



NEWS FROM THE ATLANTA OFFICE:

Tourism Product Development Grant FY12 – Awards should be announced on or before Oct. 31st. There were 82 applicants.

Twitter Update - We officially switched our Twitter feed over to www.twitter.com/exploregeorgia. We are excited to have the same name associated with our Facebook and Twitter pages. Everything is staying the same! www.twitter.com/georgiatourism no longer exists.

80 Days of GA Giveaways – A big thanks to all the partners who participated in our biggest contest ever! Our goals were exceeded with an increase of Facebook fans by 106% and our twitter followers by 21% resulting in 31,019 contest entries, not to mention all the exposure the partners received in the promotion. Thanks again!

Travel Media Marketplace 2012 – scheduled to take place in May. The bid form has been sent to DMOs – due by Dec. 16th from communities interested in hosting.

To sign-up for the monthly “Peachbyte” newsletter which gives you all the latest Georgia Tourism News please email peachbyte@georgia.org

NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

The next Historic High Country Travel Association meeting is scheduled to be held at the Brown Conference Center in Cartersville on Nov. 9th, 10:30am – Noon. Speaker info is TBA; results of the association’s strategic planning session in Oct. should be available.

For more information about the association, visit www.georgiahighcountry.org/members.html and become a fan of the Facebook page <https://www.facebook.com/GAHighCountry>

GA Visitor Information Center Staff Fam Tour – various staff from the state visitor information centers will be visiting the region Nov. 14-17 to learn more about the area and be educated on the tourism attractions and amenities in this part of the state. The itinerary is based on a survey of VIC staff and travel logistics.

PUBLIC RELATIONS, MARKETING

NEW! Online Advertising Opportunities on ExploreGeorgia.org starting in 2012. Contact account rep Jill Teter if interested. Jill-teter@comcast.net.

Holiday Kick-off Event at the GA Visitor Information Center (VIC)-Ringgold – Nov. 18, 10am – 2pm

You are invited to come out to promote your hotels, attractions, restaurants, and/or events for this Holiday Season. **RSVPs preferred by Nov. 1st**. Free. Contact the VIC staff to confirm your participation: Ringgold@georgia.org

How To Submit a Calendar Event to Southern Living - Click on the link and fill out the form to submit your event to their travel directory. They need event information **no less than four months in advance** in order to consider the event to be listed in Southern Living magazine.

www.southernliving.com/static/generic/travel/events/submission_form.html

Marketing Idea – Another way to use QR Codes to promote your destination, event, attraction, etc - German company Qkies combines QR codes and cookie mix to create edible personalized messages. Consumers make and bake the cookies before decorating them with the enclosed QR codes, printed on edible paper.

http://www.springwise.com/food_beverage/qr-code-cookies-create-unique-personalized-messages/

The New Facebook – A Quick Overview for Small Business

<http://ruraltourismmarketing.com/2011/09/the-new-facebook-a-quick-overview-for-small-local-business/>

New words for your tourism dictionary - Here are some terms and definitions to add to your discussions about the marketing of tourism:

- DMO (noun) - an investment account for communities
- Tourist (noun) - temporary taxpayer
- Passion of tourism marketers (noun, compound) - revenue generator

These definitions come not from a college textbook, but from an article that explains the value of destination marketing organizations on a layman's level. The writer, Victoria Isley, the chief operating officer of Destination Marketing Association International, knows of what she speaks. Her article is one you can use to educate certain audiences about how tourism is marketed and how it benefits communities.

www.bizmonthly.com/tourism-and-destination-marketing-smart-investments-for-immediate-returns/

CONFERENCES, SEMINARS AND OTHER INFO

Travel and Tourism Day at the Capitol – Save the date!

Facebook event link: www.facebook.com/event.php?eid=170319146389771

- Jan. 23rd – Educational session on how to work with your legislators.
- Jan. 24th – Travel and Tourism Day – new format, so stay tuned for details!

AND, Georgia Hospitality & Lodging Assoc (GHLA), Georgia Restaurant Assoc (GRA) and Georgia Chamber of Commerce (GCC) will join with GACVB and GDEcD to increase the impact and attendance at “travel/tourism” events hosted yearly at the Capitol. This will allow for more time to educate the legislators on the importance of the industry. It also makes sense for our organizations to work closer together on events that allow us to educate our constituents and legislators on the impact and issues in our industry.

All these organizations will “jointly” host/ sponsor several events at the Capitol; starting with “Travel and Tourism Day” on January 24th. GACVB and GDEcD will be the lead organizations on this date. The lead organization(s) for each event will determine the events, timeline and focus “talking points” for that day. The organizations that are not serving as the lead for the event will support the efforts of the lead organizations but on a smaller scale. All events will be co-branded with the logos from all of the partnership organizations. If you have any questions or need more information, please feel free to contact Tonya Rosado at tonya@visitkingsland.com.

Governor’s Conference on Tourism 2012 – Save the date!

August 26-29th in Atlanta at the Atlanta Marriott Buckhead Hotel & Conference Center

Georgia Tourism Industry Calendar – For a listing of tourism industry events visit

www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryCalendar.aspx