



## Presidential Pathways Regional Tourism Update – June 2009

### Regional Happenings

#### **Statewide News -**

**New Georgia Mobi Site** – GDEcD is working with Emmis and ITI Marketing to develop a mobile version of the Travel Guide. The new “mobi” site will give travelers all the info they need and much more at the touch of a cell phone button. Rich content including Georgia’s 9 tourism marketing regions along with the over 70 GA CVBs will be combined with useful functionality and features including state and city maps (with driving directions option that will help travelers get from A to B), weather forecasts, an events guide, and text messaging all delivered via an intuitive user interface. Best of all, it is available completely free of charge to all Georgia visitors.

Listings in the mobi guide will be free but to really take advantage of the mobile medium, many organizations will want to purchase enhanced listings or advertisements, which can be done for as little as \$500. Franci Edgerly and her team at ITI are handling the marketing

**FY10 Tourism Marketing Co-op Grant** - the total amount of co-op funds available for FY10 will be \$500,000 or ½ of previous co-op amounts. As soon as we have official rules and regulations you will be notified, and they will be posted on Marketgeorgia.org. **Application deadline July 31, 2009.**

**Wanna see yourself in pictures?** To help Cara bolster the GDEcD image library, a letter has been drafted for tourism partners asking them to send in images for us to use in our advertising/marketing materials. Obviously, having a solid database of current pictures of the attractions from each region will help us tremendously when we are promoting them. Email Cara for more information at [cpastore@georgia.org](mailto:cpastore@georgia.org)

**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](mailto:mpotter@georgia.org)

#### **Upcoming Conferences, Promotional Opportunities, Etc –**

**GA Governor’s Conference on Tourism** – registration now open at <http://www.georgiagtc.com/>; you can also follow on Facebook – search for georgiagtc.

#### **Remaining 2009 GA On My Mind Days (GOMM) Promotion Dates at GA Visitor Information Centers VICs):**

Free promotion for your destination/attraction/lodging property/event. For more information and details, you may contact each VIC via email at (name of VIC)@georgia.org (Example: [westpoint@georgia.org](mailto:westpoint@georgia.org))

June 19<sup>th</sup> – Ringgold

July 17<sup>th</sup> – Augusta

July 31<sup>st</sup> – West Point

Please see the attached flyer for more info on the GOMM Day at the West Point VIC!!!

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

Maggie Potter

Regional Tourism Representative – Presidential Pathways

PO Box 2768, Columbus, GA 31902

900 Front Avenue, Columbus, GA 31901

[mpotter@georgia.org](mailto:mpotter@georgia.org)

404.556.5764 (c)

706.649.1306 (o)

706.649.1303 (f)