



Presidential Pathways Regional Tourism Update – May 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>

Well, you've been waiting for it – here it is! **The 2011 Georgia Tourism Holiday Smackdown! Competition.** We can't wait to see the results of your creative energies and look forward to a nail-biting competition come Governor's Tourism Conference time. Now is the time to call around and get your team assembled. There are bright marketing minds all across this great State of ours and I can't wait to see them come together to create some fantastic Holiday travel-generating marketing proposals!

http://www.georgia.org/SiteCollectionDocuments/Industries/Tourism/smackdown/2011_GeorgiaSmackdown_Rules_Registration_Form.pdf

80 Days of Georgia Giveaways - Georgia Tourism launched 80 Days of Georgia Giveaways on Monday, May 2. Facebook fans and Twitter followers will have access to more than 100 prizes from across the state over the next 80 days. 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 Hills & Dales, The Little White House and The Rock Ranch for partnering with giveaways for this promo!)

Newest in the Georgia Tourism Newsletter Series– Civil War Newsletter:

Go to <http://gacivilwar.org/MailingList/Join> to sign up. Also, don't forget to sign up for the Peach Byte. This monthly newsletter offers industry partners information Georgia Tourism happenings, Georgia news, industry trends and other marketing/pr opportunities. To sign up – have send your email address to peachbyte@georgia.org.

ExploreGeorgia.org Hints:

- 1) When entering events, don't use the prefix and suffix fields unless it's for your own benefit. Those fields don't show to the public. Enter the entire title in the Title line.
- 2) Did you know you can upload your pdf brochure to your listing (attraction, lodging, golf) on the website

Share your Photos –You are welcome to send high res photos to Vickie Sanders for inclusion in GDEcD's photo database. Contact Vickie to see how best to send. vsanders@georgia.org.

Helping Agribusinesses Tap into the Procurement Pipeline – Resources for Farmers, Agribusinesses, Agritourism and Green Businesses to take place June 14 in Athens– This workshop will deliver proven, replicable tips, techniques and strategies for small business owners, farmers, agribusinesses, agritourism, and green businesses looking to build or expand their sales. For more information, or to register, visit www.georgiamicrobiz.com or contact Julia Menefield at 706 208-1213, or jmenefield@eadcinc.com, julia.menefield@gmail.com.

"Beyond the Grave" Cemeteries Conference - June 22-24, 2011 - "Beyond the Grave: Cultural & Ethical Burial Customs" is a two-and-a-half-day, statewide event co-sponsored by The Georgia Municipal Cemetery Association, The Georgia Historic Preservation Division and The Georgia Dept. of Economic Development. It will take place at the Savannah Civic Center June 22-24, and will feature interesting presentations from more than 20 archaeological, cultural, historical, and religious experts, as well as informative tours of three significant local cemeteries. For a conference schedule and more information, please contact the Georgia Municipal Cemetery Association at (912) 651-6843 or GAcemetery@earthlink.net, or visit www.GMCAweb.org

2012 Places in Peril – Call for Nominations – Deadline June 27, 2011 – Do you know of a special irreplaceable historic building or site that is highly threatened by demolition, neglect, inappropriate development or other threats? If so, this is your opportunity to help save it. The Georgia Trust's Places in Peril program seeks to

identify and preserve historic sites threatened by demolition, neglect, lack of maintenance, inappropriate development or other threats. They're also interested in sites that represent significant preservation issues and trends in the state that need attention. Examples could include a building type that's particularly endangered or a potential heritage tourism district. **Nominations forms available at www.georgiitrust.org or contact Jordan Poole at 404-885-7818 or jpoole@georgiitrust.org.**

The 2011 Travel Media Marketplace was a huge success. Blue Ridge and Ellijay did an outstanding job as the host cities. Twenty eight travel writers attended the event. A special thank you to The Rock Ranch, Americus, Plains, Cordele, The Resort at Lake Blackshear and the Sam Shortline for an outstanding post FAM tour!

Dates to Remember

Georgia on my Mind Days:

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

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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