



Wednesday March 31, 2010

2010 Tallahassee Spring Time Events

The wait is over! Spring has finally arrived. Flowers are in bloom, the air is crisp and each weekend offers an array of unique events. To help get the word out to visitors on Spring events, Visit Tallahassee produced a tri-fold, full-color brochure highlighting events taking place during April and March and area attractions. Brochures have been distributed to area hotels, Sandra Host who leads up the Legislative Spouse Program, the VISIT FLORIDA Welcome Center at the Capitol and have been placed in the hands of many aids and staff in town for session.

Below, please find a sampling of Spring events:

First Friday Gallery Hop - Various Venues

April 2
(850) 224-2500
Hop on the First Friday Gallery Hop shuttle and enjoy a three-hour tour sampling a variety of local art at multiple locations.
www.firstfridaytallahassee.com

FSU Flying High Circus - Haskin Circus Complex

April 2-3, 9-11, 16-17
(850) 644-4874
One of only two collegiate circuses in the United States, the FSU Flying High Circus celebrates more than 60 years of performances with breathtaking thrills rivaling those found in professional circuses. Witness jaw-dropping routines, both in the air and on the ground.
<http://circus.fsu.edu>

Tallahassee Film Festival - Screenings at Local Venues

April 8 - 11
(850) 201-9499
Tallahassee hosts a three-day festival offering independent and award-winning film screenings from around the world, plus workshops, lectures and networking opportunities. www.tallahasseeilmfestival.com

Tallahassee Highland Games and Celtic Festival - North Florida Fairgrounds

April 10
(850) 445-1077
Come see the highland athletics, hear the pipe bands, enjoy great food, watch the falcons fly, see the sheep dogs herd sheep, pick up a special Scottish or Irish souvenir, learn more about your ancestry, or visit a representative of your clan. www.tallahasseehighlandgames.com

Tallahassee Symphony Orchestra POPS in the Park - SouthWood

April 10
(850) 224-0461
Always a favorite event, the Tallahassee Symphony Orchestra's POPS concert promises something for music lovers of all taste. This year, Music Director Miriam Burns has some special guests, including Marianne Tatum, lined up for music lovers of all ages too!
<http://www.tallahasseeesymphony.org>

Annual Spring Garnet and Gold Game - Doak Campbell Stadium

Saturday April 10
(800) FSU-NOLES
Get an early taste of the football season as FSU footballers meet on the gridiron for the traditional spring Garnet & Gold Game.
www.seminoles.com

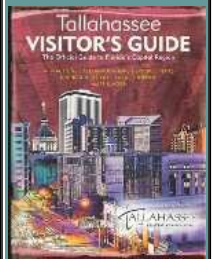
Tallahassee PrideFest 2010 - Around Town

April 10 - 17
From literary events to comedians, art shows to alternative proms, opportunities to serve the community, and the premier event Pride in the Plaza, there is truly something for everyone to show your true colors out and about in Tallahassee. www.tallahasseepride.com

10th Annual Chain of Parks Art Festival - Downtown Parks

April 18 - 19
(850) 222-8800
Spend the afternoon with fine art and live entertainment under a canopy of age-old live oaks. This festival featuring the top 150 artists selected from across the United States, is sponsored by the LeMoyne Center for the Visual Arts. www.lemoyne.org

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Industry Partner Opportunities

Golden Spoon Awards - Florida Trend Magazine

Florida Trend is currently gathering information and researching for its celebrated, 2010 Golden Spoon Awards. For partners who are unaware of this

distinguished award, we have included detailed information below.

Categories Include:

- The 500 - Continually updated and is not restricted by any time limits.
- Top New Restaurants - About 20 restaurants were chosen in December from the previous two years. The newcomers in December 2010 will be drawn from restaurants that have opened since January 1, 2009. The magazine goes to bed in early October so restaurants have to visited by September 2010.
- Golden Brands - The best of chains.
- The Golden Spoons - These are the best restaurants in the state. They must have been open for at least three years by December 2010 to qualify. These awards are supposed to show consistency, perseverance and reliability. Restaurants are added and subtracted annually. Hall of Fame winners are those Golden Spoons that have been on the list for several years and are considered landmarks.

The editors visit restaurants unannounced and the awards are in no way influenced by PR efforts, with the exception of sending a menu to the editor and somewhat encouraging him to visit the restaurant at some point in the future.

If you are interested in submitting your menu, please send your information to Alice Bonn at ABonn@Zimmerman.com.

Sales News

Military Base Travel Expo

Visit Tallahassee sales staff just returned from the Military Base Travel Expo, targeting three Georgia Military Bases. The bases included; The Marine Corps Logistics Base, Warner Robbins Base and Moody Air Force Base.

The shows were a huge success with over 700 military families in attendance, which was double the number of attendees from last year! Most families were looking for a close destination for a weekend getaway this summer, while others inquired about upscale hotels and dining options for a romantic getaway within a two to three hours driving distance.

Attendees also had many questions regarding family oriented hotels and activities along with value friendly attractions. Hotel coupons were snapped up, visitor guides ran out and attraction brochures were read right at the booth. Visit Tallahassee is in the process of brainstorming ways to stay in front of this eager audience. Stay tuned for more information on ways to partner with Visit Tallahassee in our efforts to reach this target audience.

Many "thanks" to our co-op partners Cabot Lodge on Thomasville Road and Tallahassee Museum for providing materials for the show.

New Trend in Family Travel Serves as Good News for the Tourism Industry

According to the Southeast Tourism Society, leisure travel trends are showing an increase in families that are planning vacations this year. Visit Tallahassee has been hard at work, attending both Southern Women Shows and Military Base Travel Expos that target the women of family households, who are the main decision makers when planning family vacations.

Nashville-based [WhyMomsRule.com](http://www.why moms rule.com), a blog that tracks trends affecting moms and their buying habits, ran a recent survey on why moms won't deprive their family of a vacation this year. Where cost is still of concern, moms are making sacrifices such as eating out less during the year to make sure that family vacations are a priority.

To save while on vacation, many families will seek less expensive destinations, shorter stay times and will drive instead of flying. To review the finding of the survey in its entirety, click [here](#).

For more information, or to participate in future Women or Military Shows, contact Lorrie Allen at Lorrie.Allen@VisitTallahassee.com.

Sports News

The Tallahassee Tennis Challenger, April 17 - 24, 2010 will be hosted at Forest Meadows Tennis Complex. The event is in its 11th year and has consistently proved to be a one of the best events on the circuit. For more information, visit www.TallahasseeChallenger.com.

SportsAbility is a four day event, beginning April 15, 2010, that educates the public about opportunities and benefits of recreation while encouraging hands-on participation, regardless of ability level. For more information, visit <http://www.fdoa.org/>.



Capital City Senior Games Registration is now open! Athletes have the opportunity to compete in sixteen different sports May 20-24, at multiple venues around town. Download a registration form at www.VisitTallahassee.com/seniorgames or pick up a packet at the City of Tallahassee Parks, Recreation & Neighborhood Affairs office at 912 Myers Park Drive. For more information, call (850) 891-3866.

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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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