



Presidential Pathways Regional Tourism Update – July 2010

Regional Happenings

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.

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 spaueck@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.

Explore Georgia's Ultimate Georgia Vacation Contest - We are giving away a 7-day Georgia vacation package via ExploreGeorgia.org. To enter to win people need to sign up to use Explore Georgia's free Trip Planner and create their dream Georgia vacation. Once they save their trip idea they will be entered to win our Ultimate Georgia Vacation Contest. Click on the link to see the contest landing page. www.exploregeorgia.org/georgia-vacation NOTE: This contest is one example of how we are increasing unique visits to the website; the contest is being promoted through massive online advertising.

Update about the Oil Spill and Georgia – Letter from Kevin Langston, Deputy Commissioner of Tourism:
<http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/Kevin%20Langston/Kevin%20Langston%20etter.pdf>

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.

GA Tourism Sales

- Katie Baasen, Sr. Sales Mgr, Tourism Division, will be attending the **GA Motorcoach Operators Association** Annual Meeting and Marketplace from July 24-27 in Chattanooga, TN. This meeting includes educational sessions as well as appointment sessions with members of the Association.
- 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.
- **Travel South 2011** – Hosted by Georgia Tourism and Atlanta Feb 22-24, 2011; there will be an opportunity for partners to volunteer with Travel South outside of being a delegate (airport hosts, work the GA Welcome Booth, etc.)

- **International sales** – in addition to UK and Germany, new markets will include Italy, Brazil, France and Argentina, according to Joseph Walker, Director Tourism Dev, GDEcD. He plans to hold an International Sales full day boot camp at a later date for those interested in this market.

Publications

- **Kids Guide** – in addition to the 150,000 guides printed for distribution at VICs, RVICs and as fulfillment, and additional 75,000 were distributed as an insert in Atlanta Magazine
- **Golf Guide** – 150,000 to be printed in Aug
- **Travel Guide**
 - Reader Service is back – advertisers can get leads online, but a hard copy can be sent if requested.
 - 2011 guide will be compatible with the I-Pad
 - Ad Rates – have DROPPED by 12% from 2010 rates
 - Still producing 750,000

Good news!! - **Advertising rates for the 2011 Georgia Travel Guide are reduced by 12%** from 2010. Contact Jill Teter, Account Rep, for more information at jill-teter@comcast.net. I have also attached the rate card for you to look over!

Civil War 150th Initiative

- Crossroads to Conflict going to press now; available this fall; covers 300 sites; Nov. launch
- CW Tour map brochure – covers about 80 sites; scheduled to be out Mid-Aug; free
- CW 150 logo – coming, hopefully by Aug; can be made available to partners
- Micro-site – will showcase what partners are doing; will act as a portal

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.

You are invited to showcase your GA product – ESTO (Educational Seminars for Tourism Organizations) will be held in Savannah August 8 – 10, 2010. As part of the event, Sunday, August 9th 2:00pm – 5:00pm at the GA Visitor Info Center at I-95/SC line, partners are invited to join in and showcase their hospitality or products. For more info or to RSVP by Aug. 6th, contact Dot Davis, ddavis@georgia.org 912-963-2546.

Can you Cook? - GDEcD has had such a positive response from the recipe “books” we have printed in the past for distribution at travel shows and as promotions that we want to continue with the recipes. However, we need to update the books and we will be working on a fresh look. Katie Baasen needs to get recipes from each region – cities, resorts, attractions, events, from whoever will submit them! Appetizers, entrée’s desserts and signature drinks are most appreciated. We will be using these recipes in postcard promotions, newsletter promotions, and consumer promotions. I will be collecting these through the end of the year so please send anything you come across my way. Thanks!

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!!!**

Each year, the **Governor’s Tourism Conference Awards** Committee depends on tourism industry professionals from around the state to offer valuable feedback on the contributions of their peers and colleagues. It’s time to decide who you’d like to nominate for this year’s tourism awards. At a minimum, individual tourism professionals nominated must possess exemplary leadership, creativity, innovation, and customer service skills. Eight awards will be given. Check out www.georgiatc.com for more info and descriptions of the awards or email Theresa Jenkins at tjenkins@mariettaga.gov

Save the Date for an FREE Educational Seminar on F.I.T. (Foreign Independent Travelers) - Is your company interested in attracting and working with international travelers coming to the Coast? As a state, we’re seeing more of these visitors than ever. As a result, the Georgia Department of Economic Development, in conjunction with the Savannah Area Convention & Visitors Bureau, will be presenting a seminar on working within

the F.I.T market. The seminar will be August 24th – 10am – noon. More details to come. Please let me know if you are interested so I can be certain to share them with you as soon as they become available.

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

Maggie Potter

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