

	<p><b>Cheryl Smith, Regional Tourism Representative</b>  <b>Georgia Dept of Economic Development</b>  <b>Tourism Division ~ Northeast Georgia Mountains</b></p> <p><b>csmith@georgia.org</b>  <b>P: 770-535-5757 ~ C: 678-640-4355</b>  <b>PO Box 3116, Gainesville, GA 30503</b></p>
<p><a href="http://www.ExploreGeorgia.org">www.ExploreGeorgia.org</a> ~ <a href="http://www.GeorgiaMountains.org">www.GeorgiaMountains.org</a></p>	
<p>Tourism news/updates on Twitter.com: <b>NEGATourism</b></p>	

## REGIONAL TOURISM REPORT

### June 2009

#### TOURISM DIVISION UPDATE

- **REMINDER:** Please note that you may get a call from someone asking to verify information for the 2010 Georgia Travel Guide. They are working for the company who publishes the guide and are making sure all your info is correct, so **PLEASE DO NOT** hang up on them. Also, don't forget to update your listing on [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org) by mid-June as our folks will be pulling the listings toward the end of June.

ALSO, make sure your listing is up to date. Call me if you can't access your listing, need instructions, or just need help.

- If you would like to get a supply of Georgia Travel Guides and GA Maps (which will be delivered to the Alpine Helen-White County Welcome Center...NE GA Mtns Regional Drop Location), please contact me for a Regional Order form. Deadline to submit form is June 15<sup>th</sup>.
- Check out the new look to [www.marketgeorgia.org](http://www.marketgeorgia.org). Give us your feedback...good and bad. We want to make the site user friendly and informative.
- **Ginger Taylor**, our Legislative and Community Affairs Director, has retired. Good Luck, Ginger! We will miss you. The very able bodied, **Elmer Stancil** is now the person to contact when you have legislative issues or concerns. His email is [estancil@georgia.org](mailto:estancil@georgia.org).
- Contact **Neil (Cornelia) Bowen** at [cbowen@georgia.org](mailto:cbowen@georgia.org) for Logo Approvals.
- I sent out a list of **House & Senate Legislators for the Northeast Georgia Mountains Region**. Let me know if you would like a copy.
- **Gilda Watters**, Georgia Tourism Foundation will be retiring at the end of June. More details on how this will affect the activities of the GTF as I get them.
- Lynne King has offered to come to the region and shoot photos throughout the year. Please send me suggestions of sites you would like to have photographed. I will compile and send to Lynne.
- The **Georgia Travel Guide** is now online on [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org).
- There are plans to hold three **Agri-Tourism Workshops** throughout the state. There will be one in Northeast Georgia. More details to come as they become available.
- **New Mobile Site:** We are working with Emmis 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. You will be hearing from her shortly.

- **Co-Op Marketing Reimbursement Grants** program has remained in the state budget for another year, FY 2009-2010. However, as with all of our programs, the amount of funding available has been reduced, to \$500,000 -- making this year's application process more competitive. The deadline for applying is July 31, 2009. Announcement of recipients will be made by October 15, 2009. Please look for some changes in the guidelines coming soon.
- **GROUP SALES:**  
**Katie Baasen, Kevin Langston, Anne Young and Wolfgang Streitborgerr** attended the **International Pow Wow marketplace** in Miami, FL from May 16 - 20. Pow Wow is the largest marketplace for International Operators in the United States. GDEcD participated in pre-scheduled appointments with International tour operators, receptive operators and media representatives. Amy Clark with Athens CVB and Jeff Mills with DeKalb CVB joined GDEcD on the tradeshow floor as part of their co-op.

Please mark your calendars! **Group Tour Boot Camp** will take place **June 18-19, 2009** in Macon at the Georgia Music Hall of Fame. The boot camp will focus on itinerary building in the motorcoach market. Please plan to attend to network with other state partners, hear new ideas and strategies in the group tour market. For more information, contact Katie Baasen at [kbaasen@georgia.org](mailto:kbaasen@georgia.org).

