



**Plantation Trace Regional Representative Update
June 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.

Governor Nathan Deal signed legislation May 12 that officially moves Georgia Council for the Arts (GCA) under the operational umbrella of the Georgia Department of Economic Development (GDEcD) beginning July 1, 2011. House Bill 264, which contained specific language regarding the transfer, was passed virtually unanimously by the House and Senate during the 2011 legislative session.

Hotel/Motel Tax Info Contacts - Mike Bush has now retired from the Department of Community Affairs. Jonathan Sharpe has taken over management of that department and is assisted by James Stevens who is their new Hotel Motel Tax expert. Here is their contact information:

Jonathan Sharpe, 404-679-4996 or jonathan.sharpe@dca.ga.gov

James Stevens, 404-679-0591 or james.stevens@dca.ga.gov

Both Jonathan and James will be on hand for the Accommodations Tax 101 session at the Governor's Tourism Conference in September. In the meantime please feel free to contact them with any h/m tax questions that arise.

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.

Below is a link to the **STS Top 20 Events website**. Please note the next cut off for the 1st quarter events in 2012 (January, February, March) is July 8, 2011. Please note on the nomination form all the requirements needed to be nominated as an event. You will only need to send two copies of the nomination form plus two copies of supporting materials and the \$20 nomination fee. Go to <http://www.southeasttourism.net/top20Events.cfm> for more info and nomination forms.

Pam Kruseck and Jonathan Boisjolie will be attending the Student & Youth Travel Association (SYTA) Conference August 19 - 24, 2011 in New York, NY. The SYTA Conference is the premier event for the student and youth travel market and serves as the essential marketplace and networking event for the industry. GDEcD will participate in pre-scheduled appointments with tour operators who specialize in the student market. For co-op information, please contact Pam Kruseck at pkruseck@georgia.org.

Nija Torrence will attend the Georgia Motorcoach Operators Association (GMOA)/Motorcoach Association of South Carolina (MCASA) joint annual meeting from August 21 - 24, 2011 in Savannah, GA. The Annual Meeting will include appointment sessions with members of each Association as well as educational seminars and networking opportunities. For co-op information, please contact Pam Kruseck via email at pkruseck@georgia.org

ExploreGeorgia.org 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.

GHS Historical Marker App - The Georgia Historical Society has a new app for iPhone that allows users to view historical markers in the area of travel that are close to their exact location by Google map or list, and see details, photos, and marker text, as well as get directions from their current location to the marker, and email marker details to friends. The app is free and available on the iTunes App Store.

The dates for the **2011 GOMM Days at the Georgia Visitor Centers** are:

July 15 – Augusta augusta@georgia.org- 706-737-1446

Save the Date

July 8, 2011: STS Top 20 Events deadline for events in January, February and March 2012

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

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