



NORTHWEST GEORGIA'S
HISTORIC HIGH COUNTRY
TRAVEL REGION

Regional Tourism Representative
June 2009 Report

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GEORGIA TOURISM DIVISION NEWS

- **FY10 Tourism Marketing Co-op Grant** - the total amount of co-op funds available for FY10 will be \$500,000 or ½ of previous co-op amounts. As soon as we have official rules and regulations you will be notified, and they will be posted on Marketgeorgia.org. **Application deadline July 31, 2009.**
- **Georgia Travel Guide 2010 Data** – data is scheduled to be pulled on June 30th. NOW is the time to update your listings on ExploreGeorgia.org – **do by June 29th**. If you need assistance to access your listings or enter a new listing, contact Janet Cochran at jcochran@georgia.org. (**NOTE:** I will be out of the office and away from phone and email June 11 – 23, 2009.)
 - Also be aware that fact-checkers with Atlanta Magazine/Emmis will be calling to verify the travel guide listings – *they are not sales calls.*
- **GA Travel Guide Shipments** – order through the Georgia Visitor Info Centers at Ringgold or Tallapoosa, or through one of the regional shipping drop points of either the Fannin Co Chamber or Cartersville-Bartow CVB, whichever is closer.
- **New Georgia Mobi Site** – GDEcD is working with Emmis and ITI Marketing to develop a mobile version of the Travel Guide. The new “mobi” site will give travelers all the info they need and much more at the touch of a cell phone button. Rich content including Georgia’s 9 tourism marketing regions along with the over 70 GA CVBs will be combined with useful functionality and features including state and city maps (with driving directions option that will help travelers get from A to B), weather forecasts, an events guide, and text messaging all delivered via an intuitive user interface. Best of all, it is available completely free of charge to all Georgia visitors.

Listings in the mobi guide will be free but to really take advantage of the mobile medium, many organizations will want to purchase enhanced listings or advertisements, which can be done for as little as \$500. Franci Edgerly and her team at ITI are handling the marketing

- **GA Governor’s Conference on Tourism Aug 31-Sep 2** – registration now open at <http://www.georgiagtc.com/>; you can also follow on Facebook – search for georgiagtc.
- **GA Made GA Grown Program a Finalist in the Excellence in Economic Development Awards**, U.S. Dept of Commerce – more info at <http://www.eda.gov/NewsEvents/ExcellenceAwards.xml>

NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

- **Stephanie Snodgrass** has been promoted to President of the Walker County Chamber of Commerce as of May 20th. Previously, she served as the Tourism and Public Relations coordinator at the chamber. Congratulations, Stephanie!

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Group Leads** – several group leads were sent out this month from the GA Tourism Division. If you would like to be on the group leads regional distribution list, contact Janet Cochran at jcochran@georgia.org to be added.
- **When sending event info to tour operators**, be mindful that they need it at least 6 months out in order to have sufficient time to plan and sell a tour.

