

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

Cheryl Smith, Regional Tourism Representative
Northeast Georgia Mountains Travel Region
PO Box 3116, Gainesville, GA 30503
Phone: 770-535-5757 ~ Fax: 770-535-5732 ~ Email csmith@georgia.org



NOVEMBER 2008 REGIONAL REP REPORT

IMPORTANT NOTES:

- **Current & Previous Monthly Reports:** You can read previous reports by going to www.marketgeorgia.org and clicking on Monthly Regional Reports and clicking on Northeast Georgia Mountains.
- **Georgia Tourism Newsletter:** Peach Bytes is Georgia's e-newsletter for the tourism industry. If you don't currently receive this free monthly news info, sign up by sending an email to peachbyte@georgia.org. If you have outstanding news to share, please send it to the same email so we can share with the rest of Georgia's Tourism Industry. Be mindful that inclusion will depend on space.
- **www.ExploreGeorgia.org:** Make sure you are updating your information on the State tourism website. If you need assistance with how to register or navigate the partner admin pages, please contact Cheryl Smith, Regional Tourism Rep, csmith@georgia.org 770-535-5757.

GEORGIA TOURISM DIVISION NEWS/ACTIVITIES

- **Tourism Development Grant:** This matching grant program is for bricks and mortar projects. The deadline is late December. Go to www.MarketGeorgia.org. Check out the fourth link down from the top on the left-side navigation bar on the main page: <http://web.georgia.org/net/content/page.aspx?s=115682.72586.26.3011>
Some good advice: Follow the guidelines as closely as possible. Read what the evaluation criteria are and make sure that those points are easy to find in the grant application itself. Once the grant is written, we suggest you find someone who doesn't necessarily know the project or share the passion and have him/her read the grant. Ask the reader if they had \$8,000 to invest, would they invest in this project. The project description is probably the hardest part to write. In 2-3 sentences you have to describe what makes your project special.
- **Creative Economies – GA MADE/GA GROWN Products:** Vickie Sanders sent an e-blast out on November 21st announcing the launch of part one of the GMGG Products website – the registration component. Please feel free to share this info with others. The website is live, go to www.gamadegagrownproducts.org. The first round of sponsors are on the part one website which has a splash page explaining that the site launches in January 2009. Gilda still have the capacity to add two more sponsors who can be added to the actual homepage when we do the public launch in January.
- **Media/Communications** (to view recent Press Releases, go to www.georgia.org/PressCenter and check out recent Press Releases:
 - Unique Holiday Finds All Across the State
 - Georgia's Performing Arts in the Spotlight
- **Georgia Travel Guide:** As you know there has always been the usual VICs, welcome centers, respond to requests to the state call center and the state website, etc. but our Publisher, Sean McGinnis, has been actively working to "get the guide out to NEW places" in Atlanta, the largest feeder and drive market in the Southeast.. These new locations will give us access to both visitors and residents.

From Sean —**Just In Time For Holiday Travel - Georgia Travel Guide To Be Distributed At Hartsfield-Jackson**

This morning, in partnership with Hartsfield-Jackson International Airport, the publisher's of Atlanta Magazine opened a new retail concept store using the magazine's namesake. The new store, Atlanta Magazine's HOME, will feature

home accessories and gift items offered to the business and leisure traveler, as well as, those greeting incoming or departing family and guests.

In addition to these product offerings, Atlanta Magazine and Atlanta Magazine's HOME publications will be offered for sale at this new store thus dramatically enhancing the magazine's newsstand coverage throughout the world's busiest airport.

Atlanta Magazine, publishers of The Georgia Travel Guide, have leveraged their relationships with HMS Host and the Paradies Shops, two key airport retailers, to offer the Travel Guide as a free publication to travelers in the main atrium, as well as, several concourses. Because of this we are excited to announce The Georgia Travel Guide will be offered free to travelers and their guests as they enter the main security gate.

Located just off of the main atrium of the airport, the Atlanta Magazine's HOME store is prominently located at the entrance to the main security gates. Everyone boarding an airplane must pass by the store in order to enter the security lines.

