



Wednesday March 17, 2010

Visit Tallahassee Launches Local Tourism Campaign to Encourage Residents to Become a "Tallahassee T.O.U.R. Guide"

In an effort to remind long-time residents and educate new residents about the importance of tourism in the Tallahassee area, Visit Tallahassee launched a local campaign to recruit T.O.U.R. Guides. The T.O.U.R. acronym, standing for "Tourism is Our Unlimited Resource," is a six-month program offering free admission to select local attractions on the third Saturday of each month. The T.O.U.R. Campaign kicked-off today with a Media Briefing at the VisitorCenter where Leon County Board of County Commission Chairman Rackleff spoke of the importance of experiencing all the wonderful attractions that Tallahassee has to offer. Other speakers included, Lee Daniel, executive director for Visit Tallahassee, Russell Daws, executive director/ceo of the TallahasseeMuseum and Chucha Barber, ceo of the Mary Brogan Museum of Art and Science.



The fun kicks off on Saturday, March20, from 11 a.m. to 5 p.m., when The Mary Brogan Museum of Art & Science waives admission giving locals one last chance to experience *THE KINSEY COLLECTION* of rare African American art and historical objects, along with the Dinosaurs! exhibit and ongoing hands-on favorites while enjoying the festivities of the Florida Wine Festival on KlemanPlaza.

"As one third of visitors to Tallahassee are coming to visit friends and relatives, Tallahassee residents are the city's best ambassadors," said Lee Daniel. "The T.O.U.R. Guide program provides locals a chance to experience attractions located in our own backyard for free. These unique attractions truly make Tallahassee a visitor destination over and above session and football. When residents support the local tourism efforts, the entire community benefits from the economic impact."

In 2008, Leon County generated 2.27 million visitor days. Overall spending by visitors resulted in the following:

Visitor Spending	\$879 million
Employment	15,431 jobs
Salaries and Wages	\$310 million

These dollars support businesses in our community, augment local sales tax collections and help keep taxes down for residents.

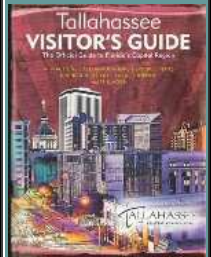
The Saturday six-month lineup of free attractions includes: The Mary Brogan Museum of Art & Science (March 20), TallahasseeMuseum (April 17), Museum of Florida History and KnottHouseMuseum (May 15), Historic Capitol and RileyMuseum (June 19), MaclayGardensState Park and Goodwood Museum & Gardens (July 17) and the ChallengerLearningCenter and Mission San Luis (August 21). By visiting each attraction, locals can collect unique decals that contain information on how to add the attraction badges to personal Facebook profiles.

The staff at Visit Tallahassee would like to encourage hoteliers to inform their front-line staff of the line-up of free events and encourage them, as ambassadors of our wonderful city, to become an "Official T.O.U.R. Guide" for Tallahassee. For more information, visit www.VisitTallahassee.com/tour.

Industry Partner Opportunities

Florida Festivals & Events Association is holding an educational workshop in town this Friday, March 19 with three (3) sessions focusing on trends and insights in securing Sponsorships, Social Media - learn the value and five things you must do every day, and engaging Baby Boomers – and recognizing and retaining volunteers 50 and older. Click [here](#) for more information.

Meetings & Conventions Media Lead – Deadline March 17, 2010



Meetings and Conventions magazine is looking for ideas useful for meeting/event/tradeshow/incentive planners for their daily "Hot Idea" portion of their website that gets blasted to thousands of opt-in subscribers every day.

Ideas could include, corporate gifts and promotional giveaways, little touches that you do for meetings that makes them really memorable, your favorite travel accessories, ways to save money on meetings, etc.

They are also looking for:

- a) Ideas for centerpieces or trends in floral design. |
- b) Ideas for a smoothly running bar that's memorable to attendees (not drink recipes).
- c) Themes for parties that feel fresh.
- d) Tips for planning a benefit event that most people don't think about.
- e) Ways to improve a meeting's security that people often overlook.

