

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

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OCTOBER 2008 TOURISM REP REPORT

IMPORTANT NOTES:

- You can read previous reports by going to www.marketgeorgia.org and clicking on Monthly Regional Reports and clicking on Northeast Georgia Mountains.
- 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.
- An updated **Tourism Grant Programs page** now exists on 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>

GEORGIA TOURISM DIVISION NEWS/ACTIVITIES

- Peachbytes – the November edition will have a very upgraded look, in HTML with photos, etc.
- A big change is coming to the main **Travel** page on www.georgia.org. Beginning Friday, October 31, 2008 users will be re-directed from www.georgia.org/Travel/ to www.exploregeorgia.org. This move is designed to drive more traffic to partner pages and our new consumer travel site. More than 11,000 users visited the Georgia.org site from Sept. 20, to Oct. 20, 2008. During the same time period close to 31,000 people visited www.exploregeorgia.org
- The **Georgia Travel Guide** is now on-line and in downloadable form. Check it out!
- For info on the **2009 Georgia Spring Vacation Guide Newspaper Insert & Online Media Campaign**, contact **Rick Vega**, Regional Account Manager ([madden media](mailto:maddenmedia)). Office 813-315-9809 or Cell 813-919-5033.
RVega@MaddenMedia.com
- **Industry Research on www.MarketGeorgia.org**
 - **Great resource for Fairs & Festivals/Special Events:** GDEcD's Fairs and Festivals (GEMODE-GA) Economic Impact Module. Go to www.marketgeorgia.org. Click on Research and scroll down to GDEcD's Fairs and Festival (GEMODE-GA). You will find Instructions, Spread Sheet (Excel File) and sample Questionnaire. If you are interested in talking to someone who has used this and can explain how it benefited them, contact **Beda Johnson**, Executive Director of the Columbia County Convention and Visitors Bureau bjohnson@choossecolumbiacounty.com or 706.447.7677 or 706.312.
 - **Georgia's Visitor Information Center ESRI Reports :** The reports use the zip code variable of the database, to produce the top marketing segments for each visitor information center. The reports show the exact geographic locations of visitors to the visitor information centers. Further, it can be used to show the key demographic markets for each center and their consumer preferences. These reports offer us significant information about the visitors who stop in our centers. It tells us where they are from, their interests, what they are most likely to do in Georgia, and how much they will spend. In addition, the reports show the major media sources that can be used to reach these visitors.
- **I am compiling a list of entities interested/involved in GREEN TOURISM.** Please let me know if you are interested/involved in GREEN TOURISM.

- On behalf of the **Georgia Association of Convention & Visitors Bureaus**, the **Georgia Department of Economic Development** and the **Tourism Development Alliance of Georgia**, thank you to those who participated in our first ever unified **Governor's Tourism Conference** in Albany. We hosted a record number of attendees and have been delighted to hear the positive feedback on our speakers. [Click here](#) for all of the presentations that have been shared with us. Congratulations to the Albany CVB on the fabulous job they did hosting the conference. The welcome was so gracious, their staff was so accommodating and the food was absolutely delicious! We look forward to seeing you at the **2009 Governor's Tourism Conference** which will be held August 31 - September 2, 2009 at Lake Lanier Island Resort's newly renovated and expanded Legacy Lodge and Conference Center. To reserve your accommodations now, please call the hotel directly at 800-768-LAKE. Until then, keep singin' the same song for Georgia tourism!
- **MEDIA/COMMUNICATIONS UPDATE:**
 - **PRESS RELEASE: DISCOVER GEORGIA'S GREAT OUTDOORS:** Outdoor adventurers revel in Georgia's breathtaking autumn views and temperate fall climate. Leaf watching, skydiving, birding, camping, quail hunting and hiking are just a few ways to experience the colors and scents of fall, delighting the senses and restoring the soul. For the state's complete press release, to to www.georgia.org/PressCenter/presscenter.htm
 - **PRESS RELEASE: HALLOWEEN HOOTS AND HOWLS: GEORGIA IS FULL OF FUN:** Attractions across Georgia put on their own costumes during October, offering special events and activities for visitors in the spirit of Halloween. Ghosts and ghouls, screams and scares, and, of course, candy can be found from the mountains to the coast. For the state's complete press release, go to www.georgia.org/PressCenter/presscenter.htm
 - **PRESS RELEASE: GEORGIA'S PRESIDENTIAL LEGACIES LIVE ON:** With intimate ties to three U.S. presidents, Georgia fulfills the historically curious and excites those who appreciate the great men of our nation. The state's effect on the nation through these men has proven to be the stuff movies are made of. Visit the destinations that shaped these presidents' lives, and discover the state's role in changing the history of America. For the state's complete press release, go to www.georgia.org/PressCenter/presscenter.htm
- **SALES TEAM UPDATE:**
 - **Co-op Marketing Opportunities (Contact me for forms and Pam Kruseck for more info)**
 - **AAA Superbowl of Knowledge – Charlotte, NC** November 22 - 23, 2008
 - **AAA East Tennessee Cruise & Travel Shows – Knoxville and Tri-Cities** January 10 – 11, 2009
 - **Atlanta Travel Expo – Atlanta, Georgia** January 23 – 25, 2009
 - **Snowbird Extravaganza – Lakeland, FL** January 27 - 28, 2009
 - **Savannah Southern Women's Show, Savannah, Georgia** February 6 – 8, 2009
 - **AAA Travel Marketplace – Foxboro, MA** March 6 – 8, 2009
 - **MARK YOUR CALENDARS** - The next "edition" of Group Tour Boot Camp will take place December 4 and 5, 2008. We plan to expand on topics covered in the first boot camp as well as focus on itinerary planning. More details including location will be available later this month.
 - Katie Baasen attended **Discover America Day Canada** September 29 in Toronto, Ontario sponsored by the Travel Industry Association (TIA). Katie met with Canadian media during pre-scheduled appointments as well as Canadian tour operators following a luncheon sponsored by GDEcD. Participants during the day were given Canadian/Georgia pins and luggage tags to encourage and promote travel to Georgia from Canada. While in Toronto, Katie also visited with several other media outlets, Golin Harris PR, and the Canadian Automobile Association (CAA) headquarters.
 - Katie Baasen attended the **Ontario Motorcoach Association Annual Marketplace** in Toronto from October 19-22. Attendees requested pre-scheduled appointments with tour operators from the Greater Ontario area. In addition, tour operators, coach operators and suppliers met in a "town hall" format to discuss issues of mutual interest.

