



NEWS FROM THE ATLANTA OFFICE:

New Brochure Room on ExploreGeorgia – the brochure room is now all downloadable pdfs! No more snail mail. Current brochure room participants had their brochures converted to pdf, and have begun receiving stats on the number of downloads. This is Phase I. Stay tuned for Phase II when additional tourism partners will have the opportunity to get into the Brochure Room as well. To view the new brochure room, go to www.exploregeorgia.org and click on “Order the Free 2011 Georgia Travel Guide.”

May 5th – Save the Date! – ARC Civil War Map Guide “Appalachia – Civil War: The Home Front” – This media event will be held at Gordon Lee Mansion in Chickamauga, 11:00am – 1:00pm.

Kids Guide and Calendar of Events – GDEcD is in the midst of proofing these publications for 2011.

- Kids Guide – note that this publication won't be a repeat of the main travel guide, and some listings may not be included due to space. Everything is listing in the Georgia Travel Guide, and the Kids Guide is a supplemental publication designed to attract kids.
- Calendar of Events – the printed calendar will go from May 2011 – April 2012. The data pull from exploregeorgia took place over a week ago. Very few 2012 events have been added/updated, and not all 2011 events have been updated to current dates on the website. Every effort will be made to include those regular annual events that meet print criteria, but if the event isn't listed on ExploreGeorgia.org, it may miss out in print.

ABA Top 100 Events Nominations Now Being Accepted –Deadline April 22, 2011

Nominations are officially open for the 2012 Top 100 Events in North America. ABA's Top 100 Events in North America (now in its 30th year) is an annual compendium of the best events for group travel in the United States and Canada. Each spring, a committee of ABA-member motorcoach and tour operators selects the Top 100 Events for the subsequent year; the list is unveiled in September. Winners are chosen from hundreds of celebrations, festivals, fairs, commemorative events, and more that have been nominated by ABA members. From among the winners, ABA names the Number One Event for both the United States and Canada.

As the official tourism office from Georgia, GDEcD can submit a maximum of seven (7) nominations to be considered for this prestigious distinction. Please note that all ABA members of all membership categories are eligible to submit three (3) nominations. For the 2012 Top 100, ABA non-members can submit one (1) nomination for a fee which is then refunded if they join the association in 2011. **Please contact Pam Kruseck at pkruseck@georgia.org for more information on the nomination process.** The deadline for submission is APRIL 22, 2011.

To help in deciding which events partners may want to submit please see the list of Judging Criteria:

Judging Criteria

The judging committee considers these factors when reviewing an event:

1. Does the event have wide appeal to motorcoach and tour groups?
2. Is the event near other attractions that allows tour operators to create a package?
3. Does the event have adequate motorcoach parking and group accommodations?
4. Is the event worthy of media coverage and is it the finest that area has to offer groups?

Special Offers Newsletter – Tourism partners are requested to add their special offers to [exploregeorgia.org](http://www.exploregeorgia.org). to be included in the monthly e-newsletter. Web users can sign up to receive the Special Offers Newsletter here:

<http://www.exploregeorgia.org/SpecialOffers>

Travel Media Marketplace – May 12-14, 2011 – Thank you to everyone who sent in a community profile. Plans are firming up for media who will attend. Regina Wheeler and Jonathan Dorsey will represent the High Country region. Media leads will be shared with tourism partners following the marketplace.

ExploreGeorgia.org Hint – When posting events, it's OK to put the dates in the description if you want, but if you don't put them in the Date field under the Details tab, the listing won't show up on the website.

NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

New website for Paradise Gardens – www.finsterparadisegardens.org

Cedar Town Camp and Original Road signage unveiling – April 19, Big Spring Park, Cedartown – exhibit and signage along an original segment of the historic Trail of Tears.

Historic High Country in Print – the region is featured in the April issues of Georgia Magazine and Atlanta Magazine, both with editorial and the region's co-op ad.

PUBLIC RELATIONS, MARKETING

Georgia On My Mind Days (GOMM) in the Region – plan now to set up at the GA Visitor Information Centers in Tallapoosa (May 27) and Ringgold (June 24) for GOMM Day. This is a great opportunity to network with your industry peers and interact face to face with visitors coming to the Centers. For more info, contact Ringgold (Ringgold@georgia.org) and Tallapoosa (Tallapoosa@georgia.org.)

CONFERENCES, SEMINARS AND OTHER INFO

Historic Theater Grant Program applications due April 15 - This is a reminder that HPD has partnered with the Georgia Department of Economic Development and the Fox Theatre Institute to offer a new, one-time grant program for historic theaters. The purpose of the grant program is to assist local communities in promoting their historic theaters through heritage tourism. Information and applications are available online or contact Carole Moore at 404-463-8434. **The postmark deadline of April 15, 2011** is fast approaching! Grant awards will be announced by June 30, 2011.

DDA Training Available in NW GA - The City of Ringgold will be having Paul Kreager at the Ringgold Depot on April 25, 2011 from 8 AM to 5 PM doing the state mandatory training for all DDA members. The City would like to offer this training to anyone else that might be interested in attending the training. The cost will be \$75 per person and will include registration, materials, breaks and lunch. Anyone interested must RSVP by April 21st at 4:00 PM to lorimadrado@catt.com or fax information to 706-965-7446.

Grants: For a list of some of the grants available for tourism-related projects, go to: <http://www.georgia.org/GeorgialIndustries/Tourism/Programs/Pages/Grants.aspx>

WHAT'S HAPPENING

- **May 7-15 – National Tourism Week**
- **May 12-14 – Travel Media Marketplace – Blue Ridge/Ellijay**
- **May 27 – GA On My Mind Day, Tallapoosa VIC** (all GOMM Days listed on the industry calendar – link below)
- **Jun 24 – GA On My Mind Day, Ringgold VIC**

Industry Calendar – for a listing of tourism industry events such as conferences, trade shows, etc, visit the Industry Calendar at <http://www.georgia.org/GeorgialIndustries/Tourism/Pages/IndustryCalendar.aspx>.