



Regional Representative Update
August 2009

- **2010 GEORGIA GOVERNOR'S TOURISM CONFERENCE TO TAKE PLACE AT LAKE LANIER ISLANDS RESORT - AUGUST 31- SEPTEMBER 2, 2009** Make plans to attend one of Georgia's most highly anticipated events held exclusively for the state's tourism industry. Take this opportunity to become informed and energized by dynamic speakers and build relationships with industry leaders. Visit www.georgiagtc.com or www.marketgeorgia.org to register, get lodging information, view schedule and agenda. Sponsorship opportunities are also available
- **Georgia Peach Greet** - GDEcD has started a new program for tour companies involving the state's 11 Visitor Information Centers. VICs are the perfect place for a pit stop for tour groups, the state's tourism division is encouraging the group leader to plan a stop with the group, so we can showcase our southern hospitality and say "Hey Ya'll". All we need is 48 hours advance notice to prepare special Georgia favors. The tourism division is offering it as an added amenity for a tour operator planning a tour to or through Georgia. This program is in conjunction with the Motorcoach Tracking the VIC staff is currently working on. Thank you to the VIC staff for their efforts on this program. Please contact Katie Baasen at kbaasen@georgia.org for more information.
- Georgia's online **Tourism Satellite Account** (TSA) platform is live and is posted on the industry section of www.MarketGeorgia.org. This online platform includes both county and statewide information. It gives full details of the economic contribution by industry and the composition of tourism. The TSA shows the true comparison of the tourism industry to other industries.
- **REMINDER:** Please note that you may get a call from someone asking to verify information for the 2010 Georgia Travel Guide. They are working for the company who publishes the guide and are making sure all your info is correct. Please let your front desk staff know about these calls as well. **PLEASE DO NOT hang up on them. If you have questions please call me.**
- **Nerissa Serrano's recent Social Networking seminar** has been posted to Marketgeorgia.org.
<http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/social%20media.pdf>
- **Georgia Tourism Brochure Room** – If you are participating in the Brochure Room on exploregorgia.org you should now be receiving invoices for your mailings. You can view your inventory online. If you have any questions or if you would like to start participating in the Brochure Room program the new contact is **Peggy Smith at psmith@georgia.org**
- **New Georgia Mobi Site** – GDEcD is working with Atlanta Magazine and ITI Marketing to develop a mobile version of the Travel Guide. The new "mobi" site will give travelers all the info they need and much more at the touch of a cell phone button. Listings in the mobi guide will be free but to really take advantage of the mobile medium, many organizations will want to purchase enhanced listings or advertisements, which can be done for as little as \$500. Franci Edgerly and her team at ITI are handling the marketing. Contact Franci at franci@ITI-Marketing.com.

- **NEW GEORGIA.ORG WEBSITE:** You can still use www.marketgeorgia.org it will re direct you to the new site. It is still the same information the layout is different. Our Web team has been working on a completely new and improved version of Georgia.org. Well, it's finally here! The site is full of updated content and new functionality to make it more user-friendly. Tourism partners will find tourism marketing information at www.Georgia.org/georgiaindustries/tourism.
 - **2010 Travel Media Marketplace Bids now being accepted– deadline Sept 10, 2009.** The Georgia Department of Economic Development (GDEcD) is currently working to identify the host city for the 2010 Georgia Travel Media Marketplace event. If your community is interested in being considered as the host city, contact Stefanie Paupeck spaupeck@georgia.org or Janet Cochran jcochran@georgia.org for a bid form. **Note:** the host city can also be a regional partnership among several communities.
 - The **Georgia Tourism Foundation** has partnered with the **Georgia Festivals and Events Association (GEFA)** and the **Southeast Tourism Society (STS)** to further promote the Georgia Made Georgia Grown Products website to artisans and festival planners. This partnership will provide tremendous grass roots outreach to Georgia micro enterprises, small business owners, and festival and event professionals to further populate this free online marketing tool connecting creators with consumers. Now planners and vendors can register using the link on www.georgiafestivals.org. Stay tuned for more exciting developments that result from this partnership.
 - GDEcD has launched a new e-newsletter **targeted towards tour operators.** "**FYI from the Peach State**" will be sent quarterly to tour operators around the country. If you have any updates or special offers for the tour market and would like to have the information included in the e-newsletter, please contact Katie Baasen at kbaasen@georgia.org. The next newsletter is scheduled to go out in July.
 - **The African American Heritage Guide** will be reprinted in February 2010 and the **Georgia Golf Guide** will be reworked sometime in the spring of 2010. If you are interested in advertising please Contact Jill Teter, Atlanta Magazine, at jteter@bellsouth.net.
 - **Social Marketing** – Georgia Tourism is now on Facebook and Twitter and Flickr. Go to www.exploregeorgia.org and click the Facebook and Twitter links to read new postings.
 - **Georgia Logo approval Usage** should be approved by Neil Bowen- her email address is cbowen@georgia.org
 - **Facebook – This is a great way to network** - Become a Friend of Plantation Trace on Facebook. Use this social gathering to inform friends on new events, meetings and share photos of your community. Please let us know if you have a Facebook page. Members that currently have pages are: Thomasville, Theatre Guild Valdosta and Albany Welcome Center.
 - **Peach Byte!** – GDEcD's official Georgia Tourism Monthly E-Newsletter available to everyone. If you have not yet signed up to receive Peach Byte, please send an email to peachbyte@georgia.org requesting that your e-mail address be added. If you would like to see past editions of Peach Byte, visit: <http://my.georgia.org/net/content/go.aspx?s=244185.72586.26.3011>
- ## Consumer Trade Shows
- **Sunbelt Ag Expo – Moultrie. October 13, 14, and 15, 2009 Set up will be October 12th.**
We will be participating as a 3 Region Booth. Cost Per Region is \$300. Schedules will be going out in Early September for volunteers to man the booth. Last year we gave away EVERYTHING! We went through 2000 State Travel guides.

