



## NEWS FROM THE ATLANTA OFFICE:

**Tourism Spending in 2010** - Statewide Economic Impact numbers are in! (County by county numbers will be available in the fall) In 2010, total travel expenditures reached \$21 billion up 8.3 percent from 2009. We also learned that tourism generated \$1.5 billion in state and local taxes up 4.8 percent. In addition, Georgia's tourism industry sustained 233,800 jobs with \$6.8 billion in payroll. More tourism economic numbers at:

[http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/2011/tourism\\_snapshot\\_june%202011.pdf](http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/2011/tourism_snapshot_june%202011.pdf)

**Smackdown!** – Reminder that **final proposals are due July 15<sup>th</sup>**. Details at [www.marketgeorgia.org/smackdown](http://www.marketgeorgia.org/smackdown).

**2012 Georgia Travel Guide** – work has begun, and the **data pull for ATTRACTIONS will follow the July 15<sup>th</sup> deadline to enter any new attractions to exploregeorgia.org**. The data pull for lodging will soon follow, so this is a good time to do both. Existing listing updates will be verified by the fact-checkers for the publication, but won't affect the listing on exploregeorgia, so please make sure you update the website as well. Thanks!

**Tourism Awards** - consider your colleagues for nomination to receive one of this year's Tourism Awards to be given at the Governor's Tourism Conference in Sept. Individuals, nonprofit organizations, public service agencies, communities, regional travel associations and private businesses in the tourism and travel industry may be nominated. **Deadline for nominations is Friday, August 12<sup>th</sup>**. Details and form at

<http://www.georgiagtc.com/include/2011TourismAwards.pdf>

### GDEcD Welcomes Three New Leaders:

- **Lee Thomas**, former interim director of the agency's Film, Music and Digital Entertainment division has been promoted to Director.
- **Lisa Love**, formerly director of the Georgia Music Hall of Fame, becomes Director of Music Marketing and Development for the state.
- **Karen L. Paty** has been promoted to director of Georgia Council for the Arts. (The GA Council for the Arts was moved under GDEcD during this year's legislative session.)

**VIC Fams Again!** – Fam tours have been reinstated for training our Visitor Information Center (VIC) staff. The High Country region will host a VIC fam Nov. 14-17, 2011. Fam will include 7 VIC staff, 1 Atlanta staff, and tourism rep. Details TBD.

### Website Updates:

- **New Online Visitor Information Center (VIC)** - <http://www.exploregeorgia.org/VisitorInformationCenter>  
When visitors want to request brochures, they will be directed to this page. **NOTE:** You can now upload a pdf of your brochure to be included in the online VIC – contact your Regional Tourism Rep for the most current details and instructions.
- **Georgia.org has new look** – [www.georgia.org](http://www.georgia.org) is taking on a new look as you'll note on the home page. This is a work in progress, and you'll see more changes throughout the site. [www.MarketGeorgia.org](http://www.MarketGeorgia.org) takes users straight to the tourism portion of Georgia.org.

**DID YOU KNOW?** The monthly tourism newsletter goes out to a list of 49,600+ subscribers!

Not signed up to receive this and/or other tourism newsletters sent out from Georgia Tourism?

Do so here>>> <http://www.exploregeorgia.org/TravelNewsletter/Signup>

**Are you “in-the-know” with Georgia Tourism?** To sign up for the Peach Byte, send an email to [peachbyte@georgia.org](mailto:peachbyte@georgia.org). To read past issues, go to [www.MarketGeorgia.org](http://www.MarketGeorgia.org), and click on News and Events on the sidebar under Tourism.

## NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

**GA Nominations Sought for National Geographic’s East Tn River Valley Geotourism Map Guide Project** – this project for TN dips into a portion of northwest Georgia, touching the counties of Dade, Walker, Catoosa, Whitfield, Murray, Fannin and Gilmer. We need you to nominate GA sites! Anyone can nominate, so share this with your local media to promote. Contact Janet Cochran, Tourism Rep, for more details and promo materials to help spread the word. **Deadline for nominations is July 31<sup>st</sup>**. [www.easttngtourism.com](http://www.easttngtourism.com)

**Congrats to the Calhoun Downtown Historic District** – the district was listed in the National Register of Historic Places on June 8, 2011.

**Cartecay Vineyards Opens July 15<sup>th</sup> in Ellijay** – [www.cartecayvineyards.com](http://www.cartecayvineyards.com)

## PUBLIC RELATIONS, MARKETING

**Media Request** – Doc Lawrence begins his annual barbecue search: joints, shacks, restaurants, backyard chefs, on the road teams, competitions, festivals and later on lots of tailgating (think college football, the smoke waffling from grills before an Atlanta Braves game, pre-game feasts in NFL cities and you get the idea). Please send your favorite places, events and festivals, best home-based BBQ magicians, beloved rubs and secret-recipe sauces, and all things original. Images are welcome-always. Send to [doclawrence@mindspring.com](mailto:doclawrence@mindspring.com)

**Brochure Request** - The Canton Visitors Center needs brochures for its welcome center. Send a quantity of your brochure to: Canton Visitors Center, Cherokee History Museum, 100 North Street, Suite 140, Canton, GA 30114 Direct any questions to Rebecca Johnston at [rejohnston@comcast.net](mailto:rejohnston@comcast.net).

**Social Networking Cheat sheet** – great tool for evaluating your use of the various social media. Two sheets available – one for CVB/DMO and one for Small Business. <http://travel2dot0.com/presentations-speaking/socialcheatsheet/>

**Tourism Marketing Resource for Rural Areas** – [www.ruraltourismmarketing.com](http://www.ruraltourismmarketing.com)

## CONFERENCES, SEMINARS AND OTHER INFO

<http://thevalleyworks.org> a new way the Tennessee Valley Authority will be communicating with their audiences about economic development happenings and providing useful news and tools.

### **Appalachian Regional Commission (ARC) Pre-Applications now being accepted thru August 15, 2011**

Maximum Grant Amount: \$300,000; Required Match: 50%

Potential Projects must relate to at least one of the Four ARC Goal Areas:

1. Increase job opportunities and per capita income in Appalachia to reach parity with the nation.
2. Strengthen the capacity of the people of Appalachia to compete in the global economy.
3. Develop and improve Appalachia’s infrastructure to make the Region economically competitive.
4. Build the Appalachian Development Highway System to reduce Appalachia’s isolation.

Economic development projects must have firm private sector commitment to create and/or retain jobs and encourage private investment. Contact the Northwest Georgia Regional Commission for pre-application assistance: (706)295-6485 [jmeadows@nwgrc.org](mailto:jmeadows@nwgrc.org) or [ccoburn@nwgrc.org](mailto:ccoburn@nwgrc.org)