



## NORTHEAST GEORGIA MOUNTAINS TRAVEL REGION

May 2011 Report

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### GEORGIA TOURISM DIVISION NEWS & UPDATE

#### Publications Update:

- **Kid's Guide** is printed and available for distribution.
- **Calendar of Events** should be available for distribution soon.

#### "80 Days of Georgia Giveaway" contest update

- Thank you to all our partners who have provided rooms, meals, admission, etc. for this promotion
- We've received a lot of coverage on TV, radio, print and online outlets (let me know if you'd like a copy of the list)
- It is also getting picked up by random blogs and coupon sites
- We have 4,000 new fans and are increasing that number daily

Travel Media Marketplace will be Saturday, May 14, Travel Media Marketplace – May 12-14, 2011 –Regina Wheeler and Jonathan Dorsey will represent the High Country region. Media leads will be shared with tourism partners following the marketplace.

**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](http://www.exploregeorgia.org/TravelNewsletter/Signup) and sign up for your newsletters!

**Georgia Tourism Division hosted a "Genuine Georgia" event at Southern Living Headquarters in Birmingham.** The nine travel association's partnered with the state to host a Georgia Luncheon at the Southern Progress headquarters (the parent company of Southern Living, Coastal Living and Cooking Light) on Wednesday, April 20. **Stacey Dickson (Lake Lanier CVB represented the Northeast Georgia Mountains.**

Don't forget to check [www.MarketGeorgia.org](http://www.MarketGeorgia.org) for updated Research information. For specific information not contained on the site, contact **Nerissa Serrano** at [nserrano@georgia.org](mailto:nserrano@georgia.org).

#### GDEcD SALES TEAM UPDATE

##### 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\*\***

#### **Tourism Product Development Resource Team Update**

The following is our schedule for the next year+ of both return visits (reports completed) and future sites:

- May (pending) Return to Rex Village, Clayton County; report is done and at printer...awaiting set of date by locals;
- Monday May 23rd Return to Dublin, Laurens County; report in progress;
- Thursday June 2nd Return to Hinesville Liberty County; report in progress;
- Summer 2011, Team visits Hawkinsville, Pulaski County...date not set;
- **Early fall 2011, Team visits Banks County...date not set;**
- Late fall November, Team visits Effingham County...date not set;
- Winter 2012 (February), Team visits Carroll County...date not set;
- Spring 2012 (April), Team visits Haralson County...date not set;
- Summer 2012 tentative Catoosa County

## **REGIONAL NEWS**

- Tourism Job Openings: [www.southeasttourism.org/IndustryJobs.cfm](http://www.southeasttourism.org/IndustryJobs.cfm)
- St. Martin's Press will soon be releasing **Love a la Carte** by Jeffrey Stepakoff exclusively in eBook and you can preorder it now for Kindle entirely free! LOVE A LA CARTE is an original short story featuring characters from THE ORCHARD, his upcoming novel available in hardback this summer.
- **Mountain Wake** is a new wake board cable park (opened in early May) at The Ridges Resort in Hiawassee. It is the only one in Georgia.

## **PUBLIC RELATIONS AND MARKETING**

- 🍌 **ARC Civil War Map Guide “Appalachia – Civil War: The Home Front”** is now available for distribution. This mapguide highlights the 13 Appalachian states including the 37 counties of North Georgia. There are limited quantities, but contact me at [csmith@georgia.org](mailto:csmith@georgia.org) if you would like a supply to distribute.
- 🍌 **Sweet Tea, The Magazine:** The latest issue is online & ready for your perusal! We publish a print edition every two months & put it online as well. But now it’s published one online only in between print editions. Same advertisers (a little extra exposure never hurts) but all new articles! You can view the new issue as well as all of the past issues at [www.sweetteathemagazine.com](http://www.sweetteathemagazine.com). Contact: Beth Barton 770-725-2452 or 770-868-7573