This free distribution began this morning with the opening of the new Atlanta Magazine's HOME store and will capture the tens of thousands of holiday travelers between Thanksgiving and Christmas.

AND, we've just secured two prime spots for additional Travel Guide distribution:

- 1) **Main Information Desk - Peachtree Center Downtown.** This desk is in the middle of an extremely busy food court frequented by thousands of business people and convention attendees. Whenever there is a convention or sporting event in town you see a host of people with their name tags on coming in and out of this place. It is also a main hub for the MARTA line. We will set up a wire rack for Travel Guides, AAHG and Calendars.
- 2) **Central Atlanta Progress - CAP has an information booth on Peachtree Street** positioned at the corner of International Blvd. and Peachtree St.
- 3) **Central Atlanta Progress - CAP** prides themselves on having their Ambassador Force act as information providers for people in town on business and pleasure.

In addition: Emmis is also contacting all of Downtown and Buckhead hotel concierges and will provide them with a supply of Guides now in time for Thanksgiving.

For more information, contact Jill Teter at j_teter@bellsouth.net or 877 554-0780

- **SALES TEAM UPDATE:**

- **Group Sales:**

China International Travel Mart (CITM) - Kevin Langston, Stella Xu and Brandon Barnes (ACVB) attended the CITM event in Shanghai from November 17 - 19, where they had meetings with numerous outbound tour operators and travel media scheduled. This is the 2nd phase of the joint program with ACVB to position Atlanta and Georgia as a top tourism destination for Chinese leisure travelers.

American Bus Association (ABA) promises to be an exciting show for Georgia in 2009! GDEcD will once again participate as a sponsor for the American Bus Association Marketplace in Charlotte, NC from January 6-13, 2009. Our theme will be Movies, Music and Munchies which will help to increase Georgia's exposure in the marketplace. For six days, we will distribute collateral as well as the movie and music themed itineraries and giveaways that celebrate Georgia.

National Tour Association (NTA) - Katie Baasen attended NTA's annual marketplace in Pittsburgh from November 15-20. Georgia's Tourism division participated as a sponsor. GDEcD's Tourism division gave National Tour Association members and attendees Movies, Music and Munchies of Georgia. For five days, we distributed collateral as well as information regarding Georgia's rich music history and sites you can see on the big screen.

World Travel Market (WTM) - Katie Baasen attended the annual WTM show in London November 10-13. WTM is a four-day travel industry event and brings together worldwide buyers and sellers from every sector of the industry. This year there were 50,000 participants from 200 countries. GDEcD participated in scheduled appointments with tour operators and international media. GDEcD also participated in appointments along with other southern states in the Deep South group (AL, MS, LA, TN, NC, SC).

According to CNN.com, "Turnout at World Travel Market is at record high amid financial downturn." [Click here](#) to read the complete article titled 'Global tourism feels the squeeze'.

Ontario Motorcoach Association (OMCA) Katie Baasen attended **OMCA's** Annual Marketplace in Toronto October 19-22. Katie met with 22 Canadian tour operators during pre-scheduled appointment sessions and also participated in a tour operator Cracker Barrel session. This was an opportunity to discuss industry trends, focus and strategy with Tour Operators, Coach Operators and Suppliers.

- **Consumer Sales Shows:**

AAA Carolinas 'Superbowl of Knowledge' in Charlotte, NC - November 22 - 23, 2008 - AAA 'Superbowl of Knowledge' is an annual gathering of AAA Carolinas Travel Counselors and staff to learn about new offers and tourism products for their members. AAA Carolinas is expecting 300 employees including Travel Counselors and Drive Vacation Specialists. A lunchtime tradeshow allows Travel Counselors an opportunity to meet with us and gather information.

AAA East Tennessee Travel Expo in Knoxville and Tri-Cities, TN - January 10 - 11, 2009 - In its 12th year, the AAA East Tennessee Cruise and Travel Shows have become the premier travel and sales event in the Southeast. Media coverage from leading print, television and radio outlets will begin in late December to assure travel enthusiasts attend. The expected attendance over two days is 2,800 consumers from the East Tennessee region. Partner co-op and brochure display opportunities are still available. Please contact Pam Kruseck, Consumer Sales Manager, for information on the co-op programs via email at pkruseck@georgia.org.

