



**2012 AMTA Annual
Plan of Work and
Kick Off Meeting**

AMTA MISSION STATEMENT

The mission of the
Atlanta Metro Travel Association
is to create opportunities to
influence visitor spending and to be
the collective voice for tourism in
Metro Atlanta.



AMTA FINANCIAL STRUCTURE

AMTA TREASURER – GORDON PRICE, BROCHURE DISPLAYS

- The Atlanta Metro Travel Association, Inc. is a 501C (6) Non-Profit Corporation.
- All funds received by our organization are used for promoting Metro Atlanta and for necessary administrative expenses.
- AMTA is funded solely from membership dues. These funds provide for administrative supplies and general promotional expenses benefiting the membership as a whole.



AMTA FINANCIAL STRUCTURE

- AMTA's Marketing Committee provides many opportunities to promote Metro Atlanta and member entities through Partnership Projects.
- Partnership Projects are completely funded by the participants in a “pay to play” arrangement. Through this means, many members are able to participate in sales blitzes, travel shows, etc. at a very affordable rate.



AMTA FINANCIAL STRUCTURE

- Within AMTA's structure is an Advertising Co-op, known as the CVB Marketing Partnership, which is funded totally by partner contributions and matching funds from the Georgia Department of Economic Development.
- The CVB Marketing Partnership is currently made up of the region's Destination Marketing Organizations, but not limited to these organizations.
- The pool of funds is used for advertising placements in various publications, media/press tours, tourism research, and other projects as determined by the partners themselves.



ADVOCACY

CHAIR- THERESA JENKINS, MARIETTA VISITORS BUREAU

- Coordinate Tourism and Hospitality Day at the Capitol with the Georgia Department of Economic Development (GDEcD) and the Georgia Association of Convention & Visitors Bureaus (GACVB).
- Provide timely updates from GACVB and the Georgia Chamber of Commerce Tourism & Entertainment Committee during the legislative session concerning hospitality related issues.
- Act as a liaison between AMTA and GDEcD (Georgia Department of Economic Development) regarding public policy and potential hot button issues.
- Use the relevancy of the Economic Impact of Tourism in a public relations initiative.



CVB MARKETING PARTNERSHIP

CHAIR- JO ANN HADEN-MILLER, ATLANTA CVB

CO-CHAIR – KATIE BRENCKLE, DUNWOODY CVB

- With a region as large and diverse as metro Atlanta, the area's convention & visitors bureaus have joined forces since 1992 to build campaigns via its travel association –AMTA.
- Atlanta Metro serves as a major economic driver for Georgia in SE, US & Globally in the following arenas:
 - Meetings/conventions (Major Hub)
 - Leisure/Tourism (Strong attraction for family travel & weekend getaways)
 - International Travel (Continued growth with 2012 opening of new international terminal at Hartsfield-Jackson)
- AMTA's mission is to create opportunities to influence **visitor spending** in Atlanta Metro.
 - CVB Marketing partnership offers excellent plan-of-action to support this mission.



CVB MARKETING PARTNERSHIP

○ Traditional Co-Op Plans Components

- CVB partner contributes a pre-determined amount.
- Georgia Department of Economic Development offers a significant dollar match to expand advertising reach
- Media/Communications Outreach elements include, but not limited to:
 - Magazine ads/Newspaper inserts
 - On-Line Initiatives
 - Print collateral (Top 100 “Must Sees” in Atlanta Metro)
 - Travel Writers FAMS



CVB MARKETING PARTNERSHIP

○ 2011 – 2012 Plan:

- Georgia regional travel organizations (RTA) continue commitment to advertising program developed by Georgia Department of Economic Development (GDEcD)
- CVB Budget: \$48,000 (12 CVBs). Partners include:
 - *Alpharetta, Atlanta, Clayton, Cobb, DeKalb, Douglasville, Dunwoody, Marietta, Peachtree City, Roswell, Sandy Springs, Villa Rica*
- GDEcD match for print/on-line: \$75,000 to \$25,000 (AMTA)
 - Placements: America's Best Vacations (Oct 2011); Southern Living (March 2012); Meredith Georgia Insert (May 2012), Group Travel Leader (Spring 2012); Value-Click (Spring 2012); TripAdvisor (Spring 2012).
- Additional plans for 2012:
 - Redesign & Update Atlanta Metro Top 100 Must Sees
 - Travel Writers FAMS



