



Presidential Pathways Regional Tourism Update – March 2010

Regional Happenings

The 2010- 2011 Georgia Tourism Marketing Co-Op Program...BIG CHANGES!!! Please see the attached .pdf document outlining the details. You may address Fay Tripp directly with any question sat ftripp@georgia.org or by phone at 678-640-4364.

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)

Tourism welcomes Joseph Walker to our team as Director of International Sales. Joseph brings more than 20 years of international travel experience in 35 countries around the world, and he's also a Georgia native. After starting his career in the U.S. Navy, Joseph stayed in Italy where he started several tour operator and online travel-related companies. He then moved to Brazil, starting another tour operator there before moving back to Georgia to start his own company here in 2007. Joseph is fluent in English, Italian and Portuguese and speaks practical Spanish and Irish Gaelic. Joseph will lead our domestic and international group and consumer sales efforts. ~Kevin Langsgton, Deputy Director of Tourism, GDEcD

"FYI from the Peach State" - a quarterly e-newsletter 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, Sr. Sales Manager, GDEcD, at kbaasen@georgia.org. **The next newsletter is scheduled to go out on May 18.**

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	

The Georgia Historical Society will be putting on four heritage tourism 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, dates and locations or to register for this workshop email Bryan Williams at bwilliams@georgiahistory.com

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.

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

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

April 14 – 17, 2010: TravelSouth Group Tour Leader FAM throughout the region with stops in Columbus, Americus, Plains, Andersonville, Gay, Warm Springs, Pine Mountain and LaGrange.

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

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

Maggie Potter

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