



## Presidential Pathways Regional Tourism Update – October 2010

### Regional Happenings

The **Georgia Tourism Product Development Grant** awards have been extended until November 15<sup>th</sup>.

We have the fantastic opportunity to showcase Atlanta and Georgia in 2011! Make plans now to attend the **29th Annual Travel South Showcase in Atlanta, Feb. 22 – 24, 2011**. Showcase is the only regional tourism marketplace for the Southern USA. The state of Georgia, along with hundreds of tourism partners, is planning to host more than 600 tour operators, media and southern suppliers. We need you! There are many ways for you to get involved. Attached you will find information on Travel South Showcase, Sponsorship, Fave 5 and Booth Share. For more information, visit [www.TravelSouthUSA.org/showcase11](http://www.TravelSouthUSA.org/showcase11) or contact Brittney Gray at [bgray@georgia.org](mailto:bgray@georgia.org)

**CAMERA READY PROGRAM** - Some of you have asked about this new program at GDEcD. Here is an update: The Georgia Film, Music and Digital Entertainment office recognized the first 16 Camera Ready communities on Thursday, October 7th at EUE/Screen Gems Atlanta at the launch of the state's Camera Ready program. You can learn more about the Camera Ready and sign your community up by visiting [www.Georgia.org/CameraReady](http://www.Georgia.org/CameraReady)

#### **5 THINGS TO KNOW ABOUT 2011 GEORGIA TRAVEL GUIDE ADVERTISING OPPORTUNITIES:**

1. The advertising rates in the **2011 Georgia Travel Guide** have been DECREASED by an average of 12% over last previous year's rates while the circulation of the 2011 Guide will remain at 750,000.
2. The **Georgia Travel Guide** has the largest circulation and most affordable advertising rates of any state travel guide in the southeastern U.S.
3. All advertisers in the **2011 Georgia Travel Guide** will be eligible to receive reader response leads generated from print, fax and online leads from visitors requesting more information. The online reader service component will be the most effective, efficient and instantaneous for the advertiser ensuring interested parties receive advertiser's information quickly. All advertisers will receive their leads via email and will be provided with a password to log into the lead system at any point. Demos of this new system will take place at the Governor's Conference.
4. The 2011 Georgia Travel Guide will be fully digitized and be iPad and iPhone compatible. The digital version will live on [www.exploregeorgia.org](http://www.exploregeorgia.org) and [www.atlantamagazine.com](http://www.atlantamagazine.com) for an entire year extending the reach of all advertisers to potentially tens of thousands of additional impressions. All advertisers in the print edition of the Travel Guide will have their ads included in the digital edition at no additional cost. All web links in print will be "live" in the digital edition.
5. Atlanta Magazine is expanding the annual Best of Atlanta Party (produced for the past 24 years) to include the Best of Georgia Travel. All full page advertisers will be provided with a complimentary display at the 2011 Best of Georgia Travel event in which to showcase their region, their food and their attractions. This annual event is attended by nearly 3,000 affluent readers of Atlanta Magazine and is a benefit for Camp Twin Lakes. This is a value of \$5,000 for the full page advertiser in the Travel Guide. Contact Jill Teter at [jill-teter@comcast.net](mailto:jill-teter@comcast.net) or toll free # is 877-554-0780.

**I have samples of the enhanced listings, a rate card an sample of the reader service card, etc if you would like to see them. Just email me and I will be happy to share!!!!**

**The Georgia Voyager** is a quarterly environment and history publication that goes to Georgia Schools. We have a text book program and online resources for the study of history and natural resources in Georgia's second through 8th grades. We attend more than 30 educational conferences promoting safe places for students to stay when traveling for field trips. Each magazine is free to schools online at [www.gavoyager.com](http://www.gavoyager.com). We have a page turning component that will link your ad in our magazine to your website for teacher's looking for places to stay. We have been asked to do a special publication for the state on Georgia's Changing Government. We will be the first publication with a full story on the new Governor with a large field trip section spotlighting Georgia's nine travel regions. We are also working with the Georgia State Capitol and will be handed out by the legislature to thousands of school groups touring the Georgia Capitol. We hope you will want to participate in this important issue as we hope to reach more than 150,000 teachers and students planning trips in 2011. If you are interested in this opportunity and would like more info including deadlines, please contact Cathy Hodge at Office:706-548-5060, Cell: 404-518-8728, [gvoyager@bellsouth.net](mailto:gvoyager@bellsouth.net).

Attached is a co-op for the **AAA Great Vacations Expo** GDEcD will be doing in Columbus, OH this year. Please contact Pam Kruseck for additional info or with any questions. p | (+1) 404-962-4175, [PKruseck@georgia.org](mailto:PKruseck@georgia.org)

**Sharon Spence with the Moultrie News** is seeking story ideas to interview People Who Make a Difference. Environmentalists, Naturalists, Guides, Chefs, Artists, Architects, and Sages in every field will be interviewed. The deadline for the story is December 28. You can respond directly to Sharon via email at [sharonspence@cs.com](mailto:sharonspence@cs.com).

**Do you have a grist mill in your community?** Mike Prewett is interested in locating all of Georgia's grist mills. Feel free to contact him at [mprewett@msn.com](mailto:mprewett@msn.com) if you are willing to share!

## Dates to Remember

**Georgia Agritourism Conference** – November 3 – 5 in Dillard, GA. Registration is now open. Seating and exhibitor spaces are limited! Visit [www.areg.caes.uga.edu](http://www.areg.caes.uga.edu) for more information.

**Lavonia VIC Holiday Promotion** – pick a day in November or December – Georgia for the Holidays

**Group Tour Bootcamp** – the next edition of Group Tour Bootcamp will take place December 2-3, 2010 at the Georgia Music Hall of Fame in Macon. More information will be provided as the event date approaches regarding registration, session topics and hotel needs.

**Augusta VIC Holiday Promotion** – December 10<sup>th</sup>, 10am – 2pm – Holiday Happenings

**Tourism Day 2011** has been scheduled! Save the date for January 25, 2011 @ the Capitol in Atlanta.

**Save the Date! - Winter Chautauqua Tourism Conference** – March 6-7, 2011 – Cartersville, GA

**2011 Military Travel Shows:** Ft. Rucker March 9, Albany MCLB March 16, Robbins AFB March 17 and Moody AFB March 18

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

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