



Thursday December 10, 2009

VISIT TALLAHASSEE 2009-2010 COOPERATIVE OPPORTUNITIES

Visit Tallahassee Cooperative Opportunities are filling up fast. Don't miss your opportunity to participate in one of the low-cost sales and marketing programs for the 2009-2010 fiscal year.

These initiatives are designed to put the county's resources to work for you! This is a wonderful chance to leverage your advertising efforts with the county's marketing dollars and to associate your product with the Visit Tallahassee brand.

Reserve your spot now! Space is limited and are on a first come, first serve basis. To view a complete listing of all cooperative opportunities, visit www.visittallahassee.com/coop/visittallahassee or for more information contact 606-2305.

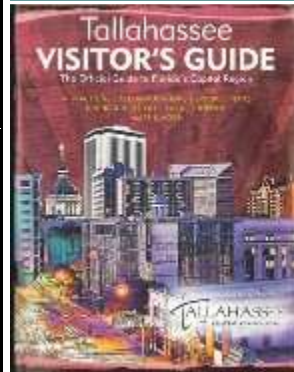
SALES NEWS

The Sales Team networked and attended the Fall National Coalition of Black Meeting Planners (NCBMP) Conference in Daytona Beach, December 2-6, 2009. The event had over 200 attendees including meeting planners from corporations, associations and religious groups. As a follow-up to the conference, the team will be contacting meeting planners that attended and sending meeting specials offered by our area meeting hotels and venues. If you are interested in providing a special meeting package or incentive, please contact Janet Roach at (850) 606-2320 or Janet.Roach@VisitTallahassee.com by Wednesday, December 16, 2009.

The Sales Team hit the road again, this time to Tampa, FL for the Tampa Bay Senior Expo, sponsored by the *St. Petersburg Times*. The overall promotion surrounding this event was tremendous. Through a strong promotional and advertising campaign there was a record of 5,500+ attendees at the show. Visit Tallahassee distributed over 1,200 visitor guides and promotional items and was on hand to answer many questions about our area. With so many attendees interested in visiting Tallahassee, the VT team expects to participate in the Expo for years to come.

The Sales team is on a mission and taking full advantage of the break in travel that comes with the holiday season. The team is off to Orlando and Kissimmee on December 11 and 12, meeting with tour operators, tour bus companies and tour receptive companies to promote and sell Tallahassee. Lorrie Allen, Leisure Sales Director has been hard at work putting together attractive, cost-efficient package ideas to present during her face-to-face meetings. Please look for feedback from our Sales Mission in future e-Newsletters.

Visit Tallahassee
is now on
FACEBOOK!
Page Name: Visit Tallahassee



FILM TALLAHASSEE LEAD

PARAMOUNT PICTURES and THE COEN BROTHERS (*No Country For Old Men*) are looking for a 14 YEAR OLD GIRL to be the lead of their new feature film, TRUE GRIT! The role is Mattie Ross and would shoot Spring 2010. They are looking for a 12-16 yr. old Caucasian girl who is tough, strong and tells it like it is. They are open to all looks, so come give it a try! No acting experience is necessary.

Auditions will be held SATURDAY, DEC 12 at the COURTYARD BY MARRIOTT – 1018 Apalachee Parkway - from 1 – 5 pm. Please bring a current picture to audition and only bring the performer and one other family member.

CHARACTER DESCRIPTION:

14 year old Mattie is a simple, tough as nails young woman. Her steely nerves and straightforward manner are a shocking contrast to the way women behaved in the early century. She's possessed of true grit and plenty of determination. Enough so, that she insists on going with two marshals to hunt down the killer of her father.

The producers are also looking for 1-3 interns to staff the casting call. They are looking for bright, responsible, courteous interns who can handle crowds and take direction. This internship is unpaid and interested candidates can email Shannon Cain at: thecastingofficeassistant@gmail.com

INDUSTRY PARTNER OPPORTUNITIES

Springtime Tallahassee Named as a Top 20 Event in the Southeast U.S.

Visit Tallahassee would like to congratulate Springtime Tallahassee for being named as one of the 2009 Winter Top 20 Events, given out by the Southeast Tourism Society (STS). For over two decades the best events across the Southeast compete to receive the prestigious Top 20 award. Through a nomination process, the STS Judges choose the top twenty events held throughout the Southeast for each season.

The Southeast Tourism Society promotes travel, sustainable tourism and the importance of the travel and tourism industry in 12 Southeastern states. Members represent all facets of the travel industry and work cooperatively to strengthen the region as a travel destination.

Should you have an event you would like Visit Tallahassee to nominate please send a brief description of the event to Lorrie.Allen@VisitTallahassee.com. Please include events for all seasons.

“What’s New” Lead

The PR department is seeking information on “What’s New” with our Industry Partners to help with future media opportunities and pitches. Please send a brief paragraph outlining “What’s New” with your hotel, attraction, restaurant or organization to Katie.Kole@VisitTallahassee.com by COB, Friday, December 18.

Promotional Opportunity – Visit Florida “Share a Little Sunshine Campaign”

Visit Tallahassee has chosen to participate in the VISIT FLORIDA “Share a Little Sunshine” promotional campaign, taking place January – March 2010. The promotion will encourage consumers to visit www.ShareaLittleSunshine.org to invite friends and family to visit Florida and register for their chance to win a Tallahassee getaway.

Visit Tallahassee is in need of partners to provide either a meal for two (2) or complimentary access into your museum or attraction for two (2). Partners will receive logo and web inclusion and enclosure in copy on the Share a Little Sunshine website. If you are interested in partnering, contact Katie Kole at Katie.Kole@VisitTallahassee.com or 606-2322.

PARTNER TO PARTNER OPPORTUNITIES

The E-newsletter is adding a new section for Industry Partners to connect with one another to help strengthen relationships within the tourism industry and create partner-to-partner packages and promotions. If you are interested in including a "Partner to Partner" opportunity in a future E-newsletter, please contact Katie Kole at Katie.Kole@VisitTallahassee.com or 606-2322.

VISIT TALLAHASSEE ON THE SCENE

The Visit Tallahassee Team was on the scene at Market Days distributing Visitor Guides and other destination materials during this wonderful two-day event, now in its' 44th year! A big thank you and kudos to the Tallahassee Museum for allowing Visit Tallahassee to participate in the great event showcasing fine art and quality crafts!

Visit us online:

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Visit Tallahassee

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About Visit Tallahassee

Visit Tallahassee is the official tourism marketing organization for Tallahassee and Leon County Florida, operating as a department of Leon County Government. Visit Tallahassee promotes tourism to the area through direct sales, advertising, public relations, sports, film, product development and visitor services.

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