



## REGIONAL TOURISM REPRESENTATIVE REPORT May 2009

### GEORGIA TOURISM DIVISION UPDATE

#### REGIONAL TOURISM REP PROGRAM

##### **Current & Previous Monthly Reports**

You can read previous reports by going to [www.marketgeorgia.org](http://www.marketgeorgia.org) and clicking on Monthly Regional Reports and clicking on Northeast Georgia Mountains.

#### CO-OP

Co-Op Reports are due **MAY 29, 2009** for recipients of grants for the 08-09 fiscal year. '09-'10 Funding amounts and details will be forthcoming  
**July 31<sup>st</sup> is the DEADLINE** for '09-'10 applications

#### MARKETING & COMMUNICATIONS PROGRAM

##### **PRESS RELEASES:**

- Explore Georgia By Land, Water and Air
- 26th Annual National Tourism Week Recognized in Georgia

##### **PeachBytes** (Georgia Tourism Industry Newsletter)

This is a monthly update to Georgia's tourism industry. To sign up or view past newsletters, go to <http://web.georgia.org/core/item/page.aspx?s=244185.0.26.3011>.

#### **NEWS**

##### **OFFICIAL GA MOBILE TRAVEL GUIDE**

There are more than 61.7 Million Reasons to Go Mobile! Why Go Mobile with the GA Mobile Travel Guide?

- Brought to you by: GDEcD, Georgia Travel Guide(Atlanta Magazine) and ITI Marketing.
- Marketed by GDEcD and promoted throughout State Visitor Centers, ExploreGeorgia.com and State advertising campaigns.
- Available On-The-Go 24/7 to Georgia's 61.7 Million Visitors, Creating Sales Opportunities for ALL Partners.

Example mobile sites: [www.bgicvb.mobi](http://www.bgicvb.mobi) - [www.mypf.mobi](http://www.mypf.mobi) . For more info on mobile trends, please see the article from PhoCusWright below. Timing is everything! Let me know when you are available to discuss this opportunity. The investment is small with huge returns. Franci looks forward to hearing from you.

Franci C. Edgerly |President and CEO | ITI Marketing, Inc.

[www.iti-marketing.com](http://www.iti-marketing.com) | [www.Meetings2Go.mobi](http://www.Meetings2Go.mobi) |  
[www.Vacations2Discover.com](http://www.Vacations2Discover.com) | [www.Destinations2discover.com](http://www.Destinations2discover.com) |

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##### **GOVERNOR'S CONFERENCE ON TOURISM**

Registration is now open for this year's Georgia Governor's Tourism Conference on [www.georgiagtc.com](http://www.georgiagtc.com).



Make your plans now to attend one of Georgia's most highly anticipated events held exclusively for the state's tourism industry. Take this opportunity to become informed and energized by dynamic speakers and build relationships with industry leaders.

Back by popular demand - Peter Yesawich, Ypartnership - one of the most respected sources of insights on the emerging travel habits, preferences and intentions of Americans and coauthors the widely acclaimed *National Travel MONITOR*<sup>SM</sup> survey with Yankelovich Partners.

Also on the agenda - Susan Sweeney - best-selling author, an internationally recognized Internet marketing and e-business expert and a partner in an award winning Web Development and Internet marketing business. Susan has delivered lively keynotes, workshops and bootcamps to audiences on 4 continents. We are so pleased to have Susan with us not only for a lively general session that will cover "How to be Successful Online" but also she will lead three breakout sessions that will delve deeply into podcasting, social media and making the most out of your website.

As speakers are confirmed, the agenda will be updated on our new conference website, [www.georgiagtc.com](http://www.georgiagtc.com). We hope you will join us at Lake Lanier!

### **WWW.GEORGIA.ORG WEBSITE UPDATE**

You may have heard that our Web team has been working on a completely new and improved version of [www.Georgia.org](http://www.Georgia.org). Well, it's finally here! The site is full of updated content and new functionality to make it more user-friendly. The biggest change you may notice is that it no longer has consumer-oriented tourism information - for the last year, that has been housed at ExploreGeorgia.org. Tourism partners, however, will still find tourism marketing information at [Georgia.org/georgiaindustries/tourism](http://Georgia.org/georgiaindustries/tourism). And, Georgia.org will continue to be the source for information about Global Commerce and Entertainment.