- **National Tour Association (NTA)** promises to be an exciting show for Georgia in 2008! Georgia's Tourism division will once again participate as a sponsor at the National Tour Association Marketplace in Pittsburgh from November 15-20, 2008. GDEcD's Tourism division will give National Tour Association members and attendees Movies, Music and Munchies of Georgia. For five days, we will distribute collateral as well as information regarding Georgia's rich music history and sites you can see on the big screen. And we cannot forget about the food - we will have Georgia Made, Georgia Grown snacks, so attendees can refuel and experience a taste of Georgia. GDEcD would like to offer state tourism partners the opportunity to co-op the booth at \$500 or \$750 levels. Promote your destination or attraction to marketplace attendees by offering your brochures and itineraries at the Georgia booth. Please contact Katie Baasen, Senior Sales Manager, for more information via email at kbaasen@georgia.org. The deadline to sign up is November 1.
- **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. GDEcD is looking for co-sponsorship through either monetary or donations of Georgia product to be distributed at the booth. As a sponsor, you are afforded a unique opportunity to highlight your Georgia product to hundreds of tourism professionals at this ABA conference. The State would like to offer you the opportunity to help sponsor the booth at \$350 or \$650 levels. Promote your destination or attraction to marketplace attendees by offering your brochures and itineraries at the Georgia booth. Please contact Katie Baasen, Senior Sales Manager, for more information via email at kbaasen@georgia.org. The deadline to sign up is November 1.
- **GDEcD's GRANT PROGRAM INFORMATION AVAILABLE ON WWW.MARKETGEORGIA.ORG**
 - **Marketing Co-Op Grant Program:**
The FY July 2008-June 2009 Marketing Co-Op Reimbursement Grant program information is available below. Please note - the FY 2008-2009 grants have been awarded and those programs are in place. Application information and guidelines for FY 2009-2010 will be available after January 2009 with an application deadline of April 2009.
 - **Techno-Tourism Grant Program:**
Techno Tourism E-Challenge Grants are available to Techno Tourism Conference attendees. The 2008 grants have been awarded. 2009 grant information will be available soon, so please check back often for updates.
 - **Tourism Product Development Program:**
The Tourism Division has established a semi-annual program to offer grants for Tourism Product Development. The first round of grants for 2008-2009 has been awarded. A second round of grants will begin November 3, 2008. Additional information including the application and completion guidelines will be posted at that time.
 - **Other Sources of Tourism Grants:**
As additional sources for tourism grants are identified - links will be added to this [site](#).
- The Georgia Department of Economic Development and the Georgia Department of Community Affairs previously presented a new form-based model code for use in cultural heritage tourism districts. The training workshop on this new tool is intended for community leaders and tourism, economic development and planning professionals interested in building "creative economies" and attracting tourists. We would like to offer one more training on Form-based Codes the 1st week of December 2008, possibly in Macon, and need your assistance. Please take a few moments to answer the survey on whether this week would be a feasible week for participants to attend. The survey will close at midnight on October 31. Go to the following link to take the survey:
www.surveymonkey.com/s.aspx?sm=2fL_2bUQghEGnP9U_2fqjOxN61Q_3d_3d