Motorcoach tracking program with the **Visitor Information Centers** - the VIC staff is working to gather information from companies/coaches that stop in Georgia at the centers. A monthly listing with information for motorcoach groups who stop at our state VICs is being sent out through the regional tourism representatives. Please note - the listing only includes information of the motorcoaches who are willing to share information and those who stop during operating hours. Thank you to the VIC staff for their efforts on this program.

**Katie Baasen** attended the Historic High Country and Classic South Travel Association meetings this month. If you would like to hear what GDEcD is working on in the group market or if we can help in any way, contact Katie Baasen at [kbaasen@georgia.org](mailto:kbaasen@georgia.org).

GDEcD has launched a new e-newsletter targeted towards tour operators. "**FYI from the Peach State**" will be sent quarterly to tour operators around the country. If you have any updates or special offers for the tour market and would like to have the information included in the e-newsletter, please contact Katie Baasen at [kbaasen@georgia.org](mailto:kbaasen@georgia.org).

- **CONSUMER SALES:**

**AARP Life@50+ Expo** - Las Vegas, NV - October 22 -24, 2009

They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@50+ event is a great opportunity for your organization to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers; a demographic comprising 26 percent of the U.S. population and a driving force in the market place. Consumer Sales Manager Pam Kruseck ([pkruseck@georgia.org](mailto:pkruseck@georgia.org)) will attend.

**Snowbird Extravaganza** - Lakeland, FL - January 26 - 27, 2010

They are expecting 30,000 to 35,000 attendees of which 60% are Canadian Snowbirds and 40% are American Winter Residents. Last year attendees enjoyed the excitement, education, information and variety of activities. Consumer Sales Manager Pam Kruseck ([pkruseck@georgia.org](mailto:pkruseck@georgia.org)) will attend.

**Southern Women's Show** - Savannah, GA - February 5 - 7, 2010

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! Consumer Sales Manager Pam Kruseck ([pkruseck@georgia.org](mailto:pkruseck@georgia.org)) will attend.

- **GDEcD's Research Update:** The 2008 preliminary economic impact data is now available. Despite 2008 being a trying year for the tourism industry, the preliminary economic impact numbers are favorable. Direct tourism expenditures increased by 2 percent with the public transportation sector leading this increase. This information

matches with the national data being released by ABA and NTA stating that as consumers get more comfortable with public transportation they are looking towards motor coaches and group tour options as the most economical, environmental and enjoyable way to travel. State and local tax revenue generated by tourism expenditures increased .9 percent. Despite falling state revenues, tourism continued to be a leading and profitable industry for the state of Georgia.

### **Consumer Travel**

The consumer confidence index saw a considerable increase in April up to 39.2 from 26.9 in March. Consumer confidence expectations are also on the rise, the driving factor is the improvement in the short term outlook.

This information coupled with the Traveler Sentiment index suggests that travelers will continue to travel this summer. AAA released their forecast for the upcoming Memorial Day weekend and compared to last year, visitor volume is expected to increase 1.5 percent.

A study conducted by U.S. Travel and IPSOS showed that the H1N1 outbreak will have a minimal effect on travel plans. This survey conducted in early May found that 99 percent of Americans reported being very or somewhat aware of the outbreak. Nonetheless, 95 percent of those who had plans to travel between May and August 2009 kept those plans intact.

### **Group Travel**

Ernst & Young released a statement indicating that the upscale SMERF market has remained impressively strong despite the economy.

Please visit the newly redesigned research section of [www.marketgeorgia.org](http://www.marketgeorgia.org). It is user friendly and offers easy access to the multitude of research reports available. You can also find the latest research newsletter that offers a plethora of national and local tourism data.