Feel free to click around and familiarize yourselves with the new version. If you come across any bugs or incorrect information, please e-mail James Foy at [jfoy@georgia.org](mailto:jfoy@georgia.org). This is a "soft" launch and we will roll the site out more publicly in early summer. In the meantime, we look forward to your feedback!

### **GEORGIA VISITOR INFORMATION CENTER & REGIONAL VIC PROGRAMS**

- Contact me if you would like a copy of the **Georgia Visitor Information Centers Activity and Inventory Monthly Reports** for March 2009 and previous months.
- Navigate Visitation to Georgia's Visitor Information Centers increased by 4% in February. A recent visitor survey conducted by our Visitor Information Center's determined that 92% of respondents would return to Georgia because of the information at the VIC.
- **Georgia on My Mind Days** - Go to [www.MarketGeorgia.org](http://www.MarketGeorgia.org) for a list.
  - The Georgia Visitor Information Center, on I-20 West, invites you to attend their annual GOMM Day event (July 17, 2009) to celebrate all that Georgia has to offer. Georgia on Mind Day is a unique, free, marketing opportunity for your attraction to promote its self to the public. Please join us in showcasing your attraction, destination, products and property with displays, give-a-ways and goodies. Please bring your own table and chairs. For more information, please contact: Georgia Visitor Center ~ 706-737-1446 or [augusta@georgia.org](mailto:augusta@georgia.org)

### **SALES & MARKETING PROGRAM**

#### **LEADS**

- **Group Travel Leader Leads** - If you are on my Group Leads list, you have already gotten these, but if you are not and would like a copy, let me know. Also, let me know if you want to be added to this list.
- Leads from our group tour advertising in **Group Travel Planet and America's Best Vacations**. I sent this out to my Group Leads List. If you have not already gotten these and would like a copy, let me know.
- Brenda Tidwell with Leisure Time Charters & Tours is working with a group (American Sewing Guild) that is coming into Atlanta in August 2010 and she needs to know if any of our GA

folks are going to have exhibits, etc about sewing, fabrics, costumes, fiber arts, etc. during that time. If you have anything to share with Brenda, send info to [leisuretimebus@bellsouth.net](mailto:leisuretimebus@bellsouth.net) and make sure to put "ASG-American Sewing Guild" in the Subject Line.

#### **GROUP SALES:**

- **Katie Baasen, Kevin Langston, Anne Young and Wolfgang Weisterborger** will be attending **International Pow Wow** in Miami, FL from May 16 - 20. Pow Wow is the largest marketplace for International Operators in the United States. GDEcD will be participating in pre-scheduled appointments with International tour operators, receptive operators and media representatives.
- **Katie Baasen** attended the **International Travel Workshop** in Athens on April 16. Featured speakers were Peter Hannaford, GA Tourism Representative for the United Kingdom and Ireland; Gary Orr, Head of Purchasing for Virgin Holidays; and Jimmy Jillebo from Delta U.K., Leisure Sales Manager.
- **Katie Baasen** attended **Visit USA Brazil** in San Paulo April 13-14. Katie joined GDEcD's Brazilian trade representative Marianna Falkenberger and met with Brazilian tour operators and media to provide information on tourism product in Georgia available to the Brazilian traveler.
- **Katie Baasen, Kevin Langston and Jeffrey Tatum** attended the **Travel South Showcase** in Kissimmee, Florida from April 5 - 8. Georgia tourism highlighted Georgia's music heritage providing music one pagers and music themed give away items in the sponsorship booth. Georgia also hosted two post familiarization tours for tour operators following the showcase visiting Georgia's Coast and Plantation Trace.
- 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. Keep an eye out for registration information.
- 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.
- Nominations are officially open for the **American Bus Association 2010 Top 100 Events in North America**. Now in its 28th year, ABA's Top 100 Events in North America recognizes the best group-friendly events for the coming year. Don't miss your chance to showcase the top group tour events in your area. ABA surveyed our operators and asked "Do you use the Top 100 booklet in planning your tours/charters?". The answer - 70% of the operators who responded said YES! In addition to the operators' feedback, ABA has recorded nearly 600 main-stream media hits since September 2008 - helping you promote your destination. As the official tourism office from Georgia, Georgia Tourism can submit a maximum of seven nominations to be considered for this prestigious distinction. Please note that ABA-member convention and visitors bureaus and private destination marketing organizations are eligible to submit two nominations each year. For the 2010 Top 100 - non-ABA member DMOs can submit one nomination for a fee which is then refunded if they join the association in 2009. These nominations are separate from your nominations and have no bearing on them. [Click here](#) for more information about ABA's Top 100 nomination process. Please submit your event to Katie Baasen by May 6 via email 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.
- **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.