CVB MARKETING PARTNERSHIP

“WITH A TWIST” CREATIVE: ATLANTA METRO



Spirit with a twist

ExploreGeorgia.org f t

There's a place where spirits come in many forms. A place where a night on the town may find you raising a glass in a prize-winning brew house, raising the dead on a tour of a haunted house, or visiting some of the world's most popular attractions, guaranteed to make your spirits soar. That place is Georgia. ExploreGeorgia.org/AtlantaMetro

Georgia On My Mind

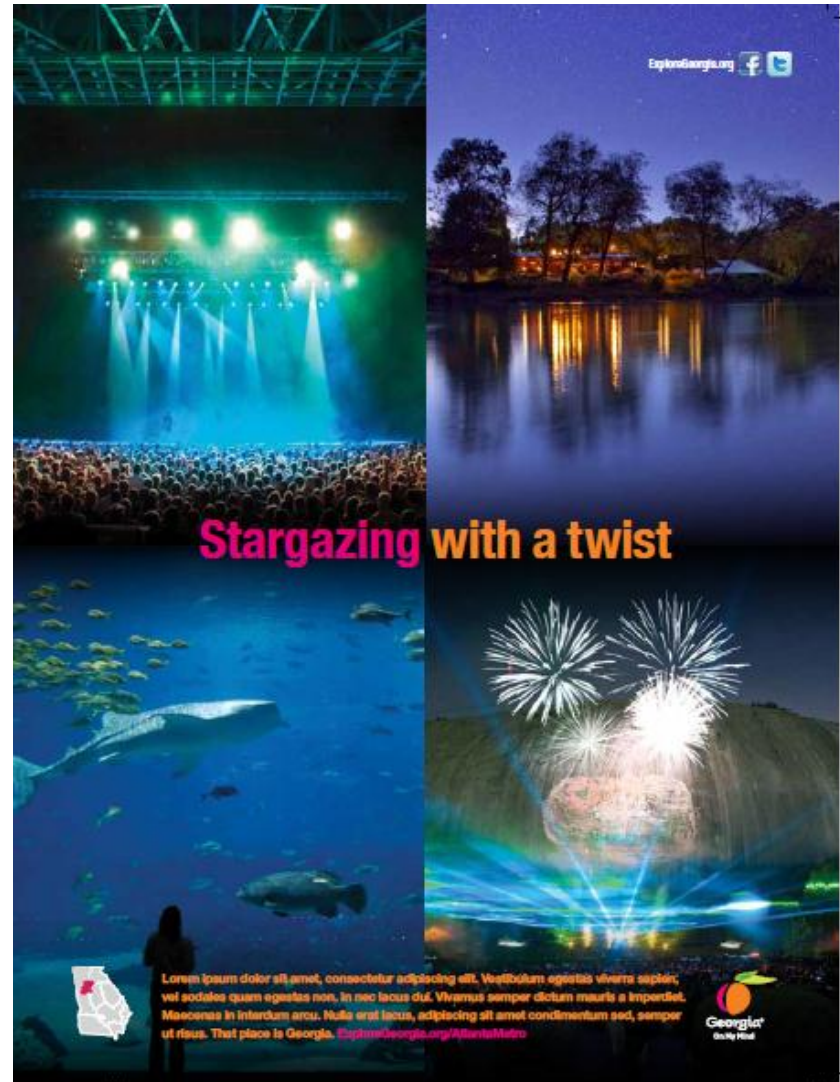


Treasure hunting with a twist

ExploreGeorgia.org f t

There's a place where a shining city sometimes called the Jewel of the South invites you to stroll its storied streets and nearby small towns for unexpected pleasures. A place where riches can be found in shopping bags, a handful of river sand or solid gold smiles you'll treasure forever. That place is Georgia. ExploreGeorgia.org/AtlantaMetro

Georgia On My Mind



Stargazing with a twist

ExploreGeorgia.org f t

There's a place where a shining city sometimes called the Jewel of the South invites you to stroll its storied streets and nearby small towns for unexpected pleasures. A place where riches can be found in shopping bags, a handful of river sand or solid gold smiles you'll treasure forever. That place is Georgia. ExploreGeorgia.org/AtlantaMetro