## CONFERENCES, SEMINARS AND OTHER INFO

- 🍌 **Helping Agribusinesses Tap into the Procurement Pipeline - Resources for Farmers, Agribusinesses, Agritourism and Green Businesses** – This workshop will deliver proven, replicable tips, techniques and strategies for small business owners, farmers, agribusinesses, agritourism, and green businesses looking to build or expand their sales. **For more information, or to register, visit [www.georgiamicrobiz.com](http://www.georgiamicrobiz.com) or contact Julia Menefield at 706 208-1213, or [jmenefield@eadcinc.com](mailto:jmenefield@eadcinc.com) or [julia.menefield@gmail.com](mailto:julia.menefield@gmail.com)**
- 🍌 **"Beyond the Grave" Cemeteries Conference - June 22-24, 2011** - "Beyond the Grave: Cultural & Ethnical Burial Customs" is a two-and-a-half-day, statewide event co-sponsored by The Georgia Municipal Cemetery Association, The Georgia Historic Preservation Division and The Georgia Dept. of Economic Development. It will take place at the Savannah Civic Center June 22-24, and will feature interesting presentations from more than 20 archaeological, cultural, historical, and religious experts, as well as informative tours of three significant local cemeteries. **For a conference schedule and more information, please contact the Georgia Municipal Cemetery Association at (912) 651-6843 or [GAcemetery@earthlink.net](mailto:GAcemetery@earthlink.net), or visit [www.GMCAweb.org](http://www.GMCAweb.org).**
- 🍌 **2012 Places in Peril – call for Nominations – Deadline June 27, 2011** - Do you know of a special irreplaceable historic building or site that is highly threatened by demolition, neglect, inappropriate development or other threats? If so, this is your opportunity to help save it. The Georgia Trust's Places in Peril program seeks to identify and preserve historic sites threatened by demolition, neglect, lack of maintenance, inappropriate development or other threats. They’re also interested in sites that represent significant preservation issues and trends in the state that need attention. Examples could include a building type that's particularly endangered or a potential heritage tourism district. **Nominations forms available at [www.georgiatrust.org](http://www.georgiatrust.org) or contact Jordan Poole at 404-885-7818 or [jpoole@georgiatrust.org](mailto:jpoole@georgiatrust.org).**

## GRANTS & FUNDING SOURCES

- 🍌 **Kodak American Greenways Awards Program** - Seed Money for the Development of Greenways  
The Kodak American Greenways Awards Program, a collaboration of the Eastman Kodak Company, the National Geographic Society, and the Conservation Fund, provides seed grants to stimulate the planning and design of greenways, trails, and waterways in communities throughout America. The focus is on setting aside corridors of protected public and private land established along rivers, ridges, abandoned railroad corridors, utility right-of-ways, canals, scenic roads, or other linear features. For 2011, the program anticipates awarding up to fifty percent of the grants to those greenways projects that demonstrate the convergence of economic prosperity and the environment. Most grants range from \$500 to \$1,000; the maximum grant is \$2,500. Online applications must be submitted by June 15, 2011. Visit the Conservation Fund’s website for application guidelines at [http://conservationfund.org/kodak\\_awards](http://conservationfund.org/kodak_awards)
- 🍌 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](mailto:soro@nthp.org) or visit the [National Trust website](http://www.nationaltrust.org). 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](http://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](http://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](http://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)

## SAVE THE DATE!

- 🍌 May 7-15 – National Travel & Tourism Week
- 🍌 May 12-14 – Travel Media Marketplace – Blue Ridge/Ellijay
- 🍌 May 14-17 – Post Travel Media Marketplace Fam Tour (NE GA Mtns & Classic South)
- 🍌 May 27 – Georgia On My Mind Day at Lavonia VIC [Lavonia@georgia.org](mailto:Lavonia@georgia.org)
- 🍌 May 27 – Lavonia [Lavonia@georgia.org](mailto:Lavonia@georgia.org)- 706-356-4019
- 🍌 May 27 – **Georgia On My Mind Day** at Tallapoosa [Tallapoosa@georgia.org](mailto:Tallapoosa@georgia.org)
- 🍌 June 10 – **Georgia On My Mind Day** at Columbus VIC [Columbus@georgia.org](mailto:Columbus@georgia.org)
- 🍌 June 17 – **Georgia On My Mind Day** at West Point VIC [westpoint@georgia.org](mailto:westpoint@georgia.org)
- 🍌 June 24 – **Georgia On My Mind Day** at Ringgold VIC [ringgold@georgia.org](mailto:ringgold@georgia.org)
- 🍌 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](mailto:augusta@georgia.org)
- 🍌 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](http://www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryCalendar.aspx). Contact me at [csmith@georgia.org](mailto:csmith@georgia.org) if you would like an industry event posted.