



Presidential Pathways Regional Tourism Update – August 2011

Regional Happenings

Tourism Product Development Grant FY12 – Deadline Sept 30, 2011 - Georgia Tourism and Georgia Council for the Arts, both divisions of the Georgia Department of Economic Development, have combined resources to offer the Tourism Product Development (TPD) Grants for the state's 2012 fiscal year. The TPD Grant, worth up to \$20,000, is designed to financially support tourism development activities at the local level that sustain and create jobs within Georgia's hospitality industry. The grant program also supports the role of the arts in tourism by providing financial assistance to Georgia's Creative Economies with an emphasis on professional Georgia artists and the non-profit arts industry. Guidelines and application at <http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx>.

Partner Advertising Co-op Program FY12 – available for all tourism partners. Details at <http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx>

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**. 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 or call (912) 267-1558 if you have any questions or would like more information.

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.

Request for Videos – the GA Visitor Information Center (VIC) in Ringgold requests copies of videos on DVD promoting your community or attraction to play in the VIC for visitors. Contact Elaine Watkins, Mgr, Ringgold VIC ewatkins@georgia.org.

Online VIC (Visitor Information Center) on ExploreGeorgia.org – new design – instructions for uploading your brochure to the website and free display in the online brochure room at: <http://www.georgia.org/GeorgiaIndustries/Tourism/ExploreGeorgiaInstructions/Pages/BrochureRoomProgram.aspx>

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.

GDEcD will be participating in the AARP Life@50+ Expo September 22 - 24, 2011 in Los Angeles, CA. AARP is expecting more than 25,000 members and others from all over the US and abroad to attend. The AARP Life@50+ event is a great opportunity to collaborate with AARP and to reach the 50+ audience. It is an opportunity to increase Georgia's visibility among baby boomers. GDEcD is offering a trade co-op for this show - we will distribute your brochure to the attendees in exchange for you sending 300 lapel pins. For co-op information, please contact Pam Kruseck at pkruseck@georgia.org

GDEcD will once again be participating as sponsors for the National Tour Association (NTA) Annual Convention from December 5 - 9, 2011 and the American Bus Association (ABA) Annual Marketplace from January 6 - 10, 2012. As part of our sponsorships we will have a booth on the marketplace floor which will allow maximum exposure to all attendees and provide us a better opportunity to sell Georgia. We are changing our level of participation this year for ABA and will be the show bag sponsor - as such we will offer co-sponsorship to our partners. Co-op information for both NTA and ABA will be available soon. For co-op information, please contact Pam Kruseck at pkruseck@georgia.org

Dates to Remember

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...

Maggie Potter

Regional Tourism Representative – Presidential Pathways

3911 Crestview Drive, Columbus, Georgia 31904

mpotter@georgia.org

404.556.5764 (c); 706.649.1306 (o); 706.649.1303 (f)