



Presidential Pathways Regional Tourism Update – June 2010

Regional Happenings

Tourism Product Development Grant Update:

- Applications available in August or September
- Deadline for submission: Sept. 30, 2010
- Grant Award: October 2010
- Project completion requirement: by April 2011

More details to come once the application is available. Note: there will still be emphasis on hospitality job creation.

PeachByte – are you receiving PeachByte, the free e-newsletter from GA Tourism for the industry? To sign-up yourself or someone else up for this monthly newsletter, please email peachbyte@georgia.org. The PeachByte is full of industry and department updates as well as statistics that may be useful to you and your board.

The data pull for the 2011 Georgia Travel Guide will be July 5, 2010- Please make sure to have all your attractions and lodging updated on exploregeorgia.org by July 5th so that they will be included in the data pull. Please contact me if you need the partner instructions. Advertising rates for the 2011 Georgia Travel Guide will be reduced!!

We will have leads from the 2011 Georgia Travel Guide. Advertisers will be able to pull their own report at any time online. They will also receive a printed report on a regular schedule. More details are coming soon...stay tuned!

www.exploregeorgia.org Special Offers- Please make sure to also post "special offers" on the website as the Tourism Division will be heavily marketing these special offers both on the website and through a new newsletter to consumers.

The Georgia Tourism division will be hosting a **Techno-Tourism Workshop** on Monday, August 30th- in advance of the 2010 Governor's Conference on Tourism. The workshop will be jam packed with tips, trends and information to help your organization stay ahead of the competition. Visit www.georgiagtc.com to learn more about this workshop and to register for the **2010 Georgia Governor's Conference** in Athens. **Early registration ends July 15 and don't forget about the awards!!! More details coming soon!**

The Georgia Humanities Council is gearing up for another Smithsonian Institute Exhibit that will travel around Georgia in 2012- The new exhibit, New Harmonies: Celebrating American Roots Music will begin touring around Georgia in April 2012. Application deadline to host the exhibit in your community is September 15, 2010. Go to www.georgiahumanities.org for more information.

Georgia Dream Pass Changes - As of May 1, 2010 the Georgia Dream Pass membership rewards program is being combined with the state's newly enhanced special offers section on ExploreGeorgia.org This new section will be updated weekly and offer hundreds of special offers. Our new special offers page will be coupon-based and the Dream Pass membership card will no longer be required. Visitors can access special offers on www.ExploreGeorgia.org/specialoffers

The Georgia Golf Guide is currently in production - there will be 150,000 copies printed and they will also be inserted into Atlanta Magazine (75,000 copies) The Georgia Kids Guide also has the same distribution numbers.

Social Marketing Opportunities- Georgia Tourism currently has 4,923 friends on Facebook and 8,024 Twitter followers. Please send Stefanie Paupeck any special coupons or press releases so that she can post them. Her email is spaupeck@georgia.org

The new **Regional Landing Page** on www.exploregeorgia.org for the Presidential Pathways has been launched. Go to www.exploregeorgia.org and click on the Presidential Pathways region on the state map to view the new Regional Landing Pages.

The Georgia Tourism Division of GDEcD will again be participating as sponsors for the **National Tour Association Annual Marketplace** (November 13-17, 2010) and the **American Bus Association Annual Marketplace** (January 9-13, 2011). This sponsorship provides us with a booth on the marketplace floor where we will maximize our exposure into this market to all those who are present and give the state more opportunity to sell our product at the marketplace. To make this a huge success, we are asking for co-sponsorship through monetary donations. As a co-sponsor, your company is afforded a unique opportunity to highlight your Georgia product to hundreds of tourism professionals at these NTA and ABA conferences. The two levels are: Kudzu Sponsorship (NTA/ABA: \$750) or Peach Sponsorship (NTA/ABA: \$1000). The fee covers both tradeshows - we have done them separately in the past, but are trying to help stretch marketing dollars if possible. Please contact Katie Baasen at 404-962-4080, or kbaasen@georgia.org for more information or to sign up to participate.

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	

Mark Your Calendars

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 – Techno-Tourism – new this year...the workshop will be in conjunction with the Governor's Conference, to be held the morning of the first day of conference. A small additional registration fee is required. Registration for all of the above is found at www.georgiagtc.com. Also access information and live registration on www.marketgeorgia.org! **Early registration ends July 15 and don't forget about the awards!!!**

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

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