



NORTHWEST GEORGIA'S
HISTORIC HIGH COUNTRY
TRAVEL REGION

Regional Tourism Representative
January 2008 Report

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GEORGIA TOURISM DIVISION NEWS

- **New Consumer Tourism Website** – a soft-launch will go online in February with a hard launch scheduled for April.
- **Save the Date – 2008 Techno-Tourism Conference** in Athens – April 14 – 15, 2008. Details coming!

NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

- **Blue and Gray Trail Brochure Reprint 2008 – DEADLINE Jan 11th** for updates and corrections to the current brochure – send to Janet Cochran jcochran@georgia.org.
- **Congratulations to Rome for winning the bid to host the National Association of Intercollegiate Athletes in 2008 and 2009.** The NAIA is a nationally televised event that could draw between 3,000 and 8,000 fans, depending on which teams face off for the national title. With that many fans in northwest Georgia, many communities in the Rome area are sure to benefit!
- **Rebecca Roberts' last day at Oak Hill/Martha Berry Museum was Dec. 31st.** However, she is staying on for a few months to complete some contract work. Her replacement is TBD.

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Ladies Retreat Looking for Meeting Space** - Lara Kyle with the Woodstock Church of Christ is planning a Ladies' Retreat for approx. 50 ladies. She needs approx. 20 rooms and a conference/gathering room; also needs meals during stay. Event dates: March 7-9, 2008. Contact Lara if you would like to bid on this opportunity. Lara Kyle ldkyle@hotmail.com
- **Leads Available from NTA and OMCA Group Travel Shows** – contact Janet Cochran, regional rep, jcochran@georgia.org, if you would like these leads emailed to you.
- **Travel Show Co-op Info Available from State of GA for Southern Women's Show, Atlanta Travel Expo, Tour de GA and AAA Travel Marketplace** – this information was emailed to the region, but if you need it again, contact Janet Cochran, Regional Tourism Rep, jcochran@georgia.org.
- **Free PR Opportunity** – Doyce Powell is looking for daytrip ideas for monthly articles he will be writing over this year for local events publications. Information submitted to Doyce needs to be a daytrip focusing on families that would keep them busy for 6 hours minimum within 100 miles of Atlanta. Contact: Doyce Powell pdjpowell@aol.com
- **Looking for Info on Golf** - Peter Blais recently launched an online golf magazine called www.boomergolfnews.com targeted specifically at Baby Boomers (those born between 1946-64). Peter is looking for editorial contributions and press releases regarding golf courses/resorts/destinations in Georgia along with information on why those golf facilities and other nearby attractions would be attractive to those in their Boomer years. Feel free to send along low-resolution photos to accompany any materials you send.
There is also a regular feature entitled DESTINATION SPOTLIGHT that focuses on golf facilities and non-golf recreational pursuits in various parts of the world. To see an example check the following links to DESTINATION SPOTLIGHT features on Palm Springs, California – www.boomergolfnews.com/news_item.php?id=68 - and Scottsdale, Arizona – www.boomergolfnews.com/news_item.php?id=14 .
Peter Blais is available at pblais@maine.rr.com or 207-657-7150.

- **Camping Jamboree at GA Visitor Information Center, West Point** - You are invited to participate in the upcoming Camping Jamboree on May 23, 2008, 10:00am – 2:00pm. This day is referred to as Georgia On My Mind Day at the West Point visitor center. **The goal is to welcome all the visitors coming into Georgia to enjoy Georgia's great outdoors by camping, fishing and hiking during the summer months.**

If your attraction could benefit by participating in this camping jamboree, please email Judy Van Zant at jvanzant@georgia.org or phone @706-645-3353. It is on a first come-first serve tourism opportunity. Bring a table, chair, brochures, displays, refreshments and giveaway items to promote your business to guests coming into Georgia. And the best part: IT IS FREE! There is no booth charge for this event.

OTHER

- **Tourism Day at the Capitol** – Jan. 29, 2008 – Visit the website www.TourismDevelopmentAlliance.org for the details. For those who will overnight in Atlanta, hotel information is available as well.
- **Flavors of Georgia Food Contest 2008 – DEADLINE Feb. 1st** - Showcase your unique Georgia food product, prototype or commercially available. Final judging will coincide with the Governor's Ag Day festivities in Atlanta on March 18, 2008. For all the details, visit www.caed.uga.edu. Register online at <http://www.areg.caes.uga.edu>
- **2008 Historic Landscape and Garden Grant program** - The Garden Club of Georgia, Inc. is accepting applications for its annual grants program to promote awareness of the state's historic landscapes and gardens. Non-profits and local governments are eligible to apply for 50/50 matching grants. The maximum award is \$3000. Eligible projects include restoration of designed gardens and landscapes; historic landscape/garden restoration plans; and cultural landscape reports. Project work must promote responsible preservation practices. Funding priority is given to gardens and landscapes listed in the Georgia Register of Historic Places, either individually or as part of a historic district. **DEADLINE: Applications must be received by February 1, 2008.** Awards will be announced at the Garden Club's State Convention to be held in April. Applications may be obtained from the Garden Club's website: www.uga.edu/gardenclub/GrantGuide. Please send your application to: Beverly Taylor, 2905 Meadowview Drive, Columbus, GA 31906 (e-mail bevst@charter.net). For additional information, contact HPD's Mary Ann Eaddy at (404) 651-5283 or e-mail at mary.ann.eaddy@dnr.state.ga.us.
- **MarketMaker** – This is an interactive website providing a link between agricultural producers and consumers in Georgia; locate Georgia products, find marketing partners, access demographic profiles of your target markets. More information at www.marketmaker.uga.edu.

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

Jan 12	Georgia Chapter of the Trail of Tears Association meeting - lecture by Charles O. Walker Jasper, GA - contact Linda Baker at 770-704-6338 for more info
Jan 29	Tourism Day at the Capitol, Atlanta www.TourismDevelopmentAlliance.org
Feb 7	Workshop for Form-Based Development Codes for Cultural Heritage Tourism Districts, St. Marys (repeated Mar. 4 th in Washington, GA)
Mar 1-5	Travel South Showcase, Biloxi, MS
Mar 4	Workshop for Form-Based Development Codes for Cultural Heritage Tourism Districts, Washington, GA
Mar 10	Winter Chautauqua, Gainesville
Mar 28	Historic High Country Day at the GA Visitor Center, Ringgold
Apr 14-15	Techno-Tourism Conference, Athens
May 1-3	Travel Media Marketplace, Augusta
May 9	GOMM Day – Ringgold VIC (previously scheduled for April 25 th)
May 23	GOMM Day – West Point VIC – Camping Jamboree
May 30	GOMM Day – Tallapoosa VIC
July 16-19	Thinking outside the Fox: League of Historic American Theatres 32nd annual meeting, Atlanta - www.lhat.org/conference_theatre.asp