Please email your pitch to Alice Bonn at abonn@zimmerman.com or call (850) 668-2222.

Sales News and Opportunities

Co-Op Opportunity - TSAE Monthly Luncheon, August 18

Join Visit Tallahassee as we promote our meeting and event venues plus service providers at TSAE's August Monthly Luncheon on August 18, 2010.

Co-Op Sponsorship Includes:

- Logo inclusion on Visit Tallahassee Visitor Center Bags
- Marketing/promotional item distribution at event
- Exhibit space at event
- Mention and introduction during presentation
- Inclusion in promotional power point slide
- Recognition in the Visit Tallahassee Newsletter as co-sponsor including logo.

To download the participation form, click [here](#) or Contact Janet Roach for more information at Janet.Roach@VisitTallahassee.com or 606-2320. Reserve your spot now, space is limited to (10) ten partners.

New York Times Travel Expo - Consumers Eager to Travel!

Even the massive snow storm that hit the New York area on February 26 could not hold back travelers attending the New York Times Travel Show. More than 19,000 interested travelers attended this year's Travel Expo, which hosted more than 600 registered exhibitors from every region of the world, in the sold-out exhibition hall.

Visit Tallahassee partnered with VISIT FLORIDA to create an entire isle of Florida exhibitors who reported record numbers of inquiries and bookings, as well as an increased level of "readiness to travel."

The team was ecstatic with the number of travelers who visited the Tallahassee booth and were interested in North Florida as a visitor destination. The New York Times Travel Show was wonderful platform exposure for us and we hope to continue our participation with this successful show for many years.

Visit Tallahassee Hosts iDSS Partner Training

The Sales Team would like to thank all of our hotel partners who attended the March 11th, iDSS Partner Lead Response System Training. We appreciate your participation and anticipate detailed future lead responses that will in turn book more hotel rooms in Tallahassee.

Sports News and Opportunities

Sky Blue FC in Tallahassee

Visit Tallahassee would like to welcome, Sky Blue FC, the 2009 defending Women's Professional Soccer league champions. Visiting us from New York, the team will call Tallahassee "home" for the next two weeks as they use Florida State University's Soccer Complex as their official training site. Training will begin Wednesday, March 10 and several public scrimmages are scheduled.

Scrimmage Schedule (Admission Free):

Wednesday, March 17 vs. Florida State, 7:00 p.m. Tuesday, March 23 vs. Florida, 7:00 p.m.

For more information, go to www.VisitTallahassee.com or contact Chris O'Brien at 606-2317.



Tallahassee Sports Council Ends Second Grant Cycle

On the heels of the Red Hills Horse Trials, the Tallahassee Sports Council announced a milestone in its effort to bring more tourism to the Capital City – the Council's funding assistance has supported more than 100 sporting events in 2009-2010 fiscal year. Hoteliers, please be on the look-out for several leads for hotel accommodations to be sent from the latest grant cycle of 18 funded events.

Tallahassee to Host Women's NCAA Division I Basketball Championship

The road to the 2010 Women's Final Four® begins in Tallahassee, FL., when Florida State University plays host to the NCAA Division I Women's Basketball Championship first and second rounds, March 20 and 22, 2010.

First- and second-round games will take place on Florida State's campus inside the Donald L. Tucker Center.



The regional match ups have been set:

St. John's vs. Princeton 12:21 p.m. on March 20

Louisiana Tech vs. Florida State at 2:30 p.m. on March 20

First Round game winners will play March 22

Come enjoy Spring in beautiful Tallahassee and support the team's of Women's Basketball as they make a bid to advance! Tickets are on sale now at www.Seminoles.com or call 1-888-FSU-NOLE.

Spring Game Announcement

Mark you calendars for April 10, 2010 for the Florida State University Garnet and Gold football game. Come early and enjoy the scheduled festivities including tailgating and a BBQ contest or watch as the FSU Lacrosse team takes on the University of Florida at 1:00 p.m. Kick-off is at 5:00 p.m.

Visit us online:

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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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