



Presidential Pathways Regional Tourism Update – April 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=941b3470-3ae9-4ae8-8f43-c6bb74cd1466&displaylang=en>

New Brochure Room on ExploreGeorgia – the brochure room is now all downloadable pdfs! No more snail mail. Current brochure room participants had their brochures converted to pdf, and have begun receiving stats on the number of downloads. This is Phase I. Stay tuned for Phase II when additional tourism partners will have the opportunity to get into the Brochure Room as well. To view the new brochure room, go to www.exploregeorgia.org and click on “Order the Free 2011 Georgia Travel Guide.”

Kids Guide and Calendar of Events – GDEcD is in the midst of proofing these publications for 2011.

- ☐ Kids Guide – note that this publication won't be a repeat of the main travel guide, and some listings may not be included due to space. Everything is listing in the Georgia Travel Guide, and the Kids Guide is a supplemental publication designed to attract kids.
- ☐ Calendar of Events – the printed calendar will go from May 2011 – April 2012. The data pull from exploregeorgia took place over a week ago. Very few 2012 events have been added/updated, and not all 2011 events have been updated to current dates on the website. Every effort will be made to include those regular annual events that meet print criteria, but if the event isn't listed on ExploreGeorgia.org, it may miss out in print.

ABA Top 100 Events Nominations Now Being Accepted –Deadline April 22, 2011

Nominations are officially open for the 2012 Top 100 Events in North America. ABA's Top 100 Events in North America (now in its 30th year) is an annual compendium of the best events for group travel in the United States and Canada. Each spring, a committee of ABA-member motorcoach and tour operators selects the Top 100 Events for the subsequent year; the list is unveiled in September. Winners are chosen from hundreds of celebrations, festivals, fairs, commemorative events, and more that have been nominated by ABA members. From among the winners, ABA names the Number One Event for both the United States and Canada. As the official tourism office from Georgia, GDEcD can submit a maximum of seven (7) nominations to be considered for this prestigious distinction. Please note that all ABA members of all membership categories are eligible to submit three (3) nominations. For the 2012 Top 100, ABA non-members can submit one (1) nomination for a fee which is then refunded if they join the association in 2011. **Please contact Pam Kruseck at pkruseck@georgia.org for more information on the nomination process.** The deadline for submission is APRIL 22, 2011.

To help in deciding which events partners may want to submit please see the list of Judging Criteria:

Judging Criteria

The judging committee considers these factors when reviewing an event:

1. Does the event have wide appeal to motorcoach and tour groups?
2. Is the event near other attractions that allows tour operators to create a package?
3. Does the event have adequate motorcoach parking and group accommodations?
4. Is the event worthy of media coverage and is it the finest that area has to offer groups?

Historic Theater Grant Program applications due April 15 - This is a reminder that HPD has partnered with the Georgia Department of Economic Development and the Fox Theatre Institute to offer a new, one-time grant program for historic theaters. The purpose of the grant program is to assist local communities in promoting their historic theaters through heritage tourism. Information and applications are available online or contact Carole Moore at 404-463-8434. **The postmark deadline of April 15, 2011** is fast approaching! Grant awards will be announced by June 30, 2011.

ExploreGeorgia.org Hint – When posting events, it's OK to put the dates in the description if you want, but if you don't put them in the Date field under the Details tab, the listing won't show up on the website.

The U.S. Travel Association provides a toolkit for **National Travel and Tourism Week, May 7-15, 2011**. National Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. The goal is to create better awareness of the industry's contribution to the state's economy and to recognize the cultural and social benefits created by travel and tourism. In 2011, the U.S. Travel Rally Day will be hosted on May 10 in cities and towns across America, with convention and visitors bureau leaders uniting with state and local government and business leaders to promote the message that "Travel Matters." For more information go to- www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit

The **Regional Visitor Information Center (RVIC) renewal applications** are due by May 15, 2011. Please send your renewal application to your sister center as opposed to Tiffany Marlin in the Atlanta office- Please contact Tiffany if you have any questions at tmarlin@georgia.org

GDEcD launched the **state's official Civil War website** on October 21, 2010 in commemoration of the upcoming Sesquicentennial. GaCivilWar.org provides an online portal for communities and Civil War organizations in Georgia to promote their Civil War commemoration activities and events on one comprehensive site. **The Civil War online store is one many of the features available on the site.** The online store contains a variety of Georgia Civil War merchandise created for the Sesquicentennial commemoration including a signed copy of Crossroads of Conflict: A Guide to Civil War Sites in Georgia, t-shirts, sweatshirts, belt buckles, ornaments, caps, lapel pins and cufflinks. Many of you have expressed an interest in selling the commemorative merchandise in your welcome centers and gift shops. We are excited to be able offer you 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. Additional items may be added to the store, so we encourage you to visit the Civil War online store frequently.

Dates to Remember

Georgia on my Mind Days:

May 6 – Savannah savannah@georgia.org - 912-963-2546

May 7 – Plains plains@georgia.org- 229-824-7477

May 13 – Kingsland kingsland@georgia.org- 912-729-3253

May 27 – Lavonia Lavonia@georgia.org- 706-356-4019

May 27 – Tallapoosa Tallapoosa@georgia.org - 770-574-2621

June 10 – Columbus Columbus@georgia.org- 706-649-7455

June 17 – West Point westpoint@georgia.org- 706-645-3353

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

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

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.

May 12-14, 2011: Travel Media Marketplace in Blue Ridge and Elijay, Georgia

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...

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