



Presidential Pathways Regional Tourism Update – June 2011

Regional Happenings

Having trouble opening some documents sent to you from me/our Atlanta office?

Try this link and download a patch to open the newest versions:

<http://www.microsoft.com/downloads/en/details.aspx?familyid=941b3470-3ae9-4aee-8f43-c6bb74cd1466&displaylang=en>

80 Days of Georgia Giveaways – Still going on! New prizes will be announced every weekday through August 23, 2011 on www.facebook.com/exploregeorgia and @GeorgiaTourism on Twitter. For more info, visit www.80daysofgeorgia.com. (Thank you to those who partnered with giveaways for this promo!)

Smackdown! - The Georgia Holiday Smackdown is in full swing! All details are found at www.marketgeorgia.org/smackdown. **Deadline for Intent to Submit is June 25, and final proposals are due July 15.** If you have any questions about the contest rules or requirements, please email them to SMACKDOWN@georgia.org.

GEORGIA GOVERNOR'S TOURISM CONFERENCE: SEPTEMBER 12-14, 2011 MACON! Make plans now to attend Georgia's premiere tourism conference where you will: build professional relationships, discover tools and practical solutions, analyze new trends, innovations and technologies and more! Visit www.marketgeorgia.org for details.

ExploreGeorgia.org Updates:

- New page to sign up for all 4 tourism newsletters (monthly tourism, events, special offers, Civil War) www.exploregeorgia.org/TravelNewsletter/Signup
 - Did you know that the Monthly Tourism Newsletter currently has 49,669 subscribers?!?
- New Online Brochure Room – brochures now downloadable pdfs; only GDEcD brochures will be mailed; Eventually, it will have its own look as the new Online Visitor Information Center - to be launched June 30th; at that time, partners can upload their own pdf brochures not already online at exploregeorgia.

Post your Civil War events to ExploreGeorgia as soon as you know about them – the Civil War newsletter is promoting Civil War sites and events, but many CW events are not making it to exploregeorgia. Don't miss out on the opportunity to have your CW events promoted!

Are you "in-the-know" with Georgia Tourism? Keep up with GA tourism industry news and announcements by subscribing to Peach Byte, the free monthly tourism e-news from the Georgia Tourism office. **To sign up for the Peach Byte, send an email to peachbyte@georgia.org.** To read past issues, go to www.MarketGeorgia.org, and click on News and Events on the sidebar under Tourism.

Hotel/Motel Tax Info Contacts - Mike Bush has now retired from the Department of Community Affairs. Jonathan Sharpe has taken over management of that department and is assisted by James Stevens who is their new Hotel Motel Tax expert. Here is their contact information:

- Jonathan Sharpe, 404-679-4996 or jonathan.sharpe@dca.ga.gov
- James Stevens, 404-679-0591 or james.stevens@dca.ga.gov

Both Jonathan and James will be on hand for the Accommodations Tax 101 session at the Governor's Tourism Conference in September. In the meantime please feel free to contact them with any h/m tax questions that arise.

Governor Nathan Deal signed legislation May 12 that officially moves Georgia Council for the Arts (GCA) under the operational umbrella of the Georgia Department of Economic Development (GDEcD) beginning July 1, 2011. House Bill 264, which contained specific language regarding the transfer, was passed virtually unanimously by the House and Senate during the 2011 legislative session.

Preservation Economic Impact Model 2.0 - Now there's a tool to help you calculate the impact of historic rehabilitation projects in your area. The Preservation Economic Impact Model (PEIM), created by the Center for Urban Policy Research at Rutgers University, forecasts the total economic effects of the rehabilitation of commercial historic buildings. PEIM employs a multiplier methodology that calculates job creation, employee wages, and state and local tax benefits generated from a historic rehabilitation investment based on key project characteristics. Visit the National Trust Community Investment Corporation website to learn more about the PEIM model. <http://ntcicfunds.com> and look under Services.

GHS Historical Marker App - The Georgia Historical Society has a new app for iPhone that allows users to view historical markers in the area of travel that are close to their exact location by Google map or list, and see details, photos, and marker text, as well as get directions from their current location to the marker, and email marker details to friends. The app is free and available on the iTunes App Store.

Pam Kruseck and Jonathan Boisjolie will be attending the Student & Youth Travel Association (SYTA) Conference August 19 - 24, 2011 in New York, NY. The SYTA Conference is the premier event for the student and youth travel market and serves as the essential marketplace and networking event for the industry. GDEcD will participate in pre-scheduled appointments with tour operators who specialize in the student market. For co-op information, please contact Pam Kruseck at pkruseck@georgia.org. Form is attached.

Nija Torrence will attend the Georgia Motorcoach Operators Association (GMOA)/Motorcoach Association of South Carolina (MCASA) joint annual meeting from August 21 - 24, 2011 in Savannah, GA. The Annual Meeting will include appointment sessions with members of each Association as well as educational seminars and networking opportunities. For co-op information, please contact Pam Kruseck via email at pkruseck@georgia.org. Form is attached.

Dates to Remember

Georgia on my Mind Days:

June 24 – Ringgold ringgold@georgia.org- 706-937-4211

July 15 – Augusta augusta@georgia.org- 706-737-1446

July 8, 2011: STS Top 20 Events deadline for events in January, February and March 2012

September 12-14, 2011: Governor's Conference on Tourism- Macon

October 7, 2011: STS Top 20 Events deadline for events in April, May and June 2012

Industry Calendar – for a listing of tourism industry events such as conferences, trade shows, etc, visit the Industry Calendar at <http://www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryCalendar.aspx>

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

Maggie Potter

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