



Presidential Pathways Regional Tourism Update – April 2010

Regional Happenings

CO-OP GRANT PROJECTS for 2009-2010: The co-op final reports are due 30 after the end of your project or by **May 31, 2010**. Please send your final reports to Fay Tripp at: Fay Tripp- GDEcD- 200 Martin Luther King Jr. Blvd. Macon, GA. 31210 Please contact me or Fay at ftripp@georgia.org if you have any questions. Please make sure you submit your final report on time so that you will get reimbursed for your project.

Please send all the **Georgia Peach Logo Approval requests to Vickie Sanders** at vsanders@georgia.org (this applies to the 2010 Georgia Co-Op as well as all other Georgia Peach logo approvals)

FY11 Marketing Co-op – the program has changed for the upcoming year of 2010-2011. An overview is available at <http://www.georgia.org/GeorgialIndustries/Tourism/Programs/Pages/Grants.aspx>

NEW! Heritage Tourism Handbook: A How-to-Guide for Georgia - co-produced by the Georgia Department of Economic Development and the Georgia Department of Natural Resources' Historic Preservation Division. This full-color, 63-page book (PDF) provides guidance on developing, implementing, and evaluating a community's heritage tourism potential. Download your copy at: <http://www.georgia.org/GeorgialIndustries/Tourism/ProductDevelopment/Pages/default.aspx>

State Publications Update:

- 2010 Calendar of Events – printed and available
- Kids Guide – in proofing stage; print date target: end of May
- Golf Guide –expected availability: late Fall

Georgia On My Mind Days are special free promotional days at each of the 11 Visitor Information Centers. Email the individual centers that you are interested in attending for details. Each Center's email is the name of the Center followed by @georgia.org. For example, Columbus@georgia.org. The 2010 GOMM dates are:

March 26th – Valdosta	June 4th- Tallapoosa
April 15th – Sylvania	June 11th- Columbus
May 1st – Plains	June 18th- West Point
May 7th – Savannah	June 25th- Ringgold
May 14th – Kingsland	July 16th- Augusta
May 28th – Lavonia	

Georgia Travel Media Marketplace will be held May 20-22, 2010 in Newnan and LaGrange. Profile sheets for the media notebooks will only be accepted from communities this year. I have forwarded a template for the profile sheets so you have an example to follow. Upon completion, please submit them to me for approval (by Friday, April 2) and conversion to a .pdf document to be included on the jump drives sent to each writer in advance of the event. Please contact me if you have any questions.

DUE TOMORROW!!! - 2010 Travel Media Marketplace – Media Profile (Community profiles only) -

The Georgia Department of Economic Development (GDEcD) is bringing in up to 40 travel writers to meet with representatives from around the state during the marketplace May 20-22. Each community may submit a profile sheet that will go to the media prior to the marketplace. This year communities are requested to send their profiles to the tourism rep for review. The rep will then forward to Stefanie Paupeck in Atlanta. If you need sample profiles to look at, please contact me.

The Clue Crew is Hitting the Road! - The Clue Crew is always on the lookout for a great new location for the hit show Jeopardy, and we'd love to hear your suggestions! Maybe your hometown is located on a famous historic site. Or maybe you know of an offbeat roadside attraction that would provide an amusing clue. Local events, annual observances, museums, historic recreations or activities - if it's something that you find of particular interest; we probably do too! Let us know! Your suggestion could end up on JEOPARDY! Click on the following link to submit a suggestion: www.jeopardy.com/thecluecrew/localsuggestions

The Georgia Historical Society will be putting on four heritage tourism workshops this year. The aim of these workshops is to train local workers in the use of historical markers and other local historical resources as tools for promoting heritage tourism. These workshops, entitled, “**Profiting from the Past: Using Local Historical Resources to Promote Tourism,**” will introduce participants to local cultural resources and present ideas and strategies for incorporating these resources into local tours and history programs. By highlighting the value of online resources available to today’s traveler, workshop participants will be given training in the use of these online resources for both new and existing history tours and programs. Workshops will be **free** to participants. For more information or to register for this workshop email Brian Williams at bwillams@georgiahistory.com.

Nominations are officially open for the **2011 Top 100 Events in North America**. Now in its 29th year, ABA's Top 100 Events in North America recognizes the best group-friendly events for the coming year. Don't miss your chance to showcase the top group tour events in your area. ABA surveyed our operators and asked "Do you use the Top 100 booklet in planning your tours/charters?". The answer - an overwhelming 70% of the operators who responded said YES! In addition to the operators' feedback, ABA has recorded nearly 800 main-stream media hits since September 2009 - helping you promote your destination. See attached application for more details.

Mark Your Calendars

May 20-22, 2010: Travel Media Marketplace- LaGrange and Newnan.

May 22 – 25, 2010: Travel Media Marketplace post-FAM for travel writers including parts of the Pathways and Historic High Country regions.

July 16, 2010: STS Top 20 Events Nomination Deadline- Jan. Feb. & March 2011. Go to http://southeasttourism.org/top_20_events.html

July 25-30, 2010 STS Marketing College (www.southeasttourism.org/education) – This is an excellent tourism educational class that is held annually at North Georgia College in Dahlonega. (One week of education will have you energized to tackle new projects)

Aug 30-Sept 1, 2010: Georgia Governor’s Conference on Tourism in Athens. www.georgia.tc.com. Also access information and live registration on www.marketgeorgia.org!

Feel free to contact me with any questions at any time...

Maggie Potter

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