Order Form under the Navigation Menu at the left on the opening page of the website www.ALittleLocalColor.com.

This limited printing is offered to the wineries of Georgia at a reduced, introductory price. A second edition, already in the works, will be marketed to the general public at an increased cover price. This is the only known Georgia wineries guide book in print today.

PUBLIC RELATIONS AND MARKETING

 **DO YOU OWN A COMPANY THAT PRODUCES AND SELLS AN ORIGINAL PRODUCT?** If so, you may eligible to Pitch Your Product to a panel of Country Living editors and guest contributors on October 23, 2011 at the Evergreen Marriott at Stone Mountain Park. For application, criteria, and rules visit www.countryliving.com/pitchproduct.

 **ARTICLE:** This is a list of what bloggers need on press trips written by a prominent travel blogger. www.shannonlane.com/7-things-bloggers-need-from-you-on-press-trips/

CONFERENCES, SEMINARS AND OTHER INFO

- 🍌 **AWARD NOMINATIONS – GEORGIA GOVERNOR’S CONFERENCE ON TOURISM** - The awards committee invites you to consider your colleagues for nomination to receive one of this year’s Tourism Awards to be given at the Governor’s Tourism Conference. Individuals, nonprofit organizations, public service agencies, communities, regional travel associations and private businesses in the tourism and travel industry may be nominated.

Deadline for nominations is Friday, August 12. Awards for 2011 include:

- Paul Broun Award for Marketing Initiatives
- Larry Allen Tourism Leadership Award
- Al Burris Award for Creative Expression
- Tom Kilgore Lifetime Achievement Award
- Tourism Champion Private Sector Award
- Tourism Champion Partnership Award
- Tourism Champion Product Development Award
- Tourism Champion in Government Award

For full descriptions of each award, criteria for nominations, a nomination form and a list of past recipients, go to www.georgiagtc.com/include/2011TourismAwards.pdf.

GRANTS & FUNDING SOURCES

- 🍌 **In search of funding for cultural heritage tourism?** Click [here](#) for a blog that includes targeted list of federal grant opportunities for preservation and cultural heritage tourism projects culled from the comprehensive database of [federal grants](#). The National Trust for Historic Preservation's federal grants office maintains this blog which also includes a calendar of upcoming deadlines and useful tips to help you navigate through the federal grant application process. For more ideas check out the [funding section](#) of this website.
- 🍌 Administered by the National Trust for Historic Preservation, **Preservation Services Fund Grants** are awarded to nonprofit organizations and public agencies for preservation planning and education efforts. Grant awards range from \$500 to \$5,000. For more information, contact the Southern Office at 843-722-8552 or soro@nthp.org or visit the [National Trust website](#). Application deadlines are **February 1**, **June 1** and **October 1** each year.
- 🍌 The Division of Public Programs at the U.S. National Endowment for the Humanities funds humanities projects that are intended for broad public audiences at museums, libraries, historic sites and other historical and cultural organizations. New application guidelines are now posted on the NEH website for its **America's Historical and Cultural Organizations grant competition. The next deadline is August 17**. Other grant information is also available at the website. www.neh.gov
- 🍌 **List of Grants & Other Funding Sources** - Information on grant programs and other funding sources - www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx
- 🍌 **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

SAVE THE DATE!

- 🍌 July 8 – **STS Top 20 Events** deadline for events in January, February, March 2012
- 🍌 July 15 – **Georgia On My Mind Day** at Augusta VIC augusta@georgia.org

- 🍊 July 24-29 - **Southeast Tourism Society (STS) Marketing College**
www.southeasttourism.net/MarketingCollege_program.cfm
- 🍊 September 11-14 - **Georgia's Governor's Conference on Tourism** – Macon, GA
- 🍊 October 7 – **STS Top 20 Events** deadline for events in April, May, June 2012

Tourism Industry Calendar – For a listing of tourism industry events such as conferences, trade shows, etc., go to www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryCalendar.aspx. Contact me at csmith@georgia.org if you would like an industry event posted.