- **GDEcD's Visitor Information center (VIC) Update:** Visitation to Georgia's Visitors Information Centers remains strong and was up 4% from this time last year.
- **Brochure Room Invoicing Solution...** Carl Eggerson recently sent out a letter to our Tourism Partners regarding the Brochure Room Invoicing Solution. A second letter was sent to our Brochure Room Partners, thanking them for their patience and pilgrimage, and forgiving them whatever shipping charges would have been levied them up to this point, this year, perhaps even letting them know how much money we have saved them by this action. It will note that this invoice is not payable, but the next one will be. This should serve to set a new "ground zero" from which to start tracking brochure room invoices. A third letter will be sent to the individual partners, and will include the a sample of the invoice & report that they will be receiving, on a monthly basis We were told that the Reps will receive a monthly report of the Partners in their regions, complete with inventory availability.
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## **MISCELLANEOUS**

- **SURVEYS, MARKETING & TRAVEL TRENDS**
  - **National Travel Monitor Finds Changes in Leisure Travel Search** – According to the just-released National Travel Monitor, some 66 percent of leisure travelers now use the Internet to plan some aspect of their travel (versus 35 percent in 2000), while 56 percent now report making reservations online. Travelers visit search engines such as Google, Yahoo or MSN first when considering vacation destination alternatives. The websites of a specific countries or destination boards are visited next, followed by online travel agencies such as Expedia and Travelocity. Only 1 percent of travelers begin their search for a vacation destination by visiting a blog. The nationally representative survey is co-authored annually by Ypartnership and Yankelovich, Inc. To find out more, visit [www.travelpulse.com/Resources/Editorial.aspx?n=56349](http://www.travelpulse.com/Resources/Editorial.aspx?n=56349).
  - **From Art to Yoga: Take a Class at a B&B** -- Here's a unique way to jumpstart a new career or hobby: Take a class while staying at a bed and breakfast. Many B&Bs and inns are now offering introductory courses and private or group sessions. To find out more, visit [www.usatoday.com/travel/hotels/2009-05-28-bed-and-breakfast-classes\\_N.htm](http://www.usatoday.com/travel/hotels/2009-05-28-bed-and-breakfast-classes_N.htm).
  - **Survey: Travelers Going Green to Save Green** -- Travelers are practicing green habits in order to save dollars more than to save trees, according to a new survey commissioned by Starwood Hotels & Resorts' Element Hotels brand. The study, the first annual Element Eco-Travel Index, found that 78 percent of

respondents said that they are careful about curbing wasteful habits such as leaving the lights on, leaving a water faucet running, or leaving the television on, but only 28 percent of those do so "due to the environment." In contrast, over 41 percent of those respondents watching their waste say they are doing so "due to the economy." To find out more, visit [www.hdmag.com/hospitalitydesign/content\\_display/industry-news/e3i0cc7a863b393504911990a9ac954dd79](http://www.hdmag.com/hospitalitydesign/content_display/industry-news/e3i0cc7a863b393504911990a9ac954dd79).

- **Travelocity report Shows Travel Intentions Go Up as Prices Fall** -- Travelocity's first-ever Traveler Confidence Report shows that lower hotel rates and decreasing airfares have positively influenced 96 percent of overall respondents' summer travel plans, inspiring stronger travel intentions for the season ahead. The report gauges travelers' plans and attitudes now as compared to six months prior. Travelers planning to increase travel in 2009 is up significantly, with 21 percent planning to increase travel when asked in April 2009 compared to only 10 percent planning to increase travel when asked in November 2008. To find out more, visit [www.travelpulse.com/Resources/Editorial.aspx?n=56516](http://www.travelpulse.com/Resources/Editorial.aspx?n=56516).
- If you are interested in checking out **The International Shopping Traveler Study**, go to [www.taubman.com/images/pdf\\_cache/6348.pdf](http://www.taubman.com/images/pdf_cache/6348.pdf).

