



Regional Representative Update  
September 2008

- **Tourism Day at the Capitol** Tuesday, January 27, 2009 from 8am – 2 pm. The theme will be the same as last year---Tourism is Good News.
- **Its AgExpo time in Moultrie again!** Just as in years past, the Plantation Trace region and the Magnolia Midlands regions will be sharing booth space at the Expo and have invited the Pathways to join in. The Expo runs October 14, 15, 16 with set up on October 13. Volunteers will be needed for 4 hour shifts on each of the show dates. The Expo is a HUGE consumer show. Those interested in more info or in volunteering for a morning (8:30a-12:30p) or afternoon (12:30p-4:30p) shift, please email me at [jstubbs@georgia.org](mailto:jstubbs@georgia.org) by Oct. 1<sup>st</sup>...spots fill up first come, first serve!
- **GDEcD's Travel Media Marketplace** – FYI: bids for hosting the 2010 and 2011 events will go out in early 2009.
- **NTA and ABA Co-op Travel Show Opportunity** - For one or both shows, if you would like to co-op with the State of Georgia, please contact Katie Baasen, Sr. Sales Mgr. at 404-962-4080 or [kbaasen@georgia.org](mailto:kbaasen@georgia.org) for details. Sponsorships are available as well – **Deadline 10/1/08.**
- **AAA Going Places Magazine “What’s Happening” section** – new contact for submitting info. Please send information at least 90 days in advance to: [goingplaces@aaasouth.com](mailto:goingplaces@aaasouth.com) or mail to: AAA Going Places/What’s Happening, 1515 N. Westshore Blvd., Tampa, FL 33607
- The next round of **Tourism Product Development Grants** will launch on **November 3rd**, with the **deadline for submittal on December 31<sup>st</sup>**. Grants will be **awarded in mid January** with a **completion date for the project by June 29<sup>th</sup> 2009**. Maximum **grant amounts will remain at \$10,000 requiring a dollar for dollar local match.**
- **November 5-6 2008 Agritourism Conference** that will be held in Perry at the Georgia National Fairgrounds and Agricenter. Topics that will be covered include: marketing, grants, risk management, etc. will be addressed in workshops and panels. Go to [www.areg.ceas.uga.edu](http://www.areg.ceas.uga.edu) for more information and to register online.
- **2009 Georgia Travel Guide** – Design of the 09 guide is underway.
  - 100,000 extra copies of the guide will be printed = total 850,000
  - Side bars will be recipes, not itineraries
  - Photos being solicited for review (contact me for details to submit your photos)
  - 2009 Advertising rates were kept flat from 2008 to 2009
  - No reader response card in 2009 travel guide
  - Verification calls are not trying to sell anything, only verify information
- The Georgia Department of Economic Development’s (GDEcD) Visitor Information Centers (VICs) were honored with an international marketing award for their Canadian Visitor Recognition program. The National Council of State Tourism Directors (NCSTD) announced the winners of the 2008 Mercury Awards program on August 26 at the Travel Industry Association’s annual Educational Seminar for Tourism Organizations. The Mercury Award honors the best in state tourism office marketing and promotion programs each year.

- The Military Travel and Trade shows are here again and they are March 16-20, 2009, below are the dates and locations for the shows. If you would like to exhibit at one of the shows please email me and I will get you the information.
  - Ft. Benning, March 16, 2009
  - Ft. Rucker Alabama March 17, 2009
  - Albany MCLB, March 18, 2009
  - Robins AFB, March 19, 2009
  - Moody AFB, March 20, 2009
  
- New Addition to the Plantation Trace Family: Crystal Hines Advertising/Marketing Colquitt/Miller Arts Council 229-758-5450 [crystal@swampgravy.com](mailto:crystal@swampgravy.com) . Some of you met her at the Governors Conference in Albany.
  
- Snowbird Extravaganza – Lakeland, FL  
 January 27 - 28, 2009  
 Registration Deadline: November 1, 2008  
 Cancellation Deadline: November 8, 2008  
 Partner Registration Fee\*: \$250/3 partner maximum – please include one item for give-a-way  
 Brochure Distribution Fee: \$300/3 partner maximum – please include one item for give-a-way  
 Promo Item Distribution: No Fee/2 partner maximum  
 Travel Association Registration Fee: \$300/1 regional brochure displayed – please include one item for give-a-way  
 For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)
  
- Southeast ASTA Tradeshow – Atlanta, GA  
 November 6, 2008  
 Registration Deadline: October 10, 2008  
 Cancellation Deadline: October 16, 2008  
 Partner Registration Fee\*: \$150/4 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure in them. Please include one item for give-a-way.  
 Brochure Distribution Fee: \$200/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure in them. Please include one item for give-a-way.  
 Travel Association Registration Fee: \$200/1 regional brochure displayed – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure in them. Please include one item for give-a-way. For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)
  
- AAA Superbowl of Knowledge – Charlotte, NC  
 November 22 - 23, 2008  
 Registration Deadline: October 17, 2008  
 Cancellation Deadline: October 24, 2008  
 Partner Registration Fee\*: \$250/4 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.  
 Brochure Distribution Fee: \$300/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.  
 Travel Association Registration Fee: \$300/1 regional brochure displayed – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.  
 For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)
  
- Savannah Southern Women's Show, Savannah, Georgia  
 February 6 – 8, 2009  
[www.southernshows.com](http://www.southernshows.com)  
 Registration Deadline: December 19, 2008  
 Cancellation Deadline: January 2, 2009  
 Partner Registration Fee\*: \$200/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.  
 Brochure Distribution Fee: \$300/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.  
 Travel Association Registration Fee: \$350/1 regional brochure displayed – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)

- AAA Travel Marketplace – Foxboro, MA  
March 6 – 8, 2009  
Registration Deadline: January 11, 2009  
Cancellation Deadline: February 1, 2009  
Partner Registration Fee\*: \$350/4 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.  
Brochure Distribution Fee: \$450/6 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.  
Travel Association Registration Fee: \$450/1 regional brochure displayed – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.  
\*There is a maximum of four individual partners working the show booth per day  
For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)

If I have left any information out please let me know.

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