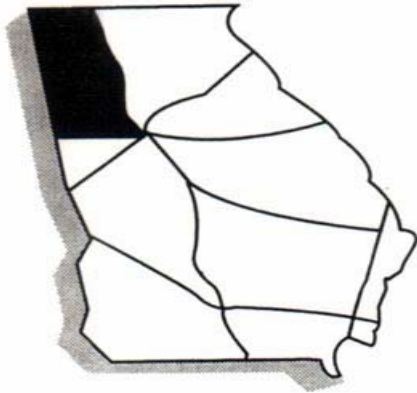


OUR MISSION

The Historic High Country Travel Association (HHCTA) is a volunteer organization, the mission of which is economic development in the 17 county northwest Georgia region through tourism marketing and promotion of it's members.

Our objective is to provide leadership, networking, and joint advertising opportunities, collaboration and a communication link with the travel industry.



THE HISTORIC HIGH COUNTRY TRAVEL ASSOCIATION SERVES SEVENTEEN COUNTIES:

Bartow, Carroll, Catoosa, Chattooga, Cherokee, Dade, Fannin, Floyd, Gilmer, Gordon, Haralson, Murray, Paulding, Pickens, Polk, Walker and Whitfield

MEMBERSHIP BENEFITS

- ◆ Networking with professionals from all facets of the travel industry;
- ◆ Cooperative advertising opportunities at discounted rates;
- ◆ Representation at regional and national travel shows;
- ◆ Monthly membership news reports;
- ◆ State & Regional generated media leads;
- ◆ Access to advertising & consumer generated leads;
- ◆ Representation on our regional travel website www.georgiahighcountry.org and opportunities to link your website (1 time fee);
- ◆ Inclusion in regional press kits;
- ◆ Regional brochures distributed at Georgia State and Local Visitor Information Centers;
- ◆ Regional brochures used for response to advertising requests;
- ◆ Complimentary membership listing and directory;
- ◆ Leadership development and educational opportunities;
- ◆ Full-time Georgia Department of Economic Development Regional Representative who serves as liason for the communities in our region.

MEETING INFORMATION

- ◆ Executive sessions meet monthly
- ◆ Educational speakers & workshops
- ◆ General Membership meetings are held on the second Wednesday of each month at 10:30 AM at various locations within our region

Receive Committee updates
Discuss important issues with the
Travel Industry

and...

Network,

Network,

Network



Name: _____
 Company: _____
 Street Address: _____
 Mailing Address: _____
 City, County, State, Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Web Site: _____
 Toll Free #: _____

MEMBERSHIP DUES
 \$100.00 Annually
 \$25.00 Each additional person from the same organization.
 Detach application and mail with check or money order to:
 Historic High Country
 Travel Association
 PO Box 6177
 Dalton, GA 30722

PUBLICATION & BROCHURES
CREATED BY THE HHCTA

Historic High Country
 Regional Brochure

Historic High Country
 Media Kits

Chieftains Trail Brochure

Blue and Gray Trail Brochure

OUR COMMITTEES

Advertising/Co-op—Group Advertising, Public Relations, Trade Shows, Special Tours, Promotions, etc.

Marketing Materials—Brochure & Publication Development, Regional Marketing Packets, etc.

Membership Development—Leadership Development, Membership Directory, Develop Membership Recruitment Plan

Website Development—Develop Press Room and Create Individual Databases for Accommodations, Attractions, Dining, Shopping, and Events;

For more information please call:
 Stacey Jones Spillers, President
 Oak Hill and The Martha Berry Museum
 706-291-1883 / FAX 706-368-6787
 Email: sspillers@berry.edu



*Historic
 High
 Country
 Travel
 Association*

*Membership
 Information*