



NORTHWEST GEORGIA'S  
HISTORIC HIGH COUNTRY  
TRAVEL REGION

Regional Tourism Representative  
February 2008 Report

Janet Cochran  
Regional Tourism Representative  
GA Dept. of Economic Development  
P. O. Box 1205 \* Dalton, GA 30722  
(300 W. Waugh St, Dalton, 30720)  
706-272-2945 office  
404-276-9142 cell  
[jcochran@georgia.org](mailto:jcochran@georgia.org)

## GEORGIA TOURISM DIVISION NEWS

- **New Consumer Tourism Website** – [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org) was launched in February. This is phase one of the new site. The look and feel of Explore Georgia is a radical improvement from the current travel section on [www.georgia.org](http://www.georgia.org). The new site is completely consumer focused in layout, design and functionality. Phase I of the site includes a host of new exciting "experiences" ranging from Historic Sites and Must See Attractions to Family Fun and Spring Fairs & Festivals plus much more.

As we invite you to visit Explore Georgia, be advised this is just Phase I of the project, and it is what is called a Beta or soft launch. This phase is very important because it gives search engines a chance to index the site, and us a chance to make sure all technology works correctly before substantial traffic is driven to the site. The final version of the site will include all partner data and a new user friendly partner administration tool. It will make updating your listings and events easier.

In regards to the "experiences" on Explore Georgia, we know there are hundreds more to add. We need and welcome your input on what experiences you would like to see added. Please e-mail your regional tourism representative with suggestions, content and/or imagery that would create a good experience for Explore Georgia. Any additional feedback or questions regarding phase I can be directed to Jim Robertson at 404-962-4063 or [jrobertson@georgia.org](mailto:jrobertson@georgia.org). We look forward to your feedback.

As stated, this is only the beginning as we are also busy developing Phase II, which will be the official launch of Explore Georgia. It is scheduled to go live in early April and with it will come additional features and content. Until then, we'll continue to use <http://www.georgia.org/Travel> as our main tourism consumer website.

- **2008-09 Marketing Co-op** information and application is online at [www.MarketGeorgia.org](http://www.MarketGeorgia.org)
- **Techno-Tourism – April 14-15 – Athens** – Must attend to be eligible to apply for the E-Challenge Grant
- **Peach Byte Tourism Industry Newsletter** - To sign-up yourself or someone else up for this monthly e-newsletter, please e-mail [peachbyte@georgia.org](mailto:peachbyte@georgia.org).
- **Creative Economies Survey** - If you would like to offer input to the Creative Economies Initiative, take the survey at this link: <http://survey.constantcontact.com/survey/a07e280vrwqfb8kbgon/start>
- **Georgia Dream Pass - the first 100 attractions to sign up will receive a year FREE** with a commitment for two years. The full annual amount would be due the second year. This applies to the Basic partners and the Premier Partners. For more info, contact Christopher Grider, Georgia Dream Pass Agency Partner, [Cgrider@Georgia.org](mailto:Cgrider@Georgia.org) C-770.330.8116

## NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

- **Brochure status:**
  - **Blue and Gray Trail Brochure Reprint 2008** – updates turned over to Great Southern Publishers Jan 29<sup>th</sup>. Awaiting proof. Anticipated print date of March 2008.
  - **Chieftains Trail Brochure** – update going on now. Contact Beth Grubbs [bgrubbs@gordonchamber.org](mailto:bgrubbs@gordonchamber.org) or Ellen Archer [earcher@notatlanta.org](mailto:earcher@notatlanta.org) for more information.
- **Joan Chadwick, Gilmer Co. Chamber, has** accepted a position with Appalachian Technical College in Woodstock. Her last day in Ellijay is January 15<sup>th</sup>. Her replacement is TBD.
- **Winter Chautauqua Tourism Seminar** – all info is now available at [www.WinterChautauqua.com](http://www.WinterChautauqua.com)