Atlanta Travel Expo - January 23 - 25, 2009 - The Atlanta Travel Expo will provide Atlantans a unique opportunity to directly interface with destinations, tourism boards and travel packagers from around the world. The Atlanta Travel Expo will also allow Atlanta based tourism professionals an opportunity to gather information about travel destinations. Partner co-op and brochure display opportunities are still available. Please contact Pam Kruseck, Consumer Sales Manager, for information on the co-op programs via email at pkruseck@georgia.org.

Snowbird Extravaganza - at the Lakeland Center in Florida - January 27 - 28, 2009 - They are expecting 30,000 to 35,000 attendees to the 15th Annual Snowbird Extravaganza. 60 percent are Canadian Snowbirds and 40 percent are American Winter Residents. Organizations from the private sector to Tourism Offices, Convention and Visitors Bureaus and other organizations from all over the world have participated and continue to do so. Partner co-op and brochure display opportunities are still available. Please contact Pam Kruseck, Consumer Sales Manager, for information on the co-op programs via email at pkruseck@georgia.org.

Southeast American Society of Travel Agents (ASTA) Tradeshow took place on November 6 at the Holiday Inn Select Perimeter in Atlanta. One hundred twenty Georgia Travel Agents attended the two-hour tradeshow to get information to help their clients plan their next vacation. Three Georgia Tourism partners participated in the co-op program.

Canadian Automobile Association (CAA) Travel Managers Conference took place November 2 - 5 in Nashville, TN. 108 CAA Travel Managers attended the three day educational/informational conference to learn about what their travel partners are offering.

AAA Travel Conference took place October 19 - 22 in Rancho Mirage, CA. One hundred fifty six AAA Travel Counselors from across the US attended the three day conference for educational purposes and to learn what their travel partners have to promote to their members. One Travel Association participated in the co-op program at this show.

Georgia National Fair - 407,000 people attended the Georgia National Fair from October 2 - 12, 2008. 2,000 people signed up to receive more information from Georgia. Seven Georgia Tourism participated in the co-op program

Southern Women's Show (SWS):

Pam Kruseck attended the SWS show in Charlotte from September 18 - 21, 2008. They had more than 25,000 attendees over four days. Close to 1,000 attendees signed up to receive more information from Georgia. Three Georgia Tourism partners participated in the co-op program.

Pam Kruseck attended the SWS show in Birmingham from October 2 - 5, 2008. They had nearly 25,500

attendees during the four day show. 1,500 attendees signed up to receive more information from Georgia. Three Georgia Tourism partners participated in the co-op program.

- **Group Travel Leads:** The Visitor Information Center (VIC) program has partnered with Group Sales, Katie Bassen, to start a motor coach tracking program in Georgia. Each time a group stops at one of the VICs, we are asking them to fill out a form asking basic information. One of the questions asks if they would like to receive more information for group travel opportunities in Georgia. Katie is following up these requests with GA information, just as if attending a travel show.

Because we know how important our industry partners (YOU!) are, we are sharing this prospect list with you. As with getting any brand new initiative off the ground, we have hit a few snags in trying to pull this together but now we're on a roll! Contact me for the list of prospects from July-November – in the future Elaine Watkins (Ringgold VIC) will be sending this list out to the Reps monthly so we can then forward to you. This is not an all inclusive list, just those asking for more information, and it does not include groups that stop after hours.

We are very excited about this new venture and think it will be a positive move toward group tracking and sales efforts for us all. If you have any questions please do not hesitate to contact Elaine; 706-937-4211 or ewatkins@georgia.org.

