



## NEWS FROM THE ATLANTA OFFICE:

**Tourism Economic Impact Numbers for 2010** – They are now available, soon to be posted on [www.MarketGeorgia.org](http://www.MarketGeorgia.org) under Research. In the meantime, if you haven't received this info from me, feel free to request it.

**2012 Georgia Tourism Marketing Plan** – now available online at <http://www.georgia.org/Georgialndustries/Tourism/Programs/Pages/MarketingCampaigns.aspx>

**Call for Special Offers and Packages** – We are looking for special offers and packages to include in the monthly Special Offers newsletter each month for the final quarter of 2011 (Oct – Dec). If you have an offer, including great photography to go along with it that you can post on [exploregeorgia.org](http://exploregeorgia.org), you may want to do that to have a shot at getting in the newsletter. Our marketing team searches [exploregeorgia.org](http://exploregeorgia.org) for the offers, and those with complete info and wonderful photography are considered. If you need assistance on how to upload your offer to [ExploreGeorgia.org](http://ExploreGeorgia.org), contact your regional tourism rep.

**Tourism Product Development Grant FY12 – Deadline Sept 30, 2011** Guidelines and application at <http://www.georgia.org/Georgialndustries/Tourism/Programs/Pages/Grants.aspx>.

**Camera-Ready Announcement** - Congrats to the following counties in northwest Georgia for becoming Camera Ready in this latest round of recognition: Chattooga, Catoosa, Dade, Polk, Bartow, Murray. For a complete list of all Camera-Ready counties, visit [www.georgia.org/cameraready](http://www.georgia.org/cameraready).

**We welcome Paul Selby to the Tourism Division as Director of the Visitor Information Center Program.** Paul brings more than 15 years of sales, customer service, hospitality and tourism experience. He most recently served as Manager of Leisure Sales at the Georgia Aquarium. He also led the start-up of the Aquarium's call center, where he led a group of more than 25 operators handling consumer calls. Further back in his career, he worked at a resort in Guam, which may be where he picked up his diving hobby. You can reach Paul at 404.962.4079 or [pselby@georgia.org](mailto:pselby@georgia.org).

**To sign-up for the monthly "Peachbyte" newsletter** which gives you all the latest Georgia Tourism News please email [peachbyte@georgia.org](mailto:peachbyte@georgia.org)

## NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

**Strategic Planning for the Historic High Country Travel Association** – all members interested in the direction of the regional travel association should make plans to attend the October 12<sup>th</sup> strategic planning meeting to be held at WinShape Retreat, Berry College in Rome.

**Grant Awarded for Local Food Guide Project** – The Appalachian Regional Commission (ARC) awarded the NW Regional Commission \$25,000 for a Local Food Guide project.

**Historic Banning Mills and TV Town productions were recently awarded a bronze Telly** for outstanding videography! Covering the largest, continuous Eco zip line canopy tour in the World, located 45 minutes from Atlanta, Ga., it shows some amazing views of the beautiful and historic Snake Creek Gorge at a bird's eye view! View the video here: <http://www.historicbanningmills.com/index.php/zip-line-video>

**Atlanta Film Studios Paulding County** - The Paulding County Industrial Building Authority (IBA) and Paulding County Board of Commissioners announced development and construction of a new, full-service film and television production facility, dubbed Atlanta Film Studios Paulding County. Atlanta Film Studios Paulding County will be the first production facility in decades to be developed outside of Atlanta's city center and made available for third-party rental.

## **PUBLIC RELATIONS, MARKETING**

**Top 5 Questions Asked by Visitors to Small Towns** - <http://ruraltourismmarketing.com/2011/08/top-5-questions-asked-by-visitors-to-small-towns/>

**Info about the Subscribe button on your Facebook Page** - <http://ruraltourismmarketing.com/2011/09/battle-of-the-titans-google-one-button-vs-facebook%e2%80%99s-new-subscribe-button/>

**Tourism Toolkit** - STS, working with Dr. Steve Morse of the University of Tennessee, has a method for you to easily prove tourism's economic significance to your local community. Demonstrate how many jobs are created, how many dollars visitors spend and how much tax relief results from tourism - directly in your county. Transform your community contacts into tourism advocates. [www.southeasttourism.net/TourismImpactToolkit.cfm](http://www.southeasttourism.net/TourismImpactToolkit.cfm)

## **CONFERENCES, SEMINARS AND OTHER INFO**

**Agribusiness Workshop, Statesboro – Sept. 21, 2011** (optional farm tours Sept. 22nd) Details at <http://www.ogeecheetech.edu/about-otc/agribusinessworkshop>

**Georgia Tourism Industry Calendar** – For a listing of tourism industry events visit [www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryCalendar.aspx](http://www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryCalendar.aspx)