



**Plantation Trace Regional Representative Update
June 2010**

News from the State:

- **Travel Guide 2011: There will be a data pull from ExploreGeorgia.org on July 6.** Please update your attraction listings, add any attractions that you have had open, or plan to be open before January 2011.
- **President's Meeting** – The Travel Association Presidents will be meeting on July 7th in the Atlanta office. Some of the topics will be:
 - Collective buying power
 - Advertising
 - Research – developing a unified formula to convert economic impact to sustainable numbers
 - Educating local, state and federal government on the importance of tourism and tourism related jobs
 - Information on obtaining local internal audits
 - Marketing grants
 - Other topics
- **Plantation Trace Day at the GDEcD Office in Atlanta was held on June 9, 2010.** Thanks to Albany, Thomasville, Dawson, Sylvester, Warwick, Valdosta and Theatre Guild Valdosta for attending. It was a great event with lots of questions asked and answered about South West Georgia.
- **Group Tour Boot Camp Congratulations to Liz Gray.** Liz was one of the expert speakers at the June 10 and 11 Group Tour Boot Camp held at the Georgia Music Hall of Fame in Macon.
- **Tourism Product Development Grants**
Applications for 2010-2011 will probably come out in August or be online by at least Sept 1st Applications are due to GDEcD on September 30th and Award Announcements will be in the month of October
Projects have to be completed by April 2011
2010-2011 guidelines have not been posted. The dollar amount may be increasing to get stronger projects, which will have a very strong emphasis on hospitality job creation. Last round guidelines are still on www.marketgeorgia.org.
- **ExploreGeorgia.org Updates:**
 - Regional Landing Pages are almost complete (to view, click on the regional map on the home page)
 - 20 Featured Cities have enhanced listings. A drop-down list of these cities can be found on the regional landing page
 - Partners can now add key words to events and offers; previously only attraction and lodging listings had this feature.
- As of May 1, 2010, the **Georgia Dream Pass** membership rewards program is being combined with the states newly enhanced special offers section on ExploreGeorgia.org. This new section will be updated weekly and offer hundreds of special offers. Our new special offers page will be coupon-based and the Dream Pass membership card will no longer be required. Visitors can access special offers on www.ExploreGeorgia.org
- **The 2010- 2011 Georgia Tourism Marketing Co-Op Program has significant changes visit www.georgia.org/Georgiaindustries/Tourism/Programs/Pages/Grants.aspx for more information.**

- The Georgia Tourism Division of GDEcD will again be participating as sponsors for the **National Tour Association Annual Marketplace** (November 13-17, 2010) and the **American Bus Association Annual Marketplace** (January 9-13, 2011). This sponsorship provides us with a booth on the marketplace floor where we will maximize our exposure into this market to all those who are present and give the state more opportunity to sell our product at the marketplace. To make this a huge success, we are asking for co-sponsorship through monetary donations. As a co-sponsor, your company is afforded a unique opportunity to highlight your Georgia product to hundreds of tourism professionals at these NTA and ABA conferences. The two levels are: Kudzu Sponsorship (NTA/ABA: \$750) or Peach Sponsorship (NTA/ABA: \$1000). The fee covers both tradeshows - we have done them separately in the past, but are trying to help stretch marketing dollars if possible. If you have any questions or need any clarification on this opportunity, please feel free to contact Katie Baasen at 404-962-4080 or kbaasen@georgia.org.
- The deadline to be nominated as an **STS Top 20 Event** for events in January, February and March 2011 is Friday, July 9, 2010. The best events across the Southeast compete to receive the prestigious Top 20 Events designation. Through a nomination process, 20 events are selected in the Southeast for each month and publish this list of winners quarterly. The Top 20 Events publication is sent to more than 1,600 newspapers, magazines, radio stations, TV stations, AAA publications and others. The only two requirements are that the event must be in at least its 3rd year in existence and have at least 1,000 attend. You do not have to be a member of STS to apply! www.southeasttourism.org/top20
- **Garden and Gun Magazine is conducting a contest**
This is a great opportunity to showcase some very special Georgia Made Georgia Grown products and if selected get some great exposure for some Georgia products. For complete info on the contest, go to www.gardenandgunclub.com/madeinthesouth/default.htm# .
Deadline for submission is August 1st.
- **NEW! Heritage Tourism Handbook: A How-to-Guide for Georgia** - co-produced by the Georgia Department of Economic Development and the Georgia Department of Natural Resources' Historic Preservation Division. This full-color, 63-page book (PDF) provides guidance on developing, implementing, and evaluating a community's heritage tourism potential. Download your copy at:
<http://www.georgia.org/Georgialndustries/Tourism/ProductDevelopment/Pages/default.aspx>
- **ExploreGeorgia.org website** – please include as much information as possible about your listings. This will make your listings pop up closer to the top as people search for information. **Add a photo or logo**; add more photos as possible (all new listings must have a photo/logo to be approved) **Summary vs. Description**: these two fields don't show up together, so be sure to repeat summary info in the description, plus any additional details. The "Summary" is what visitors see during their search. **Event Dates** – don't enter multiple years in the same listing. Only the month and day show up to the visitors, and entering multiple years can be confusing to visitors. If you want to add multiple years, it's best to enter separate event listings for each.
- **ABA (American Bus Association) has packaged a list of group travel marketing tools for CVB's** that are very easy to implement. To check out the list of suggested marketing tools, click on <http://www.buses.org/node/1211>