- **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!
  - **AAA Travel Marketplace** - Foxboro, MA - March 5-7, 2010  
AAA Travel will target 12,000 vacation-seeking leisure travelers and travel agents from Boston, Providence, Worcester and Cape Cod. Information about the show is included in the AAA Club publication, Horizons, which is mailed out to 1.2 million households. In 2009 attendance was up 8% from last year - 15,111 in total in attendance
- GDEcD did not participate in appointments during **Travel South showcase 2009**. Contact me if you would like a listing of all operators and buyers who attended. I also have a listing of who participated in the two post familiarization tours GDEcD hosted. Contact Katie Baasen at [kbaasen@georgia.org](mailto:kbaasen@georgia.org) if you have any questions.

## **TOURISM FOUNDATION & RESEARCH**

### **GDEcD's RESEARCH UPDATE**

In March, consumer confidence slightly increased to 26 from the record low of 25 in February.

Traveler Sentiment Index (TSI) has gone up to 90.2 from 78.2 from October 2008. This increase is being driven by the perceived affordability of travel. It supports previously released information by the Travel Association of America stating 71% intend to take overnight trips of 50 miles or more in the next 6 months. 48% said they had no change in future travel plans due to financial market downturns.

Please visit the newly redesigned 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.

Help!! We are looking for feedback and suggestions on the ESRI (Environmental Systems Research Institute) reports. The ESRI reports track information on travelers stopping and utilizing Georgia's Visitor Information Centers. The 2008 final report, a review and analysis of all of the 2008 quarterly reports, will be posted on [www.marketgeorgia.org](http://www.marketgeorgia.org) the first week of May. We would love to know how you are using this data as you work with the VICs to promote your tourism attraction or destination. Please send your feedback to Nerissa Serrano via email at [nserrano@georgia.org](mailto:nserrano@georgia.org).

## **PUBLICATIONS & WEBSITES PROGRAM**

### **[www.GAMadeGAGrownProducts.org](http://www.GAMadeGAGrownProducts.org)**

Make sure you submit a listing, if you meet the criteria, for this website. It is part of GDEcD's Creative Economies Initiative. Contact me if you have questions or need help.

## **MEDIA REQUESTS, GRANTS, WORKSHOPS, ETC**

### **GRANTS & AWARDS**

#### **National Endowment for the Humanities challenge grants**

Grants are available for institutions and organizations with the intent of securing long-term improvements in and support for their humanities programs and resources.

[www.neh.gov/grants/guidelines/challenge.html](http://www.neh.gov/grants/guidelines/challenge.html) or email [challenge@neh.gov](mailto:challenge@neh.gov).

Applications are due by **May 5**.

#### **National Endowment for the Humanities Preservation Assistance grants**

Awards of up to \$60,000 are available to help small and mid-sized institutions improve their ability to preserve and care for their humanities collections. Accepted uses include collection assessments, consultations, training and workshops, and institutional and collaborative disaster and emergency planning. [www.neh.gov/grants/guidelines/pag.html](http://www.neh.gov/grants/guidelines/pag.html) or email [preservation@neh.gov](mailto:preservation@neh.gov).

Applications are due by **May 14**.

### **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**..

### **Museums Allowed to Compete for Funds in Stimulus Bill**

Thanks to quick action by museum advocates across the country, museums will be allowed to compete for funds available through the **American Recovery and Reinvestment Act of 2009**, better known as the **Stimulus Bill**.

Museums, zoos and aquariums had initially been barred from competing for funds in the Senate-passed bill. Zoos and aquariums were barred from funds in both versions. In reconciling the two pieces of legislation, Congress adopted the following language:

"None of the funds appropriated or otherwise made available in this Act may be used by any State or local government, or any private entity for any casino or other gambling establishment, aquarium, zoo, golf course, or swimming pool."

"Museum supporters should be very pleased that we were able to mobilize a massive field-wide effort to prevent a funding ban on museums in this bill," said AAM President **Ford W. Bell** .