- **National Civil War Reenactment** – [www.BattleOfChickamauga.net](http://www.BattleOfChickamauga.net) – will take place in Walker Co off Hwy. 136 Sep 19-21, 2008
- **NEW - General Bragg Inn and Suites**, Chickamauga, opened Feb. 11. 706-375-7007
- **Zion Farms Closed to the public** as of Dec. 1, 2007

## MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **2008 Travel Media Marketplace – May 1-3 – Augusta** – Communities need to be working on their media profile sheets now in preparation for the upcoming media marketplace. If you need a template, contact Janet Cochran [jcochran@georgia.org](mailto:jcochran@georgia.org). Please follow the format, but you may be creative, use photos, color, etc. Community profiles only are allowed. Stay tuned for details of when and where to send 50 copies. Tables are offered to each travel association. No trinkets or gifts allowed at the marketplace – you may ship to the journalists after the show if desired.
- **New Appalachian Map in National Geographic Traveler Magazine** – a new pullout map of Appalachian states will go out next month in March. This map features trails, and includes Lookout Mountain Parkway, Chieftains Trail, Folk Potters Trail and Southern Highroads Trail for Georgia.
- **New Travel Website Offers Free Promotion for Historic Sites** [www.OnThisVerySpot.com](http://www.OnThisVerySpot.com) – this is a new way historical organizations can secure free advertising on the Web. The site is designed to be a comprehensive travel guide to historical places throughout America and the world. [OnThisVerySpot.com](http://www.OnThisVerySpot.com) allows site users to cross-search their travel destination with their personal interests. For example, a user can type in a city or state and a topic such as the Civil War, rock music, Native American history, literature, or they can type in the name of a famous person or event. A list of sites related to their interests, complete with maps, travel tips, and more will be provided. [OnThisVerySpot.com](http://www.OnThisVerySpot.com) is free to users. Historic sites can add information at no charge and put a link to the historic site's website on every page you add.
- **Military Travel and Trade Show dates are March 18-21, 2008:**
  - o Ft.Rucker Alabama March 18, 2008
  - o Albany MCLB, March 20, 2008
  - o Robins AFB, March 19, 2008
  - o Moody AFB, March 21, 2008

## OTHER

- **Georgia Applause Symposium – March 11 - Statesboro** – Marketing info for theatres, downtown revitalization, group tour marketing and theatres, etc. Cindy Eidson, [ceidson@dca.state.ga.us](mailto:ceidson@dca.state.ga.us) 404-679-3101

## COMING UP! *(Visit the Travel Industry Calendar at [www.MarketGeorgia.org](http://www.MarketGeorgia.org) for more listings)*

|                   |  |
|-------------------|--|
| <b>Mar 1-5</b>    | Travel South Showcase, Biloxi, MS  |
| <b>Mar 4</b>      | Workshop for Form-Based Development Codes for Cultural Heritage Tourism Districts, Washington, GA<br><a href="http://www.mainstreetgeorgia.org/UserFiles/File/CulturalHeritageOrdinance.pdf">http://www.mainstreetgeorgia.org/UserFiles/File/CulturalHeritageOrdinance.pdf</a> |
| <b>Mar 10</b>     | Winter Chautauqua, Gainesville   |
| <b>Mar 11</b>     | Georgia Applause, Statesboro   |
| <b>Mar 28</b>     | Historic High Country Day at the GA Visitor Center, Ringgold   |
| <b>Apr 14-15</b>  | Techno-Tourism Conference, Athens  |
| <b>May 1-3</b>    | Travel Media Marketplace, Augusta  |
| <b>May 9</b>      | GOMM Day – Ringgold VIC (previously scheduled for April 25 <sup>th</sup> )   |
| <b>May 23</b>     | GOMM Day – West Point VIC – Camping Jamboree   |
| <b>May 30</b>     | GOMM Day – Tallapoosa VIC  |
| <b>July 16-19</b> | Thinking outside the Fox: League of Historic American Theatres 32nd annual meeting, Atlanta - <a href="http://www.lhat.org/conference_theatre.asp">www.lhat.org/conference_theatre.asp</a>   |