



Presidential Pathways Regional Tourism Update – August 2009

Regional Happenings

Statewide News -

Georgia Peach Greet - GDEcD has started a new program for tour companies involving the state's 11 Visitor Information Centers. VICs are the perfect place for a pit stop for tour groups, the state's tourism division is encouraging the group leader to plan a stop with the group, so we can showcase our southern hospitality and say "Hey Ya'll". All we need is 48 hours advance notice to prepare special Georgia favors. The tourism division is offering it as an added amenity for a tour operator planning a tour to or through Georgia. This program is in conjunction with the Motorcoach Tracking the VIC staff is currently working on. Thank you to the VIC staff for their efforts on this program. Please contact Katie Baasen at baasen@georgia.org for more information.

Event Data Pull from ExploreGeorgia.org – the data pull to begin development of the 2010 Georgia Calendar of Events will be the end of September. Tourism partners are encouraged to have at least your regular annual events listed on the website **by Sept 15th** to help ensure their inclusion in the printed calendar.

Submit Special Offers to ExploreGeorgia.org – don't forget to take advantage of this free opportunity to market your special offers on Georgia's official tourism website. If you are already a tourism partner, just log in and click on ADD OFFER. Be sure to associate the offer with your lodging or attraction. If you need assistance, contact me at mpotter@georgia.org

REMINDER: Please note that you may get a call from someone asking to verify information for the **2010 Georgia Travel Guide**. They are working for the company who publishes the guide and are making sure all your info is correct. Please let your front desk staff know about these calls as well. **PLEASE DO NOT hang up on them. If you have questions please call/email me.**

Georgia Family of Publications – now is the time to secure your ad in the official state travel guide or other state travel publications such as the 2010 Calendar of Events, Kids Guide or African-American heritage guide. Contact Jill Teter, Atlanta Magazine, at jteter@bellsouth.net.

New Pathways Brochure – the new brochure is housed at the Warm Springs Welcome Center. If you would like to pick up a supply, please email and/or call Sabra or Sheila at warmsspringsga@windstream.net (**NOTE: this is a new email address for Sabra...please update your records accordingly**) or call (706) 655-3322 so they know to be expecting you.

Georgia's online **Tourism Satellite Account (TSA)** platform is live and is posted on the industry section of www.MarketGeorgia.org. This online platform includes both county and statewide information. It gives full details of the economic contribution by industry and the composition of tourism. The TSA shows the true comparison of the tourism industry to other industries. If you have any questions, please contact Nerrisa Sorzano at 404-962-4087 or via email at nserrano@georgia.org

Tourism Foundation Update - We have received many questions regarding the Tourism Foundation since Gilda Waters retirement at the end of July. The Foundation's core mission is to raise funds from the private sector in order to maximize the growth of the tourism industry statewide. The Foundation will be reviewing a plan for fund raising at its September meeting, however, it is likely that they will delay executing any fund raising initiatives until the economic climate improves. This also means that the Foundation may not require staffing any earlier than the end of the calendar year. We will update you as the Board moves forward with its plans.

Brochure Room/Warehouse Update – Please be sure to update your records and add Peggy Smith as your contact for the Brochure Room and Warehouse as she has assumed Carl Eggerson's duties. Peggy can be reached at 404-962-4147 or by email at psmith@georgia.org

Upcoming Conferences, Promotional Opportunities, Etc –

GA Governor's Conference on Tourism Aug 31-Sep 2 – registration now open at <http://www.georgiagtc.com/>; you can also follow on Facebook – search for georgiagtc.

Its AgExpo time in Moultrie again! Just as in years past, the Plantation Trace region and the Magnolia Midlands regions will be sharing booth space at the Expo and have invited the Pathways to join in. The Expo runs October 13, 14, 15 with set up on October 12. Volunteers will be needed for 4 hour shifts on each of the show dates. The Expo is a HUGE consumer show. Those interested in more info or in volunteering for a morning (8:30a-12:30p) or afternoon (12:30p-4:30p) shift, please email me at mpotter@georgia.org by Oct. 1st...spots fill up first come, first serve!

Event listings for the November issue of **Georgia Magazine** are due by September 1. Email the event to calendar@georgiaemc.com.

To submit events to **Southern Distinction's monthly calendar** - email event information to calendar@southerndistinction.com.

2010 Travel Media Marketplace Bids now being accepted – deadline Sept 10, 2009. The Georgia Department of Economic Development (GDEcD) is currently working to identify the host city for the 2010 Georgia Travel Media Marketplace event. If your community is interested in being considered as the host city, contact Stefanie Paupeck spaupeck@georgia.org or Janet Cochran jcochran@georgia.org for a bid form. **Note:** the host city can also be a regional partnership among several communities.

Southeast Tourism Association Nominations - For nomination forms and more info, go to http://southeasttourism.org/top_20_events.html

Oct 9 STS Top 20 Events Nomination Deadline for April, May & June 2010.

Jan 8, 2010 STS Top 20 Events Nomination Deadline for July, August, & September 2010

Apr 9 STS Top 20 Events Nomination Deadline for October, November, & December

Jul 16 STS Top 20 Events Nomination Deadline for January, February & March 2011

Travel Show Co-op Opportunities with Georgia Tourism – Pam Kruseck, Consumer Sales Mgr, GDEcD, has several opportunities for co-op on various travel shows. If you are interested, you may contact Pam directly at pkruseck@georgia.org

Georgia Municipal Cemetery Association Annual Conference, Sep 17-18, 2009, Rome – “Tangible Links to Our Past” Topics will include disaster plans for cemeteries, care for historic cemeteries, cemetery advocacy, and cemetery heritage tourism. A “Sunset on the Hill” at Myrtle Hill Cemetery will also be offered. Early registration on or before August 20 is \$60 non-members and \$40 members. The conference is partially funded with a \$2,000 Historic Cemetery Heritage Tourism Grant, Round 2, through the Tourism Division of the Georgia Dept. of Economic Development and the Historic Preservation Division. For more information, contact Stan Rogers, president, Georgia Municipal Cemetery Association at 706-236-4534 or srogers@rome.ga.us.

GA Agritourism Conference, Dec 2-3, Oakhust, Harris County GA – details TBA...stay tuned!

History and Heritage Tourism: Discovering Georgia's Community Landmarks, Mar 25-26, 2010, Warm Springs - www.gashpo.org/content/displaycontent.asp?txtDocument=460 or contact Conference Coordinator Carole Moore at carole.moore@dnr.state.ga.us or at 404-463-8434

Grant Opportunities

The Georgia Department of Transportation (GDOT) announces a call for new applications for local **GATEway Grants**. "GATE" is an acronym for Georgia Transportation Enhancement. The mission of the GATEway Grants is to provide funding for roadside enhancement and beautification projects along Georgia's roadsides. Grants may be used for the purchase and installation of plant material on state routes in community landscape projects located on public roads. Any organization, local government, or state agency can apply for a grant up to \$ 50,000.00, contingent upon authorization by a local government and an agreement to perpetually maintain the project. GATEway Grant Applications and information are available at the GDOT Gateway Grant website at <http://www.dot.ga.gov/localgovernment/fundingprograms/gateway/Pages/default>. **The deadline for 2009 applications is October 30, 2009!**

Feel free to contact me with any questions at any time...

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