- **MEDIA REQUESTS:**

- Hello from Blue Ridge Country! We're looking for retirement and relocation stories for our September/October issue. We'd like to profile any of the following - families, young professionals, retirees, second-home-turned-primary-home-owners, etc. who have moved or come home to the mountains. If you have or know of a good one, e mail [cmadisett@leisurepublishing.com](mailto:cmadisett@leisurepublishing.com) with "RELOCATION PROFILE" in the subject line.
- Vickie Mitchell is seeking meeting-related news from second-tier and smaller cities concerning new or renovated hotels, convention facilities, marketing programs aimed at meetings, transportation improvements or other meeting-related changes for **Small Market Meetings** magazine. Please ask our tourism partners to respond directly to Vickie before her **June 17 deadline**. Her email is [vmitchell@smallmarketmeetings.com](mailto:vmitchell@smallmarketmeetings.com).

- Brenda Tidwell, **Leisure Time Charters and Tours** request that she receive info on events at least 6 months out. She is looking for Christmas info NOW. Her email is [leisuretimebus@bellsouth.net](mailto:leisuretimebus@bellsouth.net).

- **GRANTS & AWARDS**

- **Georgia Heritage Grant Applications for SFY 2010 are now available on HPD's Web site**

In SFY 2009, The Friends of the Tybee Theater received a \$20,000 Georgia Heritage grant, funded with revenue from sales of the historic preservation license plate, to repair the windows and doors on the historic Tybee Theater, located on Tybee Island.

Both development and predevelopment application packages for the SFY 2010 Georgia Heritage grant cycle are now available on HPD's Web site. Unfortunately, this year, as in 2009, the only funding available for this grant program is revenue from sales of the Preservation License Plate. It appears likely that approximately \$35,000 should be available for the 2010 cycle at the time the awards are announced in the fall. As such, it is estimated that only two or three of the top-scoring projects will be funded. Unfunded SFY2009 applications will be reconsidered for this cycle, provided applicants make such a request in writing or by email to Grants Coordinator Carole Moore. Therefore, new applicants, please consider carefully before you submit your application. Competition will be intense.

Go to [www.gashpo.org/content/displaycontent.asp?txtDocument=38](http://www.gashpo.org/content/displaycontent.asp?txtDocument=38) for more information about the Georgia Heritage Grant Program, or contact Grants Coordinator Carole Moore at 404-463-8434 or [carole.moore@dnr.state.ga.us](mailto:carole.moore@dnr.state.ga.us).

Applications must be postmarked by **July 13**.

- **Save Our History grants**

A total of \$250,000 is available to nonprofit 501(c)(3) history organizations that partner with educational organizations to help preserve the history of their communities.

[www.history.com/minisites/saveourhistory/](http://www.history.com/minisites/saveourhistory/) or email [info@saveourhistory.com](mailto:info@saveourhistory.com).

Applications are due by June 5.

- **Preserve America grants**

A total of \$80,000 is available to Certified Local Governments or Preserve America Communities. Eligible projects include research and documentation, interpretation and education, planning, marketing, or training.

[www.gashpo.org/content/displaycontent.asp?txtDocument=460](http://www.gashpo.org/content/displaycontent.asp?txtDocument=460) or contact Carole Moore, HPD Grants Coordinator, at 404-463-8434 or e-mail [carole.moore@dnr.state.ga.us](mailto:carole.moore@dnr.state.ga.us). Must be postmarked by June 15.

### **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](http://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](http://www.sos.ga.gov/archives/who_are_we)

[/ghrab/grant\\_programs](http://ghrab/grant_programs)

[/historical\\_records\\_digitization\\_services.htm](http://historical_records_digitization_services.htm) or contact Elizabeth Barr at 678-364-3718 or [ebarr@sos.state.ga.us](mailto:ebarr@sos.state.ga.us).

Due by September 1.

### **NHPRC Professional Development Grants for archives and historical publishing**

Awards of up to \$150,000 for nonprofit organizations, academic institutions, government agencies, or recognized Native American groups to improve the training and education of professionals in the archival and historical publishing communities. Projects can be for professional education curriculum development; for basic and advanced institutes; or research seminars. Surveys, focus groups, and other activities to understand these professions and their educational and training needs are also eligible.

