



NORTHWEST GEORGIA'S
HISTORIC HIGH COUNTRY
TRAVEL REGION

Regional Tourism Representative
September 2008 Report

New Contact Info!

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GEORGIA TOURISM DIVISION NEWS

- **Updated County by County Tourism Economic Impact numbers** are available at www.MarketGeorgia.org, click on Industry Research. There is other info of interest at that link as well – check it out!
- **GDEcD Marketing Presentation** – now available at MarketGeorgia.org under Industry Presentations. This was presented at the 2008 GA Governor's Conference on Tourism.
- **GA Music Featured at VICs** – Music by Georgia artists now greet visitors at 9 of the 11 GA Visitor Information Centers (VICs). This new program highlights the state's rich musical heritage and makes for a very warm welcome to Georgia. The two VICs in northwest Georgia are Tallapoosa on I-20 and Ringgold on I-75.
- **GA VICs Win Again** – At this year's ESTO award ceremony, Georgia took home a 2008 Mercury Award for its Canadian Visitor Recognition program created by the GA Visitors Information Centers to introduce Canadian travelers to Georgia. Way to go!
- **2009 GA Governor's Conference on Tourism** – mark your calendar now. It will be in Gainesville Aug. 31 – Sep 2, 2009.
- **Peach Byte** – Receive all the news above and more with Peach Byte, Georgia's e-newsletter for the tourism industry. If you don't currently receive this free monthly news info, sign up by sending an email to peachbyte@georgia.org.
- **The next round of Tourism Product Development Grants** will launch on November 3rd, with the deadline for submittal on December 31st. Grants will be awarded in mid January with a completion date for the project by June 29th 2009. Maximum grant amounts will remain at \$10,000 requiring a dollar for dollar local match.
- **www.ExploreGeorgia.org** – Make sure you are updating your information on the State tourism website. If you need assistance with how to register or navigate the partner admin pages, please contact Janet Cochran, Regional Tourism Rep, jcochran@georgia.org or 706-516-0287.

NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

- **New Look for GeorgiaHighCountry.org** – The NW GA Historic High Country Travel Association website has been updated with a new design and up-to-date information. Check it out at www.GeorgiaHighCountry.org.
- **E-Challenge Grant Award** – Congratulations to Jan Hackett and the Fannin Co Chamber for being awarded one of this year's E-Challenge grants. *(Want to apply next time? You must attend the Techno-Tourism Conference in the spring. Stay tuned for details!)*
- **Congratulations to Woodstock CVB Exe. Director Billy Peppers** who was married to Julie Prather on September 6th!

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Freelance Writer Looking for Press Release, Info. Representing S.E. U.S. Destinations**

Apryl Thomas currently oversees a southern travel blog, Southern Byways, www.southernbyways.com that receives on average 25,000 hit/month. She is interested in receiving releases, information, etc. that pertains to happenings, openings, activities and anything regarding her coverage area from Arkansas to D.C. She asks to be included on any press release distributions.

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Publication: www.southernbyways.com

- **Fall Colors of Georgia at Ringgold VIC** – A travel promotional day to celebrate fairs, festivals and foliage. Friday, Sept. 26, 10am – 2pm. Free to promote your destination, attraction, hotel, etc. For more info or to sign up, contact the Ringgold VIC at 706-937-4211 or ringgold@georgia.org.
- **Fall Celebration at Tallapoosa VIC** – The GA Visitor Information Center (VIC) – Tallapoosa is planning a promotional weekend Oct. 2-3, 10am – 2pm each day. For more info or to sign up contact Pam Cain at tallapoosa@georgia.org or 770-574-2621.
- **GA for the Holidays** – The GA Visitor Information Center (VIC) – Lavonia is planning for a holiday promotion the week of Nov. 21-30. For more info or to sign up for one of those days, contact Pat Pierson at pperson@georgia.org or 706-356-4019.
- **Travel Trade Show Co-op Opportunities** – There are several upcoming travel shows with co-op opportunities available with GDEcD (GA Dept of Econ Dev.) The details were emailed. If you didn't receive it, or have any questions, contact Pam Kruseck, Consumer Sales Manager, at 404.962.4175 or pkruseck@georgia.org.
- **Tourism Day at the Capital** – save the date for January 27, 2009

OTHER

- Save the Date! **2008 Agritourism Conference** - *"Regionalism: The Key to Expanding our Agritourism Footprint"* Nov. 5-6, 2008, Georgia National Fairgrounds & Agricenter, Perry, Georgia. **Keynote Presenter:** Travel Industry Futurist, **Judy Randall**, will combine education and entertainment to create "edutainment" as she shares trends and benchmarks that will help Georgia broaden its agritourism footprint. For more information contact Carla M. Wood, 706-583-0347 or carlam@uga.edu. See the full agenda and register online at www.areg.caes.uga.edu.
- **Looking for money?** Have you considered the Grassroots Arts Program (GAP) grant? Your project might just qualify. Check it out at www.gaarts.org
- **Appalachia: A Four-Part Series for PBS** – watch the trailer for this new film series at <http://www.youtube.com/watch?v=jNxziqRTziQ>. Did you know that all of north Georgia is in Appalachia? www.AppalachiaFilm.org

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

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| Sep 26 | Fall Colors of Georgia promo at the GA Visitor Information Center - Ringgold |
| Oct 2-3 | Fall Celebration promo at the GA Visitor Information Center-Tallapoosa |
| Nov 5-6 | Agritourism Conference, GA National Fairgrounds, Perry www.areg.caes.uga.edu |
| Jan 27 | Tourism Day at the Capital - Atlanta |