



Presidential Pathways Regional Tourism Update – May 2010

Regional Happenings

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

State Awards Research Contract - Longwoods International has been awarded the research RFP to measure visitor demographic and profile for the state of Georgia. For more than 15 years, Longwoods International has been recognized as a leading tourism research consultancy, working with destinations of all sizes, CVBs, attractions, lodging and transportation providers on four continents. Longwoods International has assisted clients in understanding who their customers are today, and how to grow their market in the future. To ensure accuracy of data, Longwoods separates overnight and day visitor studies. The Longwoods Travel USA® syndicated study surveys 200,000 American households annually, 50,000 each quarter. Longwoods began this program in 1994. They probe visitors to destinations with customtailored, follow-through research, utilizing Travel USA® to collect the most comprehensive data in the industry on specific trips to your destination. For more information, click here.

FY10 Co-op Marketing Grant Wrap-Up – Final reports and all invoices are **due by May 31st**. No reimbursements will be issued after that date. Send reports/invoices, or direct questions to: Fay R. Tripp, Director, Regional Tourism Program, GA Dept of Economic Development
PO Box 13404, 200 MLK Jr Blvd (31201), Macon, Ga 31208
478-752-3254 Cell 678-640-4364 Email ftripp@georgia.org

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/Georgialndustries/Tourism/ProductDevelopment/Pages/default.aspx>

Media Request - Events for the August issue of Georgia Magazine are **due May 31, 2010**. Email event details to calendar@georgiaemc.com. To post an event listing on their website visit www.GeorgiaMagazine.org.

Media Request – Events for Southern Distinction calendar - If you have an event that you would like published in the Southern Distinction calendar of events please email your event information to: calendar@Southerndistinction.com.

Group Tour Boot Camp June 10-11 – Free seminar for anyone interested in marketing to groups. Two ½-day sessions in Macon will include: Group Tour 101; Agritourism ins and outs; Packaging and Partnering you're your Neighbor; Travel Media and How To Work with Them; GA Group Tour Strategic Planning; Ask the Operator (tentative list). To register or ask for more information, contact Katie Baasen, Sr. Sales Mgr, GA Tourism, at kbaasen@georgia.org. Registration [attached](#). (Word doc)

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

June 10-11, Group Tour Boot Camp – Macon, Ga. Contact Katie Baasen at kbaasen@georgia.org for more details.

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! **Early registration ends July 15 and don't forget about the awards!!! More details coming soon!**

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

Maggie Potter

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