[www.archives.gov/nhprc/announcement](http://www.archives.gov/nhprc/announcement)

[/development.html](http://development.html)

Due by October 5.

### **NHPRC Publishing Historical Records Grants for post-1820 documents**

Awards of up to \$250,000 annually for proposals to publish historical records of national significance. Documents should fall predominantly after 1820.

[www.archives.gov/nhprc/announcement/publishing.html](http://www.archives.gov/nhprc/announcement/publishing.html)

Due by October 5.

### **NHPRC Strategies and Tools Grant**

Awards of up to \$150,000 for nonprofit organizations, academic institutions, government agencies, or recognized Native American groups for developing new strategies and tools that can improve the preservation, public discovery, or use of historical records. Projects may also focus on techniques and tools that will improve the professional performance and effectiveness of those who work with such records, such as archivists, documentary editors, and records managers.

[www.archives.gov/nhprc/announcement/strategies.html](http://www.archives.gov/nhprc/announcement/strategies.html)

Due by October 5.

- **Submit *your* This Place Matters photo:** The 2,000th National Register listing celebration took place in Waynesboro on May 13. View a larger version of this photo on the This Place Matters Flickr page at [www.flickr.com/photos/preservationnation/3543574086/in/pool-thisplacematters](http://www.flickr.com/photos/preservationnation/3543574086/in/pool-thisplacematters).

The National Trust for Historic Preservation's **This Place Matters** campaign accepts submissions from anyone with a camera and a passion for a historic place. Here's how to do it:

1. Visit [www.preservationnation.org/take-action/this-place-matters/](http://www.preservationnation.org/take-action/this-place-matters/) and download a **This Place Matters** sign.
2. Print out a copy for yourself and all of your fellow preservation enthusiasts.
3. Have your picture taken, with the sign, in front of a historic place important to you.
4. Upload your photo at [http://my.preservationnation.org/site/PageServer?pagename=thisplacematters\\_submit\\_flickr](http://my.preservationnation.org/site/PageServer?pagename=thisplacematters_submit_flickr).
5. That's it! Your photo will be posted alongside hundreds of other worthy places from across the country.



## **DATES TO REMEMBER**

Go to [www.marketgeorgia.org](http://www.marketgeorgia.org) and click on **Travel Industry Events**. Contact me if you would like to submit a tourism industry event (meeting, conference, etc.)

- June 6–13**      **BRAG (Bicycle Ride Across Georgia) 2009 Early Bird Registration Open** – Route goes through Northeast Georgia from Hiawassee to Clarks Hill Lake. Go to [www.brag.org](http://www.brag.org) for info and updates
- June 18&19**      **Group Travel Boot Camp** in Macon at the GA Music Hall of Fame  
Details on [www.MarketGeorgia.org](http://www.MarketGeorgia.org). Any questions should be directed to Katie Baasen 404-962-4080 or via email [kbaasen@georgia.org](mailto:kbaasen@georgia.org). Registration may be faxed in at 404-962-4093.
- July 10**      **STS Top 20 Events Nomination Deadline for January, February & March 2010.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- July 26-31**      **STS Marketing College** will take place **Sunday, July 26 through Friday, July 31, 2009** in **Dahlonega**. It will be another intensive, fact-filled week of learning, networking and socializing at North Georgia College and State University. For more information, visit [www.southeasttourism.org](http://www.southeasttourism.org).
- Aug 31–Sept 2**      **Georgia Governor’s Conference on Tourism**, Lake Lanier Islands Resort ~ Go to [www.MarketGeorgia.org](http://www.MarketGeorgia.org) to get information and register.
- October 9**      **STS Top 20 Events Nomination Deadline for April, May & June 2010.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- January 8, ‘10**      **STS Top 20 Events Nomination Deadline for July, August, & September 2010.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- April 9, ‘10**      **STS Top 20 Events Nomination Deadline for October, November, & December.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- July 16, ‘10**      **STS Top 20 Events Nomination Deadline for January, February & March 2011.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).