

Georgia destinations, tourism partners shine

Several Georgia attractions took home honors from the Southeast Tourism Society's (STS) 2021 conference in Spartanburg, S.C. The STS is a nonprofit trade association for destinations, marketers, convention and visitors bureaus and other tourism-related partners in 13 states and the District of Columbia.

The 2021 Shining Example winners from Georgia are the Atlanta Motor Speedway in Hampton, named the Escape to the Southeast Travel Attraction of the Year; Rock City's Enchanted Garden of Lights in Lookout Mountain, named the STS Top 20 Event of the Year; and the Topside Tap Trail, topsidetaptrail.com, a craft-brewery trail highlighting stops along the state Route 400 corridor, which garnered a partnership award for Visit Sandy Springs, Visit Roswell and Awesome Alpharetta. Destination Augusta also won a best-marketing award for its "Come See Augusta" campaign; Visit Macon won the Chairman's Award; and Stephen Morse was posthumously awarded the Dorothy Hardman "Spirit of STS" award. Morse was a tourism-industry expert and dean of the business college at Middle Georgia State University in Macon.



The Topside Tap Trail, a tourism partnership among Visit Sandy Springs, Visit Roswell and Awesome Alpharetta, showcases seven craft breweries along Georgia 400 in metro Atlanta.

New museum reveals automobile culture, history



Visitors to the Savoy Automobile Museum's "orphans" exhibit can see this 1948 Davis Divan three-wheeler, one of 13 such automobiles produced by the Davis Motorcar Co. of California in 1947-48.

Georgia's newest museum opened in December to showcase the culture and history of the automobile. Located on 37 acres in Cartersville, the Savoy Automobile Museum's permanent