



Presidential Pathways Regional Tourism Update – September 2010

Regional Happenings

GDEcD Special Offers Promotions on ExploreGeorgia.org – The Special Offers e-newsletter launches mid-Sept. Be sure to enter your offer(s) on ExploreGeorgia.org to be considered for inclusion. **Did You Know???** ExploreGeorgia's special offers listings allow you to create a coupon for your offer to help you track how many visitors are taking advantage of it. If you post an offer, why not go the extra step and create a coupon?

GDEcD Tourism Presentation at Governor's Conference – a pdf of the presentation by Deputy Commissioner Kevin Langston is posted on MarketGeorgia.org at <http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/Presentations/Georgia%20Tourism%202010%20Leave%20Behind%208.2010.pdf>

The **Georgia Tourism Product Development Grant** application is now posted on marketgeorgia.org. **Deadline for submission: Sept. 29, 2010.**

Katie Baasen resigned from her position as Senior Sales Manager for the tourism division on Tuesday, August 17. Please contact **Joseph Walker**, Director of Business Development, at jwalker@georgia.org in regards to group travel inquiries. **Brittney Gray**, Atlanta Metro Travel Representative, will be the GDEcD interim contact for the upcoming Travel South event. She is available via email at bgray@georgia.org

STS Top 20 Events - Please note the next cut off for the 2nd Q 2011 (April, May, June) is October 8, 2010. Please note on the nomination form all the requirements needed to be nominated as an event. You only need to send two copies of the nomination form plus two copies of the supporting documents and a \$10 nomination fee <http://www.southeasttourism.org/top20/>

North Face Endurance Challenge - We have a great opportunity to promote Warm Springs, Pine Mountain, the Presidential Pathways Region and the State of Georgia. On Oct. 16 - 17 a major running event, Race 4 of the North Face Endurance Challenge, will be held at FDR State Park. It is expected to draw about 2,000 runners and their families so will bring a significant amount of business to the area. Here's a link to the event info: <http://www2.thenorthface.com/endurancechallenge/races/2010/ga/index.html> Part of the negotiations with the race promoter has been for limited exhibit space at the finish line at the Liberty Bell Pool area of the park. State Parks will have a table set up with information and if anyone is interested in participating at the local, region or state level please let Sally Winchester know so she can coordinate efforts.
Sally Winchester, Marketing and Customer Relations Manager
Georgia State Parks & Historic Sites
404-656-0559

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 or contact Brittney Gray at bgray@georgia.org

The annual, state-sponsored **Georgia National Fair** is Georgia's celebration of its youth, agriculture, and heritage. Fairgoers will be treated to one of the state's best family-oriented, entertainment values showcasing education and fun. You will have the opportunity to display your brochure at the fair as long as you are able to work one or more four hour shifts. See attached for sign up sheet...**deadline to sign up is September 28.**

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 and 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 or toll free # is 877-554-0780.

Dates to Remember

Georgia National Fair – Oct 7 -17 in Perry

GDEcD International Tourism Training Seminar - October 12, 2010; 9am – 12pm

Where: High Museum of Art, Atlanta – Hill Auditorium. FREE– space is limited reserve your spot today!

Please RSVP to Pam Kruseck pkruseck@georgia.org by **October 7, 2010** with your name, organization, title, email address, phone number and mailing address.

Sunbelt Agricultural Exposition in Moultrie – **October 19 -21** Sign up to volunteer...it's a FREE show!!!!

Georgia Agritourism Conference – November 3 – 5 in Dillard, GA. Registration is now open. Early Bird discount before Oct. 22nd – Seating and exhibitor spaces are limited! Visit www.ereg.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 10th, 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...

Maggie Potter

Regional Tourism Representative – Presidential Pathways

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