Georgia On My Mind

PUBLIC RELATIONS COMMITTEE

CHAIR- REBEKAH CLINE, CLAYTON COUNTY CVB

- Website
 - www.VisitMetroAtlanta.com
 - 3,380 Site Visitors
- Facebook
 - Top 100 Atlanta Metro Must-Sees
 - 226 Fans
- Twitter
 - Metro_Atlanta
 - 419 Followers
- Atlanta Metro E-News
 - 556 Subscribers



PUBLIC RELATIONS COMMITTEE

2012 Goals

- Distribute 6 press releases and 12 consumer e-newsletters
- Increase consumer email database by 1,000 subscribers
- Grow social media platforms by 100%
- Update website membership information
- Monthly AMTA Member Memo
 - Member Meetings, Tourism Updates, Committee Reports



MEETINGS

JACQUIE WANSLEY, WORLD OF COCA-COLA

JENNIFER CRUCE, INSIDE CNN STUDIO TOURS

SHARON DUPONT, DEKALB CVB

- Information about upcoming meetings is posted on the AMTA website and sent out in the Member Memo. Reminders will also be sent through Outlook.
- Board Meeting Dates and Locations
 - Held in January, March, May, July, and September with a Planning Session Retreat in November.
 - Discuss projects, initiatives, and information to share with members at general meetings.
 - Open to general membership. List of dates and locations can be found on the AMTA website.



MEETINGS

○ General Meeting Dates and Locations

- Meetings are held in February, April, June, August, and October with a Holiday Luncheon in December.
- We meet in a variety of locations so members are exposed to different venues all around Metro Atlanta.
- Programs vary but we strive to make them relevant and timely. Please share input regarding locations you'd like to suggest for meetings or topics you'd like featured so we can ensure these meetings are a worthwhile investment of your time.
- If you are interested in hosting a meeting, please let us know!



MEETINGS

○ 2012 General Meeting Dates

- Wednesday, February 1
 - Atlanta History Center
- Wednesday, April 4
 - Bulloch Hall – Roswell
- Wednesday, June 6
 - The Brickyard at Marietta Station
- Wednesday, August 1
 - Stone Mountain Village Visitor's Center
- Wednesday, October 3
 - Location TBD
- Wednesday, December 5
 - Peachtree City – Location TBD



SALES COMMITTEE

CHAIR- COLLIN CASH, MARIETTA TROLLEY, CO-CHAIR – SHARON DUPONT, DEKALB CVB

- Schedule a Sales Blitz to Atlanta area AAA offices
- Develop a plan to join and attend a marketplace for ABA, NTA, SYTA or Travel South as an AMTA member co-op
- Schedule AMTA DAYS at Ringgold, Lavonia, Tallapoosa and possibly Augusta Visitor Information Centers, targeting dates when Braves and GA Bulldogs are playing home games



SALES COMMITTEE

- Participate in the next FAM for Visitor Information Centers
- Support the DeKalb CVB and participate in the Georgia Motorcoach Operators Association meeting/marketplace July 29-August 1
- Attend the Southeast Travel Show in Greenville, SC March 16-18



MEMBERSHIP COMMITTEE

CHAIR- RANDI MILES, DOUGLASVILLE CVB

Member Benefits

- Networking and educational opportunities at meetings with Atlanta's top tourism professionals
- Listing on www.visitmetroatlanta.com
- Inclusion in the Member Memo, AMTA's monthly e-mail newsletter
- Cooperative marketing opportunities such as sales and trade shows



MEMBERSHIP COMMITTEE

- Improve Welcome Packet
- Reminder Calls for Membership Meetings
- Student Memberships - Begin Marketing AMTA to Hospitality Students
- Letter to prospects from a relatable fellow member – “How AMTA has helped me.”
- Continue Ambassador and Member Care Programs
- Drawing/Giveaway at each meeting for bringing a guest/prospect



MEMBERSHIP COMMITTEE

Ultimate Goals for 2012

- Retain Current Members – 100%
- Increase Membership – 30%
- Diversify Membership

AMTA's “Leaping” into 2012

On our way to “29” new members for 2012!





*Special Thanks to the
Atlanta History Center
for hosting our meeting!*