



Tuesday January 5, 2010

SPORTS NEWS

Tallahassee Sports Council Opens Second Grant Cycle

Interested in bringing a sporting event to Tallahassee? The Tallahassee Sports Council, a division of Visit Tallahassee, is currently accepting grant applications for sporting events with visitor impact that will take place spring, summer and/or early fall (prior to Oct. 1) of 2010. The application deadline is February 22, 2010 at 5:00 PM. For more information please contact Brian Hickey at 606-2313 or visit us at www.VisitTallahassee.com to get a copy of the application.

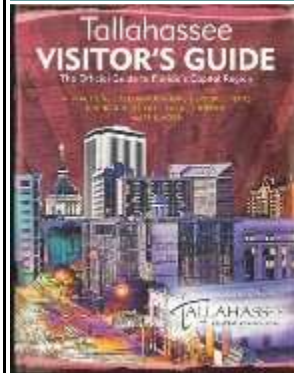
Crappie USA Inc., "America's Premier National Crappie Fishing Tournament Organization" will make its return to Florida's Lake Talquin on Jan. 23.

As part of the largest crappie fishing tournament circuit, the event is sponsored by Visit Tallahassee/Tallahassee Sports Council and Visit Gadsden. Fisherman from all over the southeast and country will visit Tallahassee to compete in the seven fish limit event. This is the first of 22 tournaments taking place in 2010 that travel from Indiana to Texas to Georgia.

A pre-tournament seminar will be held on January 22 at the Ramada Inn and Conference Center on North Monroe Street. Sign-ups will begin at 5 p.m. with the meeting and a National Sponsor Field Test Product Drawing starting at 7 p.m. This seminar is open to the public. On January 23, at Whippoorwill Sportsman's Lodge there will be a Crappie USA Kids Fishing Rodeo. The tournament weigh-in will be held on Jan. 23 at Whippoorwill Sportsman's Lodge on Cooks Landing Road in Quincy beginning at 3 p.m.

For more information visit www.crappieusa.com.

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SALES NEWS

The sales team returned in December from a motorcoach and tour operator sales mission in Kissimmee and Orlando. The Visit Tallahassee team partnered with other Florida Motorcoach companies to promote and help bring bus tours to the Tallahassee area.

During the mission, two themed receptions were held in which tour operators and motorcoach drivers shared new trends and information for the 2010 year:

- The “new” generation of seniors who are turning 65 still enjoy traveling as a group but also like having a flexible itinerary with the freedom to venture out on their own. This has caused tour operators to change their way of thinking and create new itineraries that include a lot more free time.
- Adventure tours currently are one of the fastest booking group tours.
- Nature tours are growing as animal and plant enthusiasts are showing more interest in participating in outdoor tours to see wildlife in its natural environment.
- Grandtours – grandparents taking grandchildren on trips – are growing in popularity. These tours usually consist of heritage and nature components.
- Sports teams and schools are booking more and more motorcoaches as a result of school budgets shrinking and the prices of private school buses rising.

The sales team will hit the road again on January 12, traveling to Jacksonville to attend Meeting Professionals International (MPI) Monthly Networking Luncheon. If you are attending or are interested in traveling with our sales team contact Janet Roach at Janet.Roach@VisitTallahassee.com.

INDUSTRY PARTNER OPPORTUNITIES

Co-Brand Promotional Opportunity

The Zimmerman Agency is in the process of negotiating a co-brand promotion with *Points North* magazine for their 10th Anniversary Giveaway Celebration. *Points North*, circulation of 83,672, is a monthly metro publication targeting affluent residents of the Atlanta Northside area.

They are interested in providing a "Guys Getaway" package that would include two-night, double/double hotel accommodations, two baseball tickets for the FSU vs. Miami baseball series, April 23-25 and a round of golf for two on Saturday, April 24, 2010.

If you are interested in participating, please contact Katie Kole at Katie.Kole@VisitTallahassee.com or (850) 606-2322.

Winter Specials Lead

Visit Tallahassee is looking for winter specials to promote on www.VisitTallahassee.com. If you have a special rate or package, please submit specials to Katie.Kole@VisitTallahassee.com for inclusion. All specials need to be good through February 28, 2010.

“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.

VISIT TALLAHASSEE ON THE SCENE

The Visit Tallahassee team attended the Grand Opening Event of the new Visitor's Center at Mission San Luis. The 24,000 square-foot Visitor Center's architecture evokes Spanish colonial traditions, but was designed to meet contemporary needs. Graceful colonnades and patios, soaring wooden-beamed ceilings, and natural floor and wall finishes combine to blend Mediterranean elegance with modern technology while maximizing function and energy sustainability. Visit Tallahassee would like to congratulate Mission San Luis for a job well done. We are so pleased to be able to promote such an amazing attraction.

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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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