



## Presidential Pathways Regional Tourism Update – July 2011

### Regional Happenings

**Tourism Spending in 2010** - Statewide Economic Impact numbers are in! (County by county numbers will be available in the fall) In 2010, total travel expenditures reached \$21 billion up 8.3 percent from 2009. We also learned that tourism generated \$1.5 billion in state and local taxes up 4.8 percent. In addition, Georgia's tourism industry sustained 233,800 jobs with \$6.8 billion in payroll. More tourism economic numbers at: [http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/2011/tourism\\_snapshot\\_june%202011.pdf](http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/IndustryResearch/2011/tourism_snapshot_june%202011.pdf)

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

**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](http://www.marketgeorgia.org) for details.

**Tourism Awards** - consider your colleagues for nomination to receive one of this year's Tourism Awards to be given at the Governor's Tourism Conference in Sept. Individuals, nonprofit organizations, public service agencies, communities, regional travel associations and private businesses in the tourism and travel industry may be nominated. **Deadline for nominations is Friday, August 12th.** Details and form at <http://www.georgiagtc.com/include/2011TourismAwards.pdf>

**Deal Launches Georgia Competitiveness Initiative** – August 10<sup>th</sup> at Columbus State University's Cunningham Center in Columbus and August 31<sup>st</sup> at the KIA Training Center in West Point.

Gov. Nathan Deal launched the Georgia Competitiveness Initiative to focus on job creation and statewide economic development strategy. The effort concentrates on strategic issues in attracting and keeping high-paying jobs in Georgia: infrastructure, innovation, education and workforce development, a friendly business climate, global commerce and government efficiency. Because of the broad scope and nature of the initiative, Chris Cumiskey, commissioner for the Georgia Department of Economic Development, and Chris Clark, president and CEO of the Georgia Chamber of Commerce, were asked to co-chair it. Twenty-three business leaders from across the state will serve on the steering committee, with a group of government officials assisting as ex-officio members. The group will work to deliver a plan that enhances Georgia's competitiveness and economic growth while ensuring that the 12 regions and the diverse industries across the state are recognized.

Initiative members are meeting with business leaders in each region this summer to better understand local needs and perspectives. A final report, including recommendations, will be delivered to Deal this fall. For more visit <http://www.georgia.org/Press/Pages/NewsItem.aspx?newsid=666> and register to attend at <http://www.cviog.uga.edu/gci>. Meetings are scheduled to last from 10am until 2:30pm.

Just so you know, in the meetings that have already taken place, Tourism has not ranked high as an economic development priority for our state. We need you there to voice your opinion and show what a difference we make!!!

**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](mailto:peachbyte@georgia.org).** To read past issues, go to [www.MarketGeorgia.org](http://www.MarketGeorgia.org), and click on News and Events on the sidebar under Tourism.

#### **GDEcD Welcomes Three New Leaders:**

- **Lee Thomas**, former interim director of the agency’s Film, Music and Digital Entertainment division has been promoted to Director.
- **Lisa Love**, formerly director of the Georgia Music Hall of Fame, becomes Director of Music Marketing and Development for the state.
- **Karen L. Paty** has been promoted to director of Georgia Council for the Arts. (The GA Council for the Arts was moved under GDEcD during this year’s legislative session.)

#### **Website Updates:**

- **New Online Visitor Information Center (VIC)** - <http://www.exploregeorgia.org/VisitorInformationCenter>  
When visitors want to request brochures, they will be directed to this page. **NOTE:** You can now upload a pdf of your brochure to be included in the online VIC – contact your Regional Tourism Rep for the most current details and instructions.
- **Georgia.org has new look – [www.georgia.org](http://www.georgia.org)** is taking on a new look as you’ll note on the home page. This is a work in progress, and you’ll see more changes throughout the site. [www.MarketGeorgia.org](http://www.MarketGeorgia.org) takes users straight to the tourism portion of Georgia.org.

**MOBILE EXPLOREGEORGIA.ORG** The Georgia Department of Economic Development has partnered with ITI-Marketing to develop a brand new, consumer friendly mobile site in September 2011 - [m.ExploreGeorgia.org](http://m.ExploreGeorgia.org). This all new state-of-the-art mobile site is designed for the travel consumer on the go, with emphasis on functionality and features that enable easy access, advanced search and partner links and previews that will enable you to put your brand and your message in front of millions of Georgia travel consumers. With increasingly more travelers reaching for their mobile devices to search for destination and travel information, this mobile site will provide you an outstanding opportunity to interact with your target travel audience just as they are actively seeking your information. E-mail: [info@iti-marketing.com](mailto:info@iti-marketing.com) or call (912) 267-1558 if you have any questions or would like more information.

### **Dates to Remember**

**August 10, 2011** - Georgia Competitiveness Initiative in Columbus @ CSU

**August 31, 2011** - Georgia Competitiveness Initiative in West Point @ KIA Training Center

**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/GeorgialIndustries/Tourism/Pages/IndustryCalendar.aspx>

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

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