- **Georgia National Fair - Perry, GA** - October 8 - 18, 2009
The annual, state-sponsored Georgia National Fair is Georgia's celebration of its youth, agriculture, and heritage. The Fair has been designated as a 'Top 50 Fair in North America' by Amusement Business magazine. Fairgoers will be treated to one of the state's best family-oriented, entertainment values showcasing education and fun. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Louisville Travel Show - Louisville, KY** - September 26 - 27, 2009
They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@50+ event is a great opportunity to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers; a demographic comprising 26 percent of the U.S. population and a driving force in the market place. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **AARP Life@50+ Expo** - Las Vegas, NV - October 22 -24, 2009 (**consumer show**) They are expecting more than 25,000 members and others from all over the United States and abroad to attend the event. The AARP Vegas@50+ event is a great opportunity for your organization to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers; a demographic comprising 26 percent of the U.S. population and a driving force in the market place. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Snowbird Extravaganza** - Lakeland, FL - January 26 - 27, 2010- (**consumer show**)
Expected attendance is 30,000 to 35,000 attendees of which 60% are Canadian Snowbirds and 40% are American Winter Residents. Last year attendees enjoyed the excitement, education, information and variety of activities. Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.
- **Southern Women's Show** - Savannah, GA - February 5 - 7, 2010 (**consumer show**)
The Southern Women's Show attracts more than 12,000 women over a 3-day period. These consumer shows target women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more! Consumer Sales Manager Pam Kruseck (pkruseck@georgia.org) will attend.

Dates to Remember

Sept. 17-18, 2009 The Georgia Municipal Cemetery Association Annual Conference will take place September 17 - 18 in Rome, GA. Contact Stan Rogers at 706-236-4534 for more information. The conference is being cosponsored by HPD-DNR and GDEcD's Tourism division.

October 9, 2009 STS Top 20 Events Nomination Deadline for April, May & June 2010. Nomination forms- http://southeasttourism.org/top_20_events.html

March 25-26, 2010 The History and Heritage Tourism: Discovering Georgia's Community Landmarks will take place March 25-26, 2010 in Warm Springs, GA.

Notes from the Visitors Center

- The hurricane season is becoming more active and along with the increased activity there is a greater threat to our coasts. If by some chance our neighbors to the south have need to call for evacuations we will be relying on our Chambers, local welcome centers and hoteliers to keep us updated on lodging availability, shelters, etc.... Though we would love to fill up all the hotel rooms in Southwest Georgia which would be a great boost for our economy there is also the down side of destruction. This is just a heads up if the need arises. Also, if we do get bombarded we would appreciate any volunteers that could help at the VIC in the event of evacuations.
- **Our traffic for July 2009 was up 15.80% compared to July 2008. We saw approximately 199,000 visitors at the Lake Park Visitors Information Center.**
- September 3rd – The VIC will host the annual Hands Across the Border meeting. This event brings about 100 law enforcement officers to the VIC from Georgia and Florida. The law enforcement agencies pledge to be diligent and forcefully patrol our highways to keep us safe over the Labor Day holiday weekend. Zero tolerance and Click it or ticket campaigns are promoted during this event. Hands Across the Border is conducted by the Georgia Dept. of Highway Safety.
- **Visitors Center Promotions** – Georgia Partners are not always able to come to the center to promote their specialties due to budget cuts, staffing, etc... We will be happy to host a promotion for them. All you need to do is provide some type of refreshment that can be self served, literature and information. Many of our properties do this by providing coffee, peach tea, lemonade, cookies, etc...We will set up refreshments and a display to promote your business. This can be done once a week, once a month or whenever you have an upcoming event.
- **If you have any questions please give Cathy a call.**

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