MEDIA REQUESTS, GRANTS, WORKSHOPS, ETC

- **A number of Tourism Partners want you to vote on November 4th - Amendment 1:** Forest Conservation - Protects Georgia forests, which help keep our air and water clean, contribute \$25 billion a year to our economy and offer unparalleled recreation (hunting, fishing, hiking, bird watching, etc.) This amendment provides property tax relief for owners of 200 acres or more who promise not to develop their land for at least 15 years. For more information, visit www.ForOurForests.com

- **Tidbits from Randall Travel Marketing:**
 - In an Oct 15-17 survey, 25.5% of Business Travel Coalition respondents reported implementing emergency travel cutbacks in the past few weeks. Source: www.TravelPulse.com
 - 45% of Americans think the economy will get worse in the next 6 months, 36% think conditions will be about the same, and 18% think they will improve. **Source:** Ipsos Public Affairs
 - GenXers are more likely than other generations to shop online (69%) and bank online (65%). 32% own an HDTV and 29% have a DVR. **Source:** Forrester Research
- **Articles (Let me know if you'd like a copy)**
 - Learning by Doing – Creative Tourism & Cultural Entrepreneurs
 - Budget Cuts Hurt Georgia Wildlife Federation
 - Go Fish' project goes ahead — despite huge cuts elsewhere
- The **National Trust for Historic Preservation** has created a subsidiary - Heritage Travel -a comprehensive, online resource for heritage travelers and historic destinations. The site will launch in early 2009. www.heritagetravelinc.com
- **Good News:** Domestic travelers are still on the move with 75 percent of respondents in a recent Travel Industry Association/ Ypartnership travelhorizons™ survey saying that they are planning a leisure trip in the next 12 months, while a much smaller number are planning Staycations and becoming hometown tourists.
- **News on and around Lake Hartwell, www.lakefronthartwell.com:** You can submit event/news info to www.lakefronthartwell.com/about/submit.shtml.
- **Message from Jimmy Richardson:** With shrinking budgets and an ever increasing workload, now is the time to consider hiring a student intern. Many University of Georgia students are willing to work without pay to gain the experience they need to be competitive in today's marketplace. Consider posting your agency's Spring and/or Summer internships today at www.hireuga.com. He also wanted to remind you to "hold the date" for UGA's annual Government & Nonprofit Career Fair. This will be held next spring on March 22, 2009. Find details at www.career.uga.edu/employers/employercareerfairs.html.
- **GHS awarded grant for survey of State Historical Markers:** Georgia Historical Society (GHS) has received a grant to conduct a statewide survey of historical markers in advance of the Civil War Sesquicentennial. The Georgia Department of Economic Development (GDEcD) has awarded GHS \$132,307 to begin the process of conducting a comprehensive survey of existing historical markers that focus on Civil War subjects. With further funding, GHS will be able to continue the project, developing up to fifty new markers and creating themed driving trails. This initiative will promote and facilitate tourism in the state during the 150th anniversary of the Civil War.

GHS hired William Hanley as Survey Coordinator in August 2008. While surveying the state's markers, Hanley is keeping a blog, an online journal that brings readers along as he travels through the state. In the blog, he provides commentary on the communities he visits, and gives an account of life on the road. In addition to a weekly travel blog, Hanley will create video blogs documenting his experiences. Readers can access Hanley's blog at <http://georgiamarkers.wordpress.com>, and he welcomes comments and questions.

With continued funding of this initiative, GHS will be able to identify potential subjects for up to fifty new markers exploring all aspects of life during the Civil War, from the homefront to the battlefield. Among these subjects are women's role and activities during the war, the lives of free and enslaved African Americans, Southern industry, and the role of Unionists in Georgia politics. This project will bring needed attention to topics not currently represented in state historical markers.

For more information, visit the GHS Web site at <http://georgiahistory.com/stories/73>

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.)

November 5-6 2008 Agritourism Conference Has Been Postponed Due To Scheduling Conflicts

- November 13-14** **Historic Cemetery Conference in Washington, GA** ~ Come learn about best practices of historic cemetery care, heritage tourism, cemetery landscapes and funding sources. More info to come...
- 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 1 & 2** **Winter Chautauqua 2009** - Details will be forthcoming as the program is developed.
- 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.
- 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.
- 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.