News from Plantation Trace:

- **Albany** There "WET, WILD and OUT OF THIS WORLD" package was a news feature on Google News Service! This is also a Great Package for families to discover Albany. The package includes Hotel and breakfast for 4 and tickets to Albany Civil Rights Institute, Albany Museum of Art, Chehaw, The Flint Riverquarium and Throneateska Heritage Center.

- **Moultrie:** Moultrie is in the development process of a new tourism brochure. The brochure looks GREAT from initial prototypes. Congratulations Moultrie!
- **Quitman:** Tourism Development has hit the ground running in Quitman/Brooks County. At the first tourism committee meeting there were 50+ interested citizens who asked questions and volunteered to help get there attraction on visitors minds. The next meeting will be to develop a slogan and logo.
- **Thomasville:** In the June 2010, issue of Destinations to Discover Thomasville is listed as one of the “**Must See**” places to visit in Georgia. <http://georgia.destinations2discover.com/>. Keep up to date on all of the happenings in Thomasville visit www.thomasvillega.com and join them on their mailing list.
- **Tifton: ABAC taking control of Georgia Agrirama.** The 95-acre Agrirama site will be part of the now 516-acre ABAC campus. This officially takes effect on July 1. A report from the Agrirama has announced that all special events have been canceled for 2010. The Agrirama is open for regular or normal operations on July 3rd but no special games or exhibits and no fireworks. Remaining events for this year that have been canceled includes the Halloween Carnival and Victorian Christmas.
- **Valdosta: Peach State Summer Theatre-** On June 4 they kicked off the 2010 season with opening night performance of “White Christmas” and will open the other shows as the season progresses. The other shows that are scheduled are “Disney’s Mulan” and “Secret Garden”. For more information on show dates and tickets visit www.valdosta.edu/psst
- **HWY 27:** There is currently a survey process happening along HWY 27 from border to border. The Survey is to get a authentic travelers feel for opportunities along the route. The survey information collected by Randall Travel Marketing will help define the marketing needs for the Communities along the HWY.
- **Collecting Photos from communities.** Please continue to send me photos that best represent your community. The photos need to be of the highest quality that you have. If you have trouble emailing them to me please feel free to send them on a disk to my office.
- **South West Georgia Tourism Association (SWGTA):** The SWGTA will be hosting a Seminar on September 28, 2010 and the topic will be “Booking Group Travel and Family Reunions”. More information will be sent out as the date approaches.
- **Georgia on My Mind Days** are special free promotional days at each of the 11 Visitor Information Centers. The 2010 GOMM dates left are:
June 25th- Ringgold July 16th- Augusta

Save the Dates

July 16, 2010 - STS Top 20 Events Nomination Deadline for January, February & March 2011. For nomination forms and more info, go to http://southeasttourism.org/top_20_events.html.

July 25-30, 2010 STS Marketing College (www.southeasttourism.org/education) – This is an excellent tourism educational class that is held annually at North Georgia College in Dahlonega. (One week of education will have you energized to tackle new projects)

Aug 30-Sept 1, 2010: Georgia Governor’s Conference on Tourism in Athens. Registration for the conference is already available on line at <http://www.georgiagtc.com/registration.html>.

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