



**Plantation Trace Regional Representative Update
July/ August 2011**

News from the State:

GEORGIA GOVERNOR'S TOURISM CONFERENCE: SEPTEMBER 12-14, 2011 MACON!

Make plans now to attend Georgia's premiere tourism conference where you will: build professional relationships, discover tools and practical solutions, analyze new trends, innovations and technologies and more! Visit www.marketgeorgia.org for details.

The Tourism Division of GDEcD and the Georgia Council for the Arts have posted the **2012 Tourism Product Development Grants Guidelines** on

www.georgia.org/Georgialndustries/Tourism/Programs/Pages/Grants.aspx

Please note the application deadline is September 30, 2011.

Partner Advertising Co-op Program FY12 – available for all tourism partners. Details at

<http://www.georgia.org/Georgialndustries/Tourism/Programs/Pages/Grants.aspx>

MOBILE EXPLOREGEORGIA.ORG The Georgia Department of Economic Development has partnered with ITI-Marketing to develop a brand new, consumer friendly mobile site in September 2011 - m.ExploreGeorgia.org. This all new state-of-the-art mobile site is designed for the travel consumer on the go, with emphasis on functionality and features that enable easy access, advanced search and partner links and previews that will enable you to put your brand and your message in front of millions of Georgia travel consumers. With increasingly more travelers reaching for their mobile devices to search for destination and travel information, this mobile site will provide you an outstanding opportunity to interact with your target travel audience just as they are actively seeking your information. E-mail: info@iti-marketing.com or call (912) 267-1558 if you have any questions or would like more information.

AARP Travel Show – co-p with Georgia Tourism. Contact Pam Kruseck at pkruiseck@georgia.org.
Deadline Aug. 26th.

Online VIC (Visitor Information Center) on ExploreGeorgia.org – new design – instructions for uploading your brochure to the website and free display in the online brochure room at:

<http://www.georgia.org/Georgialndustries/Tourism/ExploreGeorgialInstructions/Pages/BrochureRoomProgram.aspx>

Request for Videos – the GA Visitor Information Center (VIC) in Ringgold requests copies of videos on DVD promoting your community or attraction to play in the VIC for visitors. Contact Elaine Watkins, Mgr, Ringgold VIC ewatkins@georgia.org .

Georgia Hotel/ Motel Lodging Tax Questions?? Jonathan Sharpe (DCA) is in charge of the department that oversees the Hotel Motel Tax collections. He is assisted by James Stevens who is their Hotel Motel Tax expert. If you have questions about Hotel/Motel taxes contact Jonathan Sharpe at 404-679-4996 or email jonathan.sharpe@dca.ga.gov.

ExploreGeorgia Updates: Please remember to add New Hotels, New Attractions and Special Offers to the website as well as all your 2012 special events. A logo or photo must be included with all listings. The more information you provide in your listing, the more likely you will be featured in one of our many newsletters.

Peach Byte-This monthly newsletter offers industry partners information Georgia Tourism happenings, Georgia news, industry trends and other marketing/pr opportunities. To sign up – send your email address to peachbyte@georgia.org.

Newest in the Georgia Tourism Newsletter Series– Civil War Newsletter:

Go to <http://gacivilwar.org/MailingList> /Join to sign up.

The Civil War Online Store is one many of the features available on the site. The online store contains a variety of Georgia Civil War merchandise created for the Sesquicentennial commemoration including a signed copy of Crossroads of Conflict: A Guide to Civil War Sites in Georgia, t-shirts, sweatshirts, belt buckles, ornaments, caps, lapel pins and cufflinks. We are excited to be able offer you the opportunity to sell any of this commemorative merchandise in your welcome centers and gift shops. You may purchase the Civil War merchandise at a significantly reduced wholesale price (20 - 30 percent off retail) to sell. To order, simply log on to www.GaCivilWar.org/store and click on the link at the bottom of the page that will redirect you to the wholesale version of the store for dealers. Additional items may be added to the store, so we encourage you to visit the Civil War online store frequently.

Still Not Camera Ready? - Learn how at

<http://www.georgia.org/GeorgiaIndustries/Entertainment/FilmTV/cameraready/Pages/default.aspx>

Census numbers at a glance – interactive map.

<http://projects.nytimes.com/census/2010/map?nl=todaysheadlines&emc=thab1>

Share your Photos –You are welcome to send high res photos to Vickie Sanders for inclusion in GDEcD's photo database. Contact Vickie to see how best to send. vsanders@georgia.org .

Save the Date

September 12-14, 2011: Governor's Conference on Tourism- Macon

October 7, 2011: STS Top 20 Events deadline for events in April, May and June 2012

Jeff Stubbs

Regional Tourism Representative.

5584 Mill Store Road, Lake Park, Georgia 31636

Office: 229-559-8336 Cell: 404-274-1405

jstubbs@georgia.org