



## Presidential Pathways Regional Tourism Update – September 2008

### Regional Happenings

**CONGRATS!!!** The Visitor Information Centers (VICs) were honored with an international marketing award for their Canadian Visitor Recognition program. The National Council of State Tourism Directors (NCSTD) announced the winners of the 2008 Mercury Awards program on August 26 at the Travel Industry Association's annual Educational Seminar for Tourism Organizations. The Mercury Award honors the best in state tourism office marketing and promotion programs each year. Way to go West Point, Columbus and Plains!

**GDEcD Marketing Presentation** now available at MarketGeorgia.org under Industry Presentations. This was presented at the 2008 GA Governor's Conference on Tourism and outlines the States media plan for the next year.

The next round of **Tourism Product Development Grants** will launch on November 3rd, with the deadline for submittal on December 31<sup>st</sup>. Grants will be awarded in mid January with a completion date for the project by June 29<sup>th</sup> 2009. Maximum grant amounts will remain at \$10,000 requiring a dollar for dollar local match.

**Looking for money?** Have you considered the Grassroots Arts Program (GAP) grant? Your project might just qualify. Check it out at [www.gaarts.org](http://www.gaarts.org) or let me know if you have any questions!

Attached is a link to the **STS Top 20 Events** website. Please note the next cut off to nominate events for the Top 20 for the 2nd Q 2009 is October 10. Please note on the nomination form all the requirements needed to be nominated as an event. [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html)

### Shows, Shows and More Shows...

There are lots of opportunities available for upcoming shows in 2008 and 2009. Please see the offers below...

- The **Military Travel and Trade Shows** are here again and they are March 16-20, 2009, below are the dates and locations for the shows. Also attached to this email you will find the individual registrations and details for each show.
  - Ft. Benning, March 16, 2009
  - Ft. Rucker Alabama March 17, 2009
  - Albany MCLB, March 18, 2009
  - Robins AFB, March 19, 2009
  - Moody AFB, March 20, 2009
  
- **Snowbird Extravaganza** – Lakeland, FL  
January 27 - 28, 2009  
Registration Deadline: November 1, 2008  
Cancellation Deadline: November 8, 2008  
*Partner Registration Fee\**: \$250/3 partner maximum – please include one item for give-a-way  
*Brochure Distribution Fee*: \$300/3 partner maximum – please include one item for give-a-way  
*Promo Item Distribution*: No Fee/2 partner maximum  
*Travel Association Registration Fee*: \$300/1 regional brochure displayed – please include one item for give-a-way  
For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)
  
- **Southeast ASTA Tradeshow** – Atlanta, GA  
November 6, 2008  
Registration Deadline: October 10, 2008  
Cancellation Deadline: October 16, 2008  
*Partner Registration Fee\**: \$150/4 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure in them. Please include one item for give-a-way.  
*Brochure Distribution Fee*: \$200/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure in them. Please include one item for give-a-way.

*Travel Association Registration Fee:* \$200/1 regional brochure displayed – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure in them. Please include one item for give-a-way.

For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)

○ **AAA Superbowl of Knowledge** – Charlotte, NC

November 22 - 23, 2008

Registration Deadline: October 17, 2008

Cancellation Deadline: October 24, 2008

*Partner Registration Fee\*:* \$250/4 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

*Brochure Distribution Fee:* \$300/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

*Travel Association Registration Fee:* \$300/1 regional brochure displayed – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)

● **Savannah Southern Women's Show**, Savannah, Georgia

February 6 – 8, 2009

[www.southernshows.com](http://www.southernshows.com)

Registration Deadline: December 19, 2008

Cancellation Deadline: January 2, 2009

*Partner Registration Fee\*:* \$200/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

*Brochure Distribution Fee:* \$300/3 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

*Travel Association Registration Fee:* \$350/1 regional brochure displayed – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)

● **AAA Travel Marketplace** – Foxboro, MA

March 6 – 8, 2009

Registration Deadline: January 11, 2009

Cancellation Deadline: February 1, 2009

*Partner Registration Fee\*:* \$350/4 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

*Brochure Distribution Fee:* \$450/6 partner maximum – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

*Travel Association Registration Fee:* \$450/1 regional brochure displayed – please provide either promotional items or bags for collateral. If you are sending bags please have your brochure pre-stuffed in them. Please include one item for give-a-way.

\*There is a maximum of four individual partners working the show booth per day

For more information please contact Pam Kruseck at [pkruseck@georgia.org](mailto:pkruseck@georgia.org)

○ **NTA and ABA Co-op Travel Show Opportunity** - For one or both shows, if you would like to co-op with the State of Georgia, please contact Katie Baasen, Sr. Sales Mgr. at 404-962-4080 or [kbaasen@georgia.org](mailto:kbaasen@georgia.org) for details. Sponsorships are available as well – **Deadline 10/1/08.**

## Dates to Remember

Visit the Travel Industry Calendar at [www.MarketGeorgia.org](http://www.MarketGeorgia.org) for more listings!

**PPTA Promotional Day at the Columbus VIC** October 17<sup>th</sup> from 10am until 2pm. Come join us at the Columbus VIC and greet those traveling that day. This is a free event and is meant to show off all that we have to offer here in the Pathways...Attractions, Lodging, Events and more are welcome! Please contact Rita Hughes for more info [rhughes@georgia.org](mailto:rhughes@georgia.org)

**Tourism Day at the Capitol** Tuesday, January 27, 2009 from 8am – 2 pm. The theme will be the same as last year--- Tourism is Good News. More info to come shortly!

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 14, 15, 16 with set up on October 13. 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](mailto:mpotter@georgia.org) by Oct. 1st...spots fill up first come, first serve!

**CANCELLED - Apple Days at the West Point VIC** –The GA Visitor Information Center (VIC) – West Point is planning a promotional day on Oct. 3, 10am – 2pm. For more info or to sign up contact Judy Van Zant at [westpoint@georgia.org](mailto:westpoint@georgia.org) or 706-645-3353.

**Fall Celebration at Tallapoosa VIC** – The GA Visitor Information Center (VIC) – Tallapoosa is planning a promotional weekend Oct. 2-3, 10am – 2pm each day. For more info or to sign up contact Pam Cain at [tallapoosa@georgia.org](mailto:tallapoosa@georgia.org) or 770-574-2621.

**GA for the Holidays** – The GA Visitor Information Center (VIC) – Lavonia is planning for a holiday promotion the week of Nov. 21-30. For more info or to sign up for one of those days, contact Pat Pierson at [ppierson@georgia.org](mailto:ppierson@georgia.org) or 706-356-4019.

Save the Date! **2008 Agritourism Conference** - *“Regionalism: The Key to Expanding our Agritourism Footprint”* Nov. 5-6, 2008, Georgia National Fairgrounds & Agricenter, Perry, Georgia. **Keynote Presenter:** Travel Industry Futurist, **Judy Randall**, will combine education and entertainment to create “edutainment” as she shares trends and benchmarks that will help Georgia broaden its Agritourism footprint. For more information contact Carla M. Wood, 706-583-0347 or [carlam@uga.edu](mailto:carlam@uga.edu). See the full agenda and register online at [www.areg.caes.uga.edu](http://www.areg.caes.uga.edu)

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

Maggie Potter

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