- **Georgia On My Mind Day: Rita Hughes:** “Join us for our annual “**GEORGIA ON MY MIND DAY**”, FRIDAY MARCH 27, 2009 11AM-3PM. The Georgia Visitor Center in Columbus will host their annual event in Spring 2009. They are looking forward to an earlier date to encourage plans for spring break, weekend getaways and summer vacations! So plan to attend then let them know for media coverage. Please remember to bring your own tent, table, tablecloth and chairs. Thanks for attending previous GOMM days and we're looking forward to another great GOMM day in early 2009! Georgia Visitor Center. I-185 and Exit 12, 1751 Williams Rd., Columbus, GA 31904 Phone 706-649-7455 rhughes@georgia.org or columbus@georgia.org

MEDIA REQUESTS, GRANTS, WORKSHOPS, ETC

- **Georgia State Parks** – If you would like to order a supply of the GSP Guides, let me know and I will send you a form. It's great to put in your hotel, inn and cabin rooms as well as have in your brochure rack or display area.
- The Willows Pottery is currently looking to expand their selection of Local Arts & Crafts (NE GA). If you are interested or know of some local artists/craftspeople who might be interested in selling their work in their gallery, please contact Emily. Artists can email or mail photos and bios to me or call to set up an appointment.
Emily DeFoor
The Willows Pottery
Located in Historic Nacoochee Village
7275 South Main Street (PO Box 966), Helen, GA 30545
thewillows@windstream.net
706-878-1344
- The **FALL 2008** edition of **Cultural Heritage Tourism News** is now available on the Cultural Heritage Tourism website: www.culturalheritagetourism.org or www.culturalheritagetourism.org/documents/CHTNewsFall2008_000.pdf. This issue contains the following:
 - NTHP Launches Heritage Travel, Inc.
 - Cultural Heritage Tourism Outlook
 - ARC and NEA Announce Winners - Gateway Communities
 - AASLH Produces Resource Directory for Visitors
 - Winners of Great Smoky Mountains/Cherokee National Forest Gateways
 - Bob Billington, World Travel Award
 - Job Opportunity in Texas
 - Outdoor History Museum Study
 - NPS Discover Our Shared Heritage Travel Itinerary - American Presidents
 - Washington *Buzz*...World Heritage Sites, Preserve America,
 - Scanning the States...South Carolina, Virginia, Illinois, Tennessee

- **Georgia Arts Council - Traditional Arts Grants for Fiscal Year 2010** are up on the GCA website: www.gaarts.org/programs_traditionalarts.asp. Review information specific to grant award applications for the upcoming year. New information includes:
 - Changes for Fiscal Year 2010
 - Updated Glossary of terms and definitions and...
 - the very important announcement that GCA is going GREEN!

Find out what this means for you and your organization by visiting the GCA website.

Folklife Project Grant and Traditional Arts Apprenticeship Grant and Traditional Artists Roster

Contact: Brandy Klopp, Traditional Arts Manager 404-685-2794

- **Note from Hylah Smalley** (828.452.9283 and hylahsmalley@mac.com) at **Blue Ridge Country Magazine**: "I feel like the white elephant in the room, the way the economy is going, jobs being laid off why should I be seeking ads for 2009? Because the market will turn around, TIA - The Travel Industry Association forecasts "Stable Leisure Travel Market Despite Rough Economy... The forecast shows fully half (48%) of respondents stated they were not planning any changes to their future travel plans as result of the turmoil in the financial markets." Also, seven out of ten (71%) respondents intend to take an overnight trip of 50 miles or more from home during the next six months. Statistics taken from www.tia.org website.

The **Spring** (March/April) issue of *Blue Ridge Country* magazine will be a huge issue for new readers, old readers and newsstand sales – editorial features include:

1. 50 New Places to Go

2. National Parks 2009 - Blue Ridge Parkway, Appalachian Trail and Great Smoky NP

Any advertiser in the Mar/Apr issue will also get a **FREE** 50-100 word paragraph online highlighting their New Event, Secret Gem, Festival, Special etc. The magazine feature on *50 New Places to Go* - will mention to visit our advertisers in this supplemental article online.

Space deadline is in two weeks. Materials are due first of the year.

