



Presidential Pathways Regional Tourism Update – March 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>

Travel Show - State of GA Co-op Opportunities – Pam Kruseck, GDEcD Sales, will be attending several domestic travel shows, and is offering co-op opportunities for those who want to attend and/or send a brochure. The shows include Nashville Southern Women’s Show and IAGTO. For details, contact Pam at pkruseck@georgia.org

Special Offers Newsletter – Tourism partners are requested to add their special offers to [exploregeorgia.org](http://www.exploregeorgia.org). to be included in the monthly e-newsletter. Web users can sign up to receive the Special Offers Newsletter here: <http://www.exploregeorgia.org/SpecialOffers>

“This Weekend in Georgia” Events Newsletter – Where to Sign Up to Receive:

http://visitor.constantcontact.com/manage/optin/ea?v=0019YL28mO3w5_2STu19P1T2w%3D%3D

Are Your Civil War Events on GACivilWar.org? Be sure to list your Civil War Events on [exploregeorgia.org](http://www.exploregeorgia.org), and check the box under “Other Sites” for Civil War! Media requests are coming in quickly, and inquiring are directed to www.gacivilwar.org for a complete listing of Civil War sites and events.

GACivilWar.org Dealer Merchandise Program - The online store contains a variety of Georgia Civil War merchandise created for the Sesquicentennial commemoration such as t-shirts, sweatshirts, belt buckles, ornaments, caps, lapel pins and cufflinks. Tourism partners are offered the opportunity to purchase the Civil War merchandise at a significantly reduced wholesale price (20 - 30 percent off retail) to sell. To order, simply log on to www.GaCivilWar.org/store and click on the link at the bottom of the page that will redirect you to the wholesale version of the store for dealers.

Advertising Opportunities – The state has green-lighted a 50 Fabulous Festivals, Fairs, and Summer Fun Events section in our May issue. Each of our Georgia advertisers in the Atlanta Magazine 50th Anniversary issue may submit one event scheduled between May and July of this year for inclusion. This is in addition to editorial inclusion in the Southbound Southern Travel Planner. Our Special Sections editor, Kevin Benefield, and his staff will handle getting the events from your offices. If you have not already placed your ads in this issue – I urge you to advertise and be a part of our history – we would appreciate your business and the opportunity to showcase your destinations to our readers and subscribers! Take advantage of our Georgia Partner Planner rates too – they are the lowest rates we offer and they are just for you! **SPACE DEADLINE IS MARCH 24th** Contact Jill Teter at Jill Teter jill-teter@comcast.net to learn all the details!!!

Calendar of Events - Please be aware that we will do a data pull for the printed Calendar of Events on March 30. The book will be May 1, 2011 thru April 30, 2012. Criteria for publication in the printed piece are below. Please let me know if you have any questions at all and thanks for your efforts!

Criteria for inclusion in the Calendar of Events:

- Must be an annual event (recurring at the same time each year)
- Must be a full-day event (6 hours or more)
- Must be advertised or marketed outside the local area.

Dates to Remember

National Tourism Week – May 7-14, 2011 - <http://www.ustravel.org/marketing/national-travel-and-tourism-week> Click on the link for resources and a toolkit to assist you in sharing the benefits of tourism with your community.

Georgia on my Mind Day schedule – listed on the Industry Calendar...link below

Mar 31 – Apr 1 – Statewide Preservation Conference, Macon

May 12-14 – Travel Media Marketplace – Blue Ridge/Ellijay

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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