"However, the fact that Congress - and specifically the U.S. Senate in its February 6 vote - initially saw fit to exclude museums from funding shows that we have a lot of work to do in making the case for museums."

As many museums contemplate layoffs and hiring freezes, AAM has created a [website \(www.aam-us.org/survivalguide.cfm\)](http://www.aam-us.org/survivalguide.cfm) to help museums navigate potential funding opportunities, including funds made available through the economic stimulus bill. State and local governments will also have a significant role in allocating economic stimulus funds.

### **NEA Fast-Track Grant Available**

Applications are now being accepted for the **National Endowment for the Arts (NEA)**

**Challenge America Fast-Track Grants** and can include cultural tourism projects.

Eligible projects include "the unified promotion of communitywide arts activities and resources to enhance cultural tourism or activities in cultural districts. Unified promotion is defined as the professional assessment, design, and/or distribution of public relations tools (calendars, Web sites, brochures, rack cards, signage, etc.) designed to benefit several local organizations. Promotional projects for a single organization are not eligible."

Fast-Track grants enable organizations, particularly those that are small or mid-sized, to extend the reach of the arts to underserved populations—those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability.

Applications must be **submitted via [www.grants.gov](http://www.grants.gov) by May 28, 2009**. Grants are for \$10,000 and require a one-to-one match. Consult the NEA's Challenge America guidelines at the [NEA website \(www.arts.gov/grants/apply/GAP10/Challenge.html\)](http://www.arts.gov/grants/apply/GAP10/Challenge.html).

## **CONTINUING EDUCATION/NEWSLETTERS/OTHER INFO**

**ARTICLES & INFORMATION:** Contact me if you would like a copy...

**INTERNATIONAL MARKETING WORKSHOP:** I have a copy of the presentation that Peter Hannaford made last month in Athens, GA. Let me know if you would like a copy.

**CULTURAL HERITAGE TOURISM NEWS:** Read the **SPRING 2009** edition of *Cultural Heritage Tourism News* on the CHT website: [www.culturalheritagetourism.org](http://www.culturalheritagetourism.org). Featured Articles:

- o Preserve America Program Receives Congressional Authorization
- o New Features on CHT Website
- o Museums Allowed to Compete for Funds in Stimulus Bill
- o Congress Authorizes Nine New Heritage Areas
- o "Go with a Purpose" with Heritage Travel, Inc.
- o NEA Fast-Track Grant Available
- o New Series of Heritage Tourism Guides
- o Job Opportunity in Texas
- o Shenandoah Valley's New Hire
- o Washington *Buzz*: NEA, World Heritage, National Tourism Week, D.C. History
- o Scanning the States: Oklahoma, North Dakota, Pennsylvania, Texas, Mississippi, Alabama, Georgia

[www.culturalheritagetourism.org/documents/CHTSpring09E-News.pdf](http://www.culturalheritagetourism.org/documents/CHTSpring09E-News.pdf)

### **STUDY ON HOW BUDGET CUTS IMPACT TOURISM**

One of Elizabeth Harvill's grad courses focused on the impact of budget cuts on Tourism. Let me know if you would like a copy. She has a fairly large power point presentation that she would need to burn to a CD if you want a copy.

Elizabeth Harvill, Executive Director  
Vidalia Area Convention & Visitors Bureau  
100 Vidalia Sweet Onion Drive , Vidalia, GA 30474  
Phone: (912) 538-8687 - Fax: (912) 538-1466  
Email: [vacvb@bellsouth.net](mailto:vacvb@bellsouth.net) - Website: <http://www.vidaliaarea.com>

## **INDUSTRY TRENDS/NEWS**

### **FLATROCK MILL B&B**

Located in Maysville, this is a lovely facility that is situated on a nice flowing creel The agent is David Mahle of ERA Cam Realty Group, cell 770-540-1000. It has great potential as a guest house, B&B, art retreat and wedding facility.

### **APPALACHIA: A FOUR PART SERIES FOR PBS**

Several people have asked if it's available for purchase and it is! Just go to [www.appalachiafilm.org](http://www.appalachiafilm.org).