- **Media Requests:**

- **U.S. Military Museums** – Freelancer Fred Wright is seeking leads for an article on U.S. military museums. He is looking for one-of-a-kind examples that can be found in U.S. military museums. The theme of the article is somewhat like the Guinness Book of World Records, so he needs leads on the most unusual military artifact, the strangest, the scariest, the deadliest, the cheapest, the most expensive, the rarest, etc. It's for an upcoming book by Advantage Publishers Group based in San Diego. Contact Wright at travelword@aol.com. Deadline: **Dec. 15.**
- **Destination Spas** – Small Market Meetings, a monthly national newspaper with a focus on second-tier and smaller cities as meeting destinations, seeks information from destination spas (at hotels and resorts) that have developed spa evenings or other events aimed at meeting groups. Send detailed descriptions of events, along with contact information, to Editor Vickie Mitchell at vmitchell@smallmarketmeetings.com. Deadline: **Dec. 19.**
- **Meeting Related News from Smaller Markets** – Small Market Meetings, seeks meeting-related news from second-tier and smaller cities. Possibilities include new or renovated hotels, convention facilities, new marketing programs aimed at meetings, transportation improvements or changes. Send information for the February issue to Editor Vickie Mitchell at vmitchell@smallmarketmeetings.com. Deadline: **Dec. 22.**

SAVE THE DATE

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

December 11-12 Group Tour Boot Camp II Group Tour Boot Camp - The next "edition" of the Group Tour Boot Camp will take place in Macon at the Georgia Music Hall of Fame. We plan to expand on topics covered in the first boot camp as well as work on itinerary planning. Sessions will include: Group Tour 101 recap, Profile Sheet Creation, ROI for Today, Tracking 2008, Group Tour Research

Dynamics, User Friendly Marketing Tools, Itineraries for You and Me, and Georgia Group Tour Strategy updates (this is a tentative listing). Please keep an eye out for registration information from your Regional Tourism Representative. (Contact me if you would like information)

- January 9, 2009** **STS Top 20 Events Nomination Deadline for July, August & September 2009.** For nomination forms and more info, go to http://southeasttourism.org/top_20_events.html.
- January 27, 2009** **Tourism Day at the Capitol from 8am-2pm**, Atlanta, GA
- January 27-28, '09** **Snowbird Extravaganza**, Lakeland, Florida
- March 2009** **Month long celebration along the Southern Literary Trail**
Georgia authors will be featured on the Southern Literary Trail, a historic linking of Southern communities, towns and landmarks, for a monthlong festival honoring some of the South's greatest authors, scheduled for March 2009. With stops along 18 Georgia, Alabama and Mississippi towns between Savannah, GA and Natchez, MS, events will take place at various libraries, museums and courthouses throughout the month. Trail towns will present tours, plays, films, reading and discussion panels celebrating Southern literature and its hometown authors, with special emphasis on the settings that influenced their works. For information on event times and locations, visit www.southernliterarytrail.org.
- March 1 & 2** **Winter Chautauqua 2009**, Dalton, GA - Details will be forthcoming as the program is developed.
- March 9- 11** **GACVB Winter Meeting, Jekyll Island Club** – Register online at www.regonline.com/gacvbwinter09
This meeting will include the course requirements for *Supervising Excellence*, the first tier of GACVB's new Leadership Excellence Certification (LEC) program certified by the Cunningham Center for Leadership Development at Columbus State University. Designed for CEOs and Senior Staff of Georgia DMOs, the meeting agenda includes sessions on the Foundations of Leadership, Effective Communication, Supervising/Empowering, and Priority Setting/Time Management. A commitment to the three year certification process is not required to attend the Winter Meeting.
- April 9-30** Broadcast dates on PBS for **Appalachia: A History of Mountains and People**: Thursdays, April 9-30. It will be seen once a week for four weeks.
- April 10, 2009** **STS Top 20 Events Nomination Deadline for October, November & December 2009.** For nomination forms and more info, go to http://southeasttourism.org/top_20_events.html.
- April 20-21, 2009** **The 2009 Techno Tourism Conference** will take place at the Classic Center in Athens. The conference will focus on social networking tools, campaigns and demonstrations showcasing applications on a PC. More information will be available soon.
- June 6–13** **BRAG (Bicycle Ride Across Georgia) 2009 Early Bird Registration Open - TENTATIVE Route**
Hiawassee to Clarks Hill Lake
- July 10, 2009** **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.
- Aug 31–Sept 2** **Georgia Governor's Conference on Tourism**, Lake Lanier
- October 9, 2009** **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.
- January 8, 2010** **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.
- April 9, 2010** **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.
- July 16, 2010** **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.