



Regional Representative Update  
Plantation Trace  
June/July 2009

- **Brochure Room** – if you participate in the Brochure Room on [exploregeorgia.org](http://exploregeorgia.org), you should now be receiving invoices for your mailings. You can now also view your inventory online. Contact Carl Eggerson to set you up. His email is [ceggerson@georgia.org](mailto:ceggerson@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](mailto:franci@ITI-Marketing.com).
- **NEW GEORGIA.ORG WEBSITE:** You can still use [www.marketgeorgia.org](http://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](http://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](mailto:spaupeck@georgia.org) or Janet Cochran [jcochran@georgia.org](mailto:jcochran@georgia.org) for a bid form. **Note:** the host city can also be a regional partnership among several communities.
- **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](http://www.georgiagtc.com) or [www.marketgeorgia.org](http://www.marketgeorgia.org) to register, get lodging information, view schedule and agenda. Sponsorship opportunities are also available.
- 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](http://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](mailto:kbaasen@georgia.org). The next newsletter is scheduled to go out in July.

- **Media Request** - Jacki DuPont, editorial intern for Birds & Blooms magazine based out of Greendale, Wisconsin, seeks info about any bird watching/birding specialized bed and breakfast inns. No deadline given. Jacki DuPont [Jacqueline\\_dupont@rd.com](mailto:Jacqueline_dupont@rd.com), Editorial Intern, Reader's Digest Association-Milwaukee
- **Co-Op Marketing Reimbursement Grants** program has remained in the state budget for another year, FY 2009-2010. However, as with all of our programs, the amount of funding available has been reduced, to \$500,000 -- making this year's application process more competitive. The new application is now posted on [www.marketgeorgia.org](http://www.marketgeorgia.org). The **deadline for applying has been moved to August 15, 2009**. Announcement of recipients will be made by October 15, 2009.
- **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](mailto:jteter@bellsouth.net).
- **Social Marketing** – Georgia Tourism is now on Facebook and Twitter and Flickr. Go to [www.exploregeorgia.org](http://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](mailto: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.
- **STS Marketing College - REGISTRATION IS OPEN** - Marketing College will take place **Sunday, July 26 through Friday, July 31, 2009** in **Dahlonega**. It will be another intensive, fact-filled week of learning, networking and socializing at North Georgia College and State University. For more information, visit [www.southeasttourism.org](http://www.southeasttourism.org).
- **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](mailto: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**. 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.
- **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](mailto: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](mailto: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](mailto:pkruseck@georgia.org)) will attend.

### Notes from the Visitors Center

- **Our traffic was up for June 09.** Compared to June 08 we were up 19.18%. Anyone not taking advantage of opportunities to promote and or have their brochures in the Georgia Visitor Center is missing the boat. It looks like July will be up also.
- **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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