### **NBTA BUYER SURVEY SHOWS EXTENT OF TRAVEL BUDGET CUTS**

Corporate travel spending reductions continue to broaden, according to a survey today released by the National Business Travel Association (NBTA). Eighty-four percent of 119 travel buyer respondents reported travel budget cuts since October 2008, and 36 percent said expenditures decreased more than 15 percent. The top methods reported in the survey of reducing such spending were encouraging or requiring less air travel, sending fewer employees to industry meetings and events, emphasizing advance air ticket purchases and strengthening the mandate and enforcement of travel policies. To find out more, visit

[www.btonline.com/businesstravelnews/headlines/article\\_display.jsp?vnu\\_content\\_id=1003964405](http://www.btonline.com/businesstravelnews/headlines/article_display.jsp?vnu_content_id=1003964405).

### **SUMMER GETAWAYS – WITHOUT RUNAWAY COSTS**

Families across the country are trying to find a way to swing a summer vacation in difficult times. It's a challenge, but with a little creativity and compromise, many are finding ways to make it

happen. Some are considering shorter vacations while others are looking to the "great outdoors" – national parks and recreation areas with little or no charge. Some are taking family vacations with additional family members while others are altering their usual plans to adjust to these financial times. To find out more, visit [www.boston.com/business/articles/2009/04/19/summer\\_getaways\\_without\\_runaway\\_costs/](http://www.boston.com/business/articles/2009/04/19/summer_getaways_without_runaway_costs/).

### **GETAWAYS THAT ARE "GUILT FREE"**

Consider the guilt-free vacation. To counter customers' reluctance about jetting off for conspicuous consumption during a recession, travel companies are pushing trips that emphasize service, values and personal fulfillment. The message: If there is more involved than frivolous pleasure, you don't have to feel bad about dropping all that cash on a splashy vacation. In some cases, volunteer vacations have even been growing. For other travelers, the urge to imbue a trip with a sense of purpose is fulfilled in more personal ways. To find out more, visit [http://www.nytimes.com/2009/04/19/travel/19prac.html?\\_r=1&ref=travel](http://www.nytimes.com/2009/04/19/travel/19prac.html?_r=1&ref=travel).

### **NEW REPORT ON SMALL TOWN ECONOMIC DEVELOPMENT STRATEGIES**

The University of North Carolina School of Government has partnered with the North Carolina Rural Economic Development Center to produce **Small Towns, Big Ideas**, a report that identifies and documents fifty small towns with populations of fewer than 10,000 residents that have implemented successful or innovative approaches to community economic development. This collection of searchable case studies is a response to the demand from civic leaders in North Carolina for real stories, from real places that are confronting real challenges similar to those facing small communities everywhere. Included in the report are Colquitt and Douglas, both in Georgia. Visit [www.sog.unc.edu/programs/cednc/stbi/](http://www.sog.unc.edu/programs/cednc/stbi/).



### **NEW BYWAYS101.ORG WEBSITE LAUNCHES**

The America's Byways Resource Center announces its newest training program, Byways 101, available now at [www.byways101.org](http://www.byways101.org). This engaging online self-study course focuses on basic information about byways, the National Scenic Byways Program and other related programs in a user-friendly format for individuals and organizations approaching development of a byway. It also serves as a secondary resource for existing State, Indian tribe or Federal lands byways, and includes information previously presented in the publications Byways Beginnings and Community Guide to Planning and Managing a Scenic Byway.

The America's Byways Resource Center invites you to take a tour of the [www.byways101.org](http://www.byways101.org) website and register with Byways 101 to receive a binder and resource disc from America's Byways Resource Center to use as you organize Byways 101 progress charts, Skill Builders and other downloads. Please note that the binders and discs are only available while supplies last.

### **TRUST FOR PUBLIC LAND**

Measuring the Economic Value of a City Park System: In 2003, TPL's City Park Excellence gathered two dozen park experts and economists to analyze how park systems benefit cities economically. Based on this conversation and subsequent consultation, this report discusses seven economic benefits of city parks.

