



Presidential Pathways Regional Tourism Update – February 2008

Regional Happenings

- **New Consumer Tourism Website** – a soft-launch will go online in February with a hard launch scheduled for April. Check it out at www.exploregeorgia.org. Please keep in mind this is just the tip of the iceberg and there is much more to come. If you have suggestions for additional Experiences, please send them to me. I would be happy to accept them!
- **Save the Date – 2008 Techno-Tourism Conference in Athens – April 14 – 15, 2008.** Once again there will be a grant available to those who attend the seminar. Visit www.ereg.caes.uga.edu for agenda and registration information.
- **Save the Date – 2008 Georgia Applause Symposium on Tuesday, March 11th in Statesboro.** In an effort to reach as many of Georgia's historic theaters as possible we are asking for your assistance in forwarding the following information to the appropriate managers/directors of your community's theater venues. The purpose of the Symposium is to bring together Georgia's vast network of operating historic theaters and provide resources and marketing opportunities for this diverse product base. For more information, contact Bruce Green at bgreen@georgia.org or 404.962.4092. Please see the attached information and registration form.
- **Dream Pass Update...** The first 100 attractions that sign up as Basic or Premier Partner in the Georgia Dream Pass affinity program will have their partner fees waived for the first year with a two year commitment. All Georgia attractions are eligible to become a Dream Pass partner and receive this special offer. All current Dream Pass partners will also have their partner fee waived. For more information, please contact Chris Grider at 770-330-8116 or dreampass@georgia.org. Please see the attached information and registration form.
- **Product Development Grant now available!** This grant will be for "bricks and mortar" type projects. I will forward the details when they become available (very soon) and keep your eye on www.marketgeorgia.org for the posting of the guidelines and applications. Applications will be due May 1st.
- From now on I will forward the monthly **Activity and Inventory Report from the Visitor Information Centers** for your information. Just some interesting facts and figures in these! I have attached January's to this report.
- **18th Annual Winter Chautauqua...** an educational symposium for tourism professionals. This year's symposium will deal with time poverty. In today's technology crazed world we are all expected to work faster, produce more and always be available. With the right tools, organization skills and proper time management techniques you can accomplish more without feeling the time poverty crunch. Join the Northeast Georgia Mountains Travel Association as we host this intensive day of educational training for tourism professionals. It's well worth your time and a great value for your money! Visit www.winterchautauqua.com for more information.
- **Free PR Opportunity** – Doyce Powell is looking for daytrip ideas for monthly articles he will be writing over this year for local events publications. Information submitted to Doyce needs to be a daytrip focusing on families that would keep them busy for 6 hours minimum within 100 miles of Atlanta. Contact: Doyce Powell djpowell@aol.com
- **Looking for Info on Golf** - Peter Blais recently launched an online golf magazine called www.boomergolfnews.com targeted specifically at Baby Boomers (those born between 1946-64). Peter is looking for editorial contributions and press releases regarding golf courses/resorts/destinations in Georgia along with information on why those golf facilities and other nearby attractions would be attractive to those in their Boomer years. Feel free to send along low-resolution photos to accompany any materials you send. There is also a regular feature entitled DESTINATION SPOTLIGHT that focuses on golf facilities and non-golf recreational pursuits in various parts of the world. To see an example check the following links to DESTINATION SPOTLIGHT features on Palm Springs, California – www.boomergolfnews.com/news_item.php?id=68 - and Scottsdale, Arizona – www.boomergolfnews.com/news_item.php?id=14 Peter Blais is available at pblais@maine.rr.com or 207-657-7150.

- **Camping Jamboree at GA Visitor Information Center, West Point** - You are invited to participate in the upcoming Camping Jamboree on May 23, 2008, 10:00am – 2:00pm. This day is referred to as Georgia On My Mind Day at the West Point visitor center. The goal is to welcome all the visitors coming into Georgia to enjoy Georgia's great outdoors by camping, fishing and hiking during the summer months. If your attraction could benefit by participating in this camping jamboree, please email Judy Van Zant at jvanzant@georgia.org or phone @706-645-3353. It is on a first come-first serve tourism opportunity. Bring a table, chair, brochures, displays, refreshments and giveaway items to promote your business to guests coming into Georgia. And the best part: IT IS FREE! There is no booth charge for this event.
- **MarketMaker** – This is an interactive website providing a link between agricultural producers and consumers in Georgia; locate Georgia products, find marketing partners, access demographic profiles of your target markets. More information at www.marketmaker.uga.edu.

Upcoming Events

Columbus – The Cleveland Orchestra at the RiverCenter. Sunday, March 30th at 4:00pm. Please see the attached flyer for more information.

Dates to Remember

Visit the Travel Industry Calendar at www.MarketGeorgia.org for more listings!

Mar 1-5 Travel South Showcase, Biloxi, MS

Mar 4 Workshop for Form-Based Development Codes for Cultural Heritage Tourism Districts, Washington, GA

Mar 10 Winter Chautauqua, Gainesville Visit www.winterchautauqua.com for more information

Apr 14-15 Techno-Tourism Conference, Athens Visit www.areg.caes.uga.edu for agenda and registration info

May 1-3 Travel Media Marketplace, Augusta

2008 GOMM (GA On My Mind) Days at the GA Visitor Information Centers are set. Mark your calendar and plan to use this opportunity to promote your community or attraction. Visitor Information Center Program work to promote travel and tourism to and within Georgia. Georgia On My Mind Days, are celebrated by the tourism industry and communities to increase the awareness and celebrate travel and tourism's economic impact to the State. During these annual events the community, tourism partners, and local law enforcement are able to showcase to our visitors the southern hospitality Georgia is known for. Please join us as a partner or just stop by and attend any of the events.

- Augusta Visitor Center July 18, 2008 email augusta@georgia.org for more info
- Columbus Visitor Center June 6, 2008 email Columbus@georgia.org for more info
- Kingsland Visitor Center May 16, 2008 email kingsland@georgia.org for more info
- Lavonia Visitor Center May 23, 2008 email lavonia@georgia.org for more info
- Plains Visitor Center June 7, 2008 email plains@georgia.org for more info
- Ringgold Visitor Center May 9, 2008 email ringgold@georgia.org for more info
- Savannah Visitor Center May 30, 2008 email savannah@georgia.org for more info
- Sylvania Visitor Center April 17, 2008 email Sylvania@georgia.org for more info
- Tallapoosa Visitor Center May 30, 2008 email Tallapoosa@georgia.org for more info
- Valdosta Visitor Center April 4, 2008 email Valdosta@georgia.org for more info
- West Point Visitor Center May 23, 2008 email westpoint@georgia.org for more info