



Presidential Pathways Regional Tourism Update – May 2009

Regional Happenings

Statewide News -

Tourism Marketing Co-op Grant – FY 09 Cycle – Don't forget to turn in your final report due May 31st!!!
All approvals for Co-Op Grant and logo usage go to Neil Bowen at cbowen@georgia.org.

Georgia Travel Guide 2010 Data – data is scheduled to be pulled at the end of June 09. NOW is the time to update your listings on ExploreGeorgia.org – **do so by June 15th if possible**. If you need assistance to access your listings or enter a new listing, contact Maggie Potter at mpotter@georgia.org

Georgia Printed Calendar of Events - The COE will come out once a year in Jan. with 14 months of content. The data pull will come from ExploreGeorgia.org around October (exact date TBD), and the book will go to print in December. Partners need to be aware to update their partner pages for 14 months of events instead of the traditional 12. (Only regular annual events will be in the printed calendar, but all events may be posted on the website exploregeorgia.org.)

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

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

Upcoming Conferences, Promotional Opportunities, Etc –

Presidential Pathways Day @ the Columbus VIC – A FREE marketing opportunity for all PPTA members will take place on **Friday, June 5th from 11a – 2p** at the Columbus Visitor Information Center on Williams Road/Exit 12 off of I-185! Bring your tent, chairs, tables, etc and come on out and greet our Georgia visitors! Contact Rita Hughes for more details at rhughes@georgia.org or call 706.649.7455.

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

Group Tour Boot Camp, June 18-19 – contact Katie Baasen for more info at kbaasen@georgia.org **Deadline to register June 5th!!!**

2009 GA On My Mind Days (GOMM) Promotion Dates at GA Visitor Information Centers VICs) -

Mark your calendar for promoting your destination/attraction/lodging property/event at any of the VICs listed below. For more information and details, you may contact each VIC via email at (name of VIC)@georgia.org (Example: ringgold@georgia.org) There is no cost to display!

June 5th – Tallapoosa

April 16th – Sylvania

June 19th – Ringgold

July 17th – Augusta

July 31st – West Point

Smithsonian Magazine's Annual Museum Day – Basically, your museum agrees to allow people who download a coupon from the Smithsonian magazine website to visit for free during this day. In exchange the Smithsonian will allow the museum access to a database of up to 5,000 names from their subscriber base according to your desired zip codes, provides press releases, and works with local media to get

coverage for the event. (The Smithsonian encourages museums to also create their own publicity.) The museum registers itself on the Smithsonian website and can upload several photos. To learn more about this cost-effective tool to reach a different audience, contact MuseumDay@si.edu directly or visit www.smithsonian.com/museumday.

Grants & Funding Opportunities -

Save Our History 2009/2010 grant cycle announced - Applications are due June 5, 2009
<http://www.history.com/content/saveourhistory/grant-program>. . Any questions can be directed to info@saveourhistory.com.

Arts Grant Opportunity - All services must be completed by June 30, 2009.
www.southarts.org/southernvisions For more information, please contact Nikki Estes, Program Director - Presenting & Touring, at 404-874-7244 ext. 16 or nestes@southarts.org.

Other grants listed at www.MarketGeorgia.org under Tourism Resources.

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

Maggie Potter

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