



NORTHWEST GEORGIA'S
HISTORIC HIGH COUNTRY
TRAVEL REGION

Regional Tourism Representative
May 2008 Report

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GEORGIA TOURISM DIVISION NEWS

- **Partner Admin Now Live for www.ExploreGeorgia.org** – You can access it at www.ExploreGeorgia.org/partneradmin. Note: Your user name is now your email address, you're password is the same as it was on Georgia.org. There are still a few bugs to work out, so if you encounter any problems, please send an email to the link provided on the site. **DO NOT** enter tourism listings on www.Georgia.org. The listings currently on that site will remain there until late 2008.
- **Tourism Product Development Grant – application deadline is June 2nd**. Available online at www.MarketGeorgia.org or contact tourism rep.
- **Techno Tourism E-Challenge Grant - application deadline is July 31** – (this grant is only available to those who attended the Techno Tourism conference in April.)
- **New Georgia TV Commercial** – see it at www.MarketGeorgia.org More “unexpected” Georgia attractions and sites will be added in future commercials.
- **Georgia Dream Pass – Now signing up Attractions!** If you are interested in becoming a partner with the Georgia Dream Pass program, please contact Christopher Grider, Account Manager, Georgia Dream Pass Partner Agency, direct: 770-330-8116, dreampass@georgia.org, www.gadreampass.com
- **Peach Byte Tourism Newsletter** - To sign-up yourself or someone else up for this monthly newsletter, please e-mail peachbyte@georgia.org. You can view past newsletters at www.MarketGeorgia.org

NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

- **Historic High Country Travel Association Meeting Schedule** – mark your calendar for the 2nd Wednesday, 10:30am each month. Meeting locations vary. For a schedule, contact Margaret Thigpen, Dalton Area CVB, mthigpen@visitdaltonga.com. Non-members welcomed to visit!
- **After last month's travel association meeting** with Kathy Lyles' presentation about web marketing, Georgia's Rome created a blog. View it at <http://georgiasrome.blogspot.com>.
- **Welcome Don Coleman**, new Public Relations Chairman for the Marsh House in Lafayette. His emails is don213192@aol.com.

OTHER

- **Hotel Tax Seminars – June 5 and Sep 9** – Details found at <http://www.mainstreetgeorgia.org/UserFiles/File/Hotel%20Motel%20Tax%20Seminar%20Flyer.pdf>
Questions? Cindy Eidson, (404) 679-3101, ceidson@dca.state.ga.us
- **The Appalachian Regional Commission (ARC) and the National Endowment for the Arts (NEA) announced the second round of their grants** competition program this week to promote natural and cultural heritage tourism development in Appalachia's gateway communities. An application form (Request for Proposal) and other details about the grants competition are available at ARC's web site: <http://www.arc.gov>. Applications are due by June 6, 2008 and winners will be announced on June 27, 2008.

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **2008 Travel Media Marketplace Media Contacts** – Thanks to Regina Wheeler and Kathy Lyles who worked the regional table at the marketplace. Interview notes are being added to the contact list now, and will be sent to travel association members as soon as it is available (another benefit of your Historic High Country travel association membership!)
- **Media Requests:**
 - Dave Hunter, [Along I-75](#), attended GA On My Mind Day in Ringgold May 9th – he is updating his book now, so if you are on the I-75 corridor and haven't already talked with Dave, feel free to contact him at mile_oak@compuserve.com
- www.BrownsGuides.com – opportunity for free listing (upgrade for a fee if you choose)
- **Google Map Update** – Google Maps are used for several websites, including the new ExploreGeorgia.org. You may want to check your listings on Google Maps to be sure they are in the correct position. You can make corrections, add contact info, websites, etc. All this for FREE!
- **UK Rep Looking for Georgia DVDs** – Anne Young, the GA rep in the UK, wants DVDs to play at the U.S. Embassy. They need to be in PAL format. FREE opportunity to share your community or attraction with Embassy visitors. Contact Anne for mailing address anne-young.georgia@virgin.net

COMING UP! *(Visit the Travel Industry Calendar at www.MarketGeorgia.org for more listings)*

May 10-18	National Tourism Week, <u>www.tia.org</u>
June 2	Deadline for Tourism Product Development Grant Application
June 5	Hotel Tax Seminar, Suwanee, GA
July 31	Deadline for E-Challenge Grant Application
Sept 9	Hotel Tax Seminar, Toccoa, GA

Upcoming GA On My Mind Days:

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| • May 16, 2008 | Kingsland Visitor Center | email <u>kingsland@georgia.org</u> for more info |
| • May 23, 2008 | Lavonia Visitor Center | email <u>lavonia@georgia.org</u> for more info |
| • May 23, 2008 | West Point Visitor Center | email <u>westpoint@georgia.org</u> for more info |
| • May 30, 2008 | Savannah Visitor Center | email <u>savannah@georgia.org</u> for more info |
| • May 30, 2008 | Tallapoosa Visitor Center | email <u>Tallapoosa@georgia.org</u> for more info |
| • June 6, 2008 | Columbus Visitor Center | email <u>Columbus@georgia.org</u> for more info |
| • June 7, 2008 | Plains Visitor Center | email <u>plains@georgia.org</u> for more info |
| • July 18, 2008 | Augusta Visitor Center | email <u>augusta@georgia.org</u> for more info |