



GEORGIA TOURISM DIVISION NEWS

- **FY10 Tourism Product Development Grant – deadline Oct. 2, 2009.** Applications now being accepted. All potential applications should not get lost in the details but think of “shovel ready” tourism projects that will add to your local job sustainability or job creation. The link for the application and guidelines follows:
<http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/TourismGrantPrograms.aspx>
- **Tourism Marketing Co-op Grants** – awards will be announced on or by October 15, 2009.
- **ExploreGeorgia.org Updates** – At the Governor’s Tourism Conference earlier this month, GDEcD unveiled the new component of www.exploregeorgia.org which will directly and positively impact all nine travel regions. New MIRCO SITES will be developed for all of the State’s nine travel regions giving more exposure and depth to the region’s placement on the state tourism site. It will also provide an interactive experience for the consumer on the website. **Events and content will be pulled from your partner pages as well so be sure to make your content on ExploreGeorgia.org the best it can be!**
- **The Georgia Travel Guide will feature a new way to enhance your listings (attractions and accommodations) in the 2010 issue.** Make your attraction or lodging property pop-out by contacting Jill Teter about the new enhanced listing marketing opportunity. Jill can be reached at j_teter@bellsouth.net
 - **Enhanced Accommodations - Ads \$1,250-** Includes photo, 30 word description and contact information. Listing will be in a colored box that coordinates with the state region it resides in.
 - **Enhanced Listings - Ads \$950-** Includes photo, 25 word description and contact information. Listing will be in a colored box that coordinates with the state region it resides in.
- **Gov. Conference Presentations** - All presentations from the Georgia Governor’s Tourism Conference are online at www.georgiagtc.com/presentations.html

NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

- **Lisa Smith, Rome CVB, received the Larry Allen Award for Excellence in Tourism**, given in memory of the late Larry Allen, General Manager of Stone Mountain, in recognition of all around friendship, support and leadership. *Well deserved, Lisa – congratulations!*
- **Congrats to Rock City Gardens included in ABA’s Top 100 Events 2010**
Rock City Gardens Enchanted Garden of Lights
Lookout Mountain, November 19, 2010 – January 1, 2011
- **Tellus: Northwest Georgia Science Museum announces its affiliation with the Smithsonian Institution.** A well-earned recognition - Congrats to the team!

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Tri-State Civil War 150th Commemoration Committee** – next meeting Oct. 15th, 2:00pm, Old Freight Depot, Downtown Dalton. Contact Janet Cochran jcochran@georgia.org if you would like to attend, or would like to become a partner in this effort.
- **Southern Distinction Magazine** – submit events to calendar@southerndistinction.com.

- **Georgia Magazine** – deadline for Dec 09 issue is Oct. 1st – submit events to calendar@georgiaemc.com.
- **“Mini Museum” at Ringgold VIC** – The Visitor Info Center on I-75 is now taking bookings for next year – Jan, Feb & March / April, May & June / July, August & September / Oct, Nov & Dec. Contact Elaine Watkins, Mgr, if you’re interested. ewatkins@georgia.org
- **Fox Theater Institute** - GDEcD and the Fox Theatre Institute (FTI) have partnered to promote the arts, programming and theatres across the state. There are several programs that FTI is currently working on that correlate with tourism projects. Some of you may have been to a Georgia Applause seminar last year. Georgia Applause is a collaborative effort with GDEcD and FTI aimed at historic and non-historic theatres. Georgia Presenters is another program FTI is spearheading and all theatres, venues and events that are in the market for good talent can get involved. It is a great way to block book talent for the entire state and save money! Finally, TAP (Theatre Advancement Program) is another way FTI is trying to assist theatre across the state. For more information on the Fox Theatre Institute, visit www.foxtheatreinstitute.org.

UPCOMING CONFERENCES AND OTHER INFO

- **SAVE THE DATE: GA Agritourism Conference** - This year, there will be three Agritourism Workshops to serve the state in North Georgia, Central Georgia and South Georgia. You may sign up for the workshop nearest you, but either the one in Dillard or Oakhurst will best serve the High Country region. The dates and locations follow:
North Georgia, The Dillard House, Dillard, GA, November 5-6, 2009 **Register at** www.areg.caes.uga.edu
Central Georgia, Oakhurst Farm, West Point, GA, December 2-3, 2009
- **History and Heritage Tourism: Discovering Georgia’s Community Landmarks**, Mar 25-26, 2010, Warm Springs - www.gashpo.org/content/displaycontent.asp?txtDocument=460 or contact Conference Coordinator Carole Moore at carole.moore@dnr.state.ga.us or at 404-463-8434
- **New Study Available – ROI on U.S. Business Travel** – http://www.ustravel.org/pressmedia/business_travel.html
- **Atlanta will host Travel South in 2011** - <http://www.travelsouthusa.org/showcase11/showcase2011pressrelease.pdf>

DATES TO REMEMBER

2009

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| Oct 14 | Historic High Country Travel Assoc Meeting, 10:30am, Ringgold |
| Oct 15 | Tourism Marketing Co-op Grant Awards Announced |
| Oct 15 | Tri-State Civil War 150 th Commemoration Assoc Meeting, 2:00pm, Dalton |
| Nov 5-6 | Agritourism Conference, Dillard |
| Nov 11 | Historic High Country Travel Assoc. Meeting, 10:30am, Calhoun-Gordon Co Chamber (annual strategic planning focus) |

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| Mar 25-26 | History and Heritage Tourism: Discovering Georgia’s Community Landmarks, Warm Springs |
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