



**Plantation Trace Regional Representative Update
April 2011**

News from the State:

- **IAGTO North American Convention - International Association of Golf Tour Operators** - Monterey, CA - May 18 - 21, 2011 More than 120 golf tour operators have signed up to attend the annual convention. Approximately 30 percent of the operators who will attend the 3rd IAGTO North America Golf Tourism Convention will be from the U.S. and Canada. The other operators are coming from more than 20 other countries. The convention is open to North American suppliers and tourist boards interested in meeting with domestic and international golf tour operators selling North America. For co-op information, please contact **Pam Kruseck** via email at pkruseck@georgia.org.
- **2011 Georgia Travel Guide Available Online.** View at www.zinio.com/express3?issue=416152361&o=ext&rf=ga_travel11
- **International Pow Wow**-San Francisco, CA-May 21 - 25, 2011. The U.S. travel industry's premier international marketplace for Visit USA business. Pow Wow provides the opportunity to have three days of pre-scheduled business. **Sign up deadline – April 22, 2011.** Brochure Distribution Fee: \$500 – brochure distribution only (Brochures would need to be in the Atlanta office by April 26, 2011). For more information, contact Pam Kruseck via email at pkruseck@georgia.org .
- **ABA Top 100 Events Nominations – Nominations are officially open for the 2012 Top 100 Events in North America.** ABA's Top 100 Events in North America (now in its 30th year) is an annual compendium of the best events for group travel in the United States and Canada. Each spring, a committee of ABA-member motorcoach and tour operators selects the Top 100 Events for the subsequent year; the list is unveiled in September. Winners are chosen from hundreds of celebrations, festivals, fairs, commemorative events, and more that have been nominated by ABA members. From among the winners, ABA names the Number One Event for both the United States and Canada. As the official tourism office from Georgia, GDEcD can submit a maximum of seven (7) nominations to be considered for this prestigious distinction. Please note that all ABA members of all membership categories are eligible to submit three (3) nominations. For the 2012 Top 100, ABA non-members can submit one (1) nomination for a fee which is then refunded if they join the association in 2011. Please contact **Pam Kruseck** at pkruseck@georgia.org for more information on the nomination process. The deadline for submission is **APRIL 22, 2011**.
- **RVIC Renewal applications due by May 15.** This year, you'll need to send your renewal application to your sister center as opposed to Tiffany. Please contact Tiffany with any questions tmarrlin@georgia.org.
- The U.S. Travel Association provides a toolkit for **National Travel and Tourism Week, which will be May 7-15, 2011.** National Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. The goal is to create better awareness of the industry's contribution to the state's economy and to recognize the cultural and social benefits created by travel and tourism. In 2011, the U.S. Travel Rally Day will be hosted on May 10 in cities and towns across America, with convention and visitors bureau leaders uniting with state and local government and business leaders to promote the message that "Travel Matters." For more information go to- www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit

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

May 6 – Savannah	savannah@georgia.org - 912-963-2546
May 7 – Plains	plains@georgia.org - 229-824-7477
May 13 – Kingsland	kingsland@georgia.org - 912-729-3253
May 27 – Lavonia	Lavonia@georgia.org - 706-356-4019
May 27 – Tallapoosa	Tallapoosa@georgia.org - 770-574-2621
June 10 – Columbus	Columbus@georgia.org - 706-649-7455
June 17 – West Point	westpoint@georgia.org - 706-645-3353
June 24 – Ringgold	ringgold@georgia.org - 706-937-4211
July 15 – Augusta	augusta@georgia.org - 706-737-1446

- The **Georgia Civil War website** (www.gacivilwar.org) has been launched. If you have an attraction/ event that you would like included - please enter the information as you do all other listings on exploregorgia.org Remember to add the keyword “civilwarlandingpage” (no spaces) so that the info will be posted on the new Civil War website as well as exploregorgia.org
- **Explore Georgia Updates:** Please post new or update your current “Special Offers” on onexploregorgia.org. If you have any immediate coupons or events, please send to Stefanie Paupeck, spaupeck@georgia.org, for our Twitter page. GDEcD has launched Explore Georgia's Ultimate Georgia Vacation Contest. We are giving away several 7-day Georgia vacation packages-see details at: www.exploregorgia.org/georgia-vacation. To enter to win people need to sign up to use Explore Georgia's free Trip Planner and create their dream Georgia vacation. Once they save their trip idea they will be entered to win our contest. This is just one example of how we are increasing unique visits to the website. We will be doing these sweepstakes every quarter so please let me know if you wish to be involved in the future. We are driving traffic to this landing page through massive online advertising.

Save the Date

May 12-14, 2011:	Travel Media Marketplace (Blue Ridge and Elijay, Georgia)
May 7-15, 2011	National Tourism Week
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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