Read or download the report: [www.tpl.org/tier3\\_cd.cfm?content\\_item\\_id=22879&folder\\_id=3208](http://www.tpl.org/tier3_cd.cfm?content_item_id=22879&folder_id=3208)  
About the Center for City Park Excellence: [www.tpl.org/tier2\\_pa.cfm?folder\\_id=3208](http://www.tpl.org/tier2_pa.cfm?folder_id=3208)  
More publications on the benefits of parks & open space: [www.tpl.org/tier2\\_cl.cfm?folder\\_id=725](http://www.tpl.org/tier2_cl.cfm?folder_id=725)

## **MARKETING & ADVERTISING OPPORTUNITIES**

### **SMITHSONIAN MUSEUM DAY**

Attached is information on an opportunity for the museums to participate in the Smithsonian Magazine's annual museum day. Basically, your museum agrees to allow people who download a coupon from the Smithsonian magazine website to visit for free during this day. In exchange the Smithsonian will allow the museum access to a database of up to 5,000 names from their subscriber base according to your desired zip codes. The Smithsonian also provides press releases and works with local media to get coverage for the event. (The Smithsonian encourages museums to also create their own publicity.) The museum registers itself on the Smithsonian website and can upload several photos. The process of registration takes approximately 15 minutes.

Mary Stansfield worked with a small museum on the outskirts of Pittsburgh, PA that participated last year. She indicated that the museum received a number of visitors through this initiative, so she can speak firsthand to its reach. There was newspaper coverage both pre & post that mentioned the museum specifically. She also recalled seeing news about the event in the local Macon newspaper. Ultimately, this should be a cost effective tool to reach a different audience. Mary will be happy to answer any questions [mstansfield@georgia.org](mailto:mstansfield@georgia.org) or contact [MuseumDay@si.edu](mailto:MuseumDay@si.edu) directly.

### **SOUTHERN HOSPITALITY MAGAZINE LAUNCHES**

*Southern Hospitality Magazine—Traveler* and Reserving Space Now: [SHM offers big opportunities to bring dollars and travelers to the Southeast and Texas](#)

Tallahassee, FL. (April 10, 2009)—*Southern Hospitality Magazine (SHM)* is excited about the launch of *Southern Hospitality Magazine—Traveler* in Spring 2010.

*SHM*, currently a hospitality industry publication serving hotel and restaurant professionals has been evolving for the last thirty-two years. "Our intent has always been to provide a resource that is well read and inviting," says Debbie Dewell, Creative Director. The magazine contains current news, chef spotlights, events, the best valued buyers guide in the industry and more. *SHM* is distributed throughout the Southeast and Texas, and offers subscriptions for \$13.00 per year.

"Nothing on the professional side will change," says David Dewell, Manager of Client Services. "We are simply taking the hospitality we have been offering the industry for 32 years and are bringing it to the leisure market as well."

In spring 2010, *SHM* will be transformed into a dual-sided magazine serving both the professionals and the leisure market and event planners throughout the entire Southeast US and Texas. "We are very excited about this publication and about working with properties and organizations to bring travelers and dollars to the Southeast," says David Dewell. *SHM—Traveler* will reach the leisure market through state and local CVBs, households with incomes over 80,000 as well as subscriptions, online readers and bonus distribution spots. "While it may be a tough time to venture into something new, this is a crucial time for hospitality and representing the hospitality industry carries responsibility. *SHM—Traveler* is a strong vehicle to bring visitors and economic growth to the Southeast," says David Dewell.

"We have prepared an editorial calendar that truly enhances what each state in the Southeast has to offer," says Elaine Cappellino, Director of Editorial Services. *SHM—Traveler* also brings unbeatable opportunities to CVB's, properties, parks, and other state venues to showcase their best side and bring in guests. Event display guides, venue specials and family specials are tiered to target specific groups and provide the best possible marketing opportunities at the best rates.

The new website unveiling is also scheduled for Spring 2010. "We are working with Paul Cox of Jibe Media Group to develop a website redesign that is as useful as it is relevant," says David Dewell. Stay tuned for news on website opportunities that will be coming soon.

A dual sided publication serving both industry professionals and travelers ... at a time when we need it most. Now that's *Southern Hospitality!*

**We are reserving advertising space now for 2010. Call today for a full Media Kit. 888-592-3465**

## **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.)

**May**                      **Group Travel Boot Camp** in Macon (Details on [www.MarketGeorgia.org](http://www.MarketGeorgia.org))

**May 22**                    **Georgia On My Mind Days at the Lavonia VIC from 8:30am to 5:30pm.** This is a great opportunity to showcase you Georgia attraction, Hotel or Event. You will need to

provide your own table and no selling is allowed. If you can join us please contact:  
Shirley Crawford Georgia Visitors Information Center Phone: (706) 356-4019 Email:  
[scrawford@georgia.org](mailto:scrawford@georgia.org)

- 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
- 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).

**Respectfully submitted by**

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