



Presidential Pathways Regional Tourism Update – February 2010

Regional Happenings

- **The 2010- 2011 Georgia Tourism Marketing Co-Op Program** will be offered again this year with the applications being due by May 1st and announcements will be made by July 1st. There will be some changes to this year's co-op program so please watch your email for updated information coming very soon. This year's co-op will be for advertising only (print) Details coming soon.
- **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)
- **ExploreGeorgia.org website** – please include as much information as possible about your listings. This will make your listings pop up closer to the top as people search for information. **Add a photo or logo**; add more photos as possible (all new listings must have a photo/logo to be approved) **Summary vs. Description:** these two fields don't show up together, so be sure to repeat summary info in the description, plus any additional details. The "Summary" is what visitors see during their search. **Event Dates** – please make certain you save your entries. Many of you have forgotten this and then your event has no date and wont show up to the consumers.
- **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 4 th - Tallapoosa
April 15th – Sylvania	June 11 th - Columbus
May 1 st – Plains	June 18 th - West Point
May 7 th – Savannah	June 25 th - Ringgold
May 14 th – Kingsland	July 16 th - Augusta
May 28 th – Lavonia	
- The **Statewide Community Landmarks Conference** will take place at the Roosevelt Warm Springs Rehabilitation Institute on March 25-26, 2010. Co-sponsored by the Historic Preservation Division, Georgia Department of Natural Resources; Georgia Department of Economic Development; Georgia Department of Community Affairs; Georgia Council for the Humanities; Georgia Trust for Historic Preservation; Three Rivers Regional Commission and The Fox Theatre Institute. For more info contact, Conference Coordinator Carole Moore at 404-463-8434 or carole.moore@dnr.state.ga.us
- **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.
- **Georgia Tourism Brochure Room** – If you are participating in the Brochure Room on exploregeorgia.org you should now be receiving invoices for your mailings and you can also view your inventory online. If you have questions or if you would like to participate in the Brochure Room contact: Peggy Smith at psmith@georgia.org or 404.962.4147.
- **GDEcD Tourism Product Development Grant Workshop** - In an effort to help those communities that might want to reapply, or for some reason did not score well on their application, GDEcD is planning a free TPD grant workshop- late spring or early summer.

□ **ABA (American Bus Association) has packaged a list of group travel marketing tools for CVB's** that are very easy to implement. To check out the list of suggested marketing tools, click on <http://www.buses.org/node/1211>

STS POP Class – Travel Trends: The audio and the Power Point presentation are available for download by clicking: <http://southeasttourism.org/membership/pop.html>
Scroll toward the bottom of the page and locate the class links- Download and save the audio and power points to a disk or hard drive- Start the audio: **You can also register for now for the next POP class “Save Your Tourism Budget.”** All you need to do is send an email to darryl@southeasttourism.org to request registration information. This is a **FREE webinar.**

Consumer Trade Shows

Southern Women's Show - Nashville, TN - April 14 - 17, 2010

The Southern Women's Show attracts more than 12,000 women over a 3-day period. This consumer show targets women with give-a-ways and tips on beauty, cooking, fashion, health & well-being, shopping, travel and much more!

Mark Your Calendars

March 14-15, 2010: Winter Chautauqua- Dillard, Georgia – www.winterchautauqua.com.

Topics include:

- Come in with Computer – Leave with a Website/Facebook Page/Social Network
- Agritourism
- How to Generate Positive PR
- Hospitality Training
- Creating a Customer-Focused Environment

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. For more information, click here.

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

April 9, 2010: STS Top 20 Events Nomination deadline for October, November, & December. Go to http://southeasttourism.org/top_20_events.html

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.

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

Maggie Potter

Regional Tourism Representative – Presidential Pathways

PO Box 2768, Columbus, GA 31902

900 Front Avenue, Columbus, GA 31901

mpotter@georgia.org

404.556.5764 (c)

706.649.1306 (o)

706.649.1303 (f)