



**Plantation Trace Regional Representative Update  
March 2011  
News from the State:**

- **Travel Media Marketplace Profile Sheets.** I have provided you with the template for your community profile sheets. These are used in our Georgia Tourism Press Kits and they are a great resource for our staff. Please submit to [jstubbs@georgia.org](mailto:jstubbs@georgia.org), on or before **March 31**.
- **2011 Georgia Travel Guide Available Online.** View at [www.zinio.com/express3?issue=416152361&o=ext&rf=ga\\_travel11](http://www.zinio.com/express3?issue=416152361&o=ext&rf=ga_travel11)
- **Travel Media Marketplace Dates Announced.** The Georgia Department of Economic Development (GDEcD) is pleased to announce that Blue Ridge and Ellijay-Gilmer County will host the state's 2011 Georgia Travel Media Marketplace event May 12-14. Up to 40 travel writers from the United States and Canada will meet with representatives from around the state during the marketplace to get story ideas about Georgia's tourism destinations, attractions and events. I have provided you with the template for your community profile sheets. These are used in our Georgia Tourism Press Kits and they are a great resource for our staff. Please submit to [jstubbs@georgia.org](mailto:jstubbs@georgia.org), on or before **March 31**, for approval before submitting to Stefanie.
- **The Events will be pulled from ExploreGeorgia.org on March 30, 2011! Please update your ExploreGeorgia.org Calendar of Events listings for 2011 and if you have any events that will take place up to April of 2012 please list those dates as well. For instructions on listing attractions as well as events go to this link for our partner instructions pdf.** <http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/Explore%20Georgia/ExploreGeorgia%20Partner%20Admin%20Instructions%20-Sept%2009.pdf>
- **The GDEcD will host a Georgia luncheon at the Southern Progress (Southern Living, Cooking Light and Coastal Living) headquarters in Birmingham, Alabama on Wednesday, April 20, 2011 from 11:30am – 1:30pm.** Two people from each region to join us for what is sure to be a memorable event for all involved. We are expecting a total of 150 people from Southern Living, Cooking Light and Coastal Living including the publisher, editors, writers, advertising sales team, designers, and production staff and so on. We will transform the HQ3 Pre Function Area into a Road Trip of Genuine Georgia. The writers will make stops all the way at our nine regional tables to say hello and hear about all of our wonderful offerings. The lunch is an "open house" and will not be a seated lunch. We are working with local caterers (recommended by Southern Living) in Birmingham to create road trip themed foods incorporating Georgia products and/or recipes. Georgia entertainment has been confirmed. The ultimate goal of the luncheon is to share story ideas, but it is also an opportunity to build relationships with each these publications. In order to have a cohesive voice at the event (and in sticking with the road trip theme) - we would like the representatives to be prepared to talk about history, trails, culinary (wine), outdoor adventure and new explorations (ex: unexpected story ideas and unique accommodations) from each of their regions. The Georgia Tourism division will cover the cost of event décor, food, entertainment and other expenses associated with the planning of the event. The regional travel associations will be responsible for their travel and hotel accommodations (if necessary). Georgia Made/Georgia Grown items will be given in a gift bag (provided by the state) We are thrilled to have this opportunity to host this event at the Southern Progress headquarters! I am working closely with the Special Events coordinator at Southern Living and she said everyone is getting excited about our Georgia event. It has been several years since a state has hosted an event there, so this is our opportunity to shine.

- 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](http://www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit)
- The dates for the **2011 GOMM Days at the Georgia Visitor Centers** are:
 

April 1 – Valdosta-	<a href="mailto:Valdosta@georgia.org">Valdosta@georgia.org</a> - 229-559-5828
April 15 – Sylvania	<a href="mailto:Sylvania@georgia.org">Sylvania@georgia.org</a> - 912-829-0331
May 6 – Savannah	<a href="mailto:savannah@georgia.org">savannah@georgia.org</a> - 912-963-2546
May 7 – Plains	<a href="mailto:plains@georgia.org">plains@georgia.org</a> - 229-824-7477
May 13 – Kingsland	<a href="mailto:kingsland@georgia.org">kingsland@georgia.org</a> - 912-729-3253
May 27 – Lavonia	<a href="mailto:Lavonia@georgia.org">Lavonia@georgia.org</a> - 706-356-4019
May 27 – Tallapoosa	<a href="mailto:Tallapoosa@georgia.org">Tallapoosa@georgia.org</a> - 770-574-2621
June 10 – Columbus	<a href="mailto:Columbus@georgia.org">Columbus@georgia.org</a> - 706-649-7455
June 17 – West Point	<a href="mailto:westpoint@georgia.org">westpoint@georgia.org</a> - 706-645-3353
June 24 – Ringgold	<a href="mailto:ringgold@georgia.org">ringgold@georgia.org</a> - 706-937-4211
July 15 – Augusta	<a href="mailto:augusta@georgia.org">augusta@georgia.org</a> - 706-737-1446
- The **Georgia Civil War website** ([www.gacivilwar.org](http://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](http://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](http://exploregorgia.org)
- **Explore Georgia Updates:** Please post new or update your current "Special Offers" on [exploregorgia.org](http://exploregorgia.org). If you have any immediate coupons or events, please send to Stefanie Paupeck, [spaueck@georgia.org](mailto:spaueck@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.exploregeorgia.org/georgia-vacation](http://www.exploregeorgia.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.

## Plantation Trace News

There have been 73 more Georgia counties that have received the 'Camera Ready Community' designation. The new counties are: Appling, Baldwin, Banks, Barrow, Berrien, Bulloch, Butts, Calhoun, Camden, Candler, Chattahoochee, Cherokee, Clayton, Cobb, Coffee, Columbia, Crisp, Dawson, Decatur, Dooly, Douglas Elbert, Fannin, Fayette, Franklin, Glynn, Gordon, Gwinnett, Habersham, Hancock, Haralson, Harris, Hart, Henry, Jasper, Jeff Davis, Jenkins, Laurens, Lincoln, Lumpkin, Macon, Marion, McDuffie, Meriwether, Miller, Mitchell, Montgomery, Muscogee, Oconee, Paulding, Pickens, Pike, Pulaski, Rabun, Richmond, Rockdale, Schley, Screven, Stephens, Sumter, Taliaferro, Tattnall, Taylor, Terrell, Toombs, Towns, Upson, Walton, Warren, Washington, Webster, White and Whitfield. Congratulations to the Plantation Trace Counties that are included in this list. To learn more about Georgia's Camera Ready Community Program, please visit [www.georgia.org/cameraready](http://www.georgia.org/cameraready).

**Bainbridge:** The Bainbridge CVB has nominated Bainbridge to become Ultimate Fishing Town USA. The contest, held by World Fishing Network (WFN) is now underway and communities from across the nation have entered, all hoping to be named the Ultimate Fishing Town. From now until April 8, you can visit [www.wfnfishingtown.com](http://www.wfnfishingtown.com) to upload photos, videos and to give your take on why we are the Ultimate Fishing Town.

Tifton: **NEW EXHIBIT OPEN AT GA MUSEUM OF AGRICULTURE:** Old-fashioned farmhouse quilts made by hand from humble pieces of feed sack cloth...Luxurious modern quilts made with the finest fabrics using the latest quilting techniques and equipment...Rolling pins from each state in the nation-one passed down for generations, another found at the bottom of a treasure chest...A moving tribute to the ones lost during the attacks of 9/11. Come be a part of “**Needles & Pins**”, a stunning exhibit of love, family, patriotism, and fashion. The Gallery at the Georgia Museum of Agriculture & Historic Village; Exhibit Hours: March 5-April 12, 2011; Tuesday through Saturday, 9am-4:30pm. Private tours and groups welcome. For more information, please call 391-5222 or email [phuff@abac.edu](mailto:phuff@abac.edu).

Thomasville: Thomasville Featured on NBC News!  
<http://www.msnbc.msn.com/id/21134540/vp/41798041#41798041>

### Save the Date

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| <b>April 8, 2011:</b>         | STS Top 20 Events deadline for events in October, November and December 2011 |
| <b>May 12-14, 2011:</b>       | Travel Media Marketplace (Blue Ridge and Elijay, Georgia)                    |
| <b>May 7-15, 2011</b>         | National Tourism Week  |
| <b>July 8, 2011:</b>          | STS Top 20 Events deadline for events in January, February and March 2012    |
| <b>September 12-14, 2011:</b> | Governor's Conference on Tourism- Macon                                      |
| <b>October 7, 2011:</b>       | STS Top 20 Events deadline for events in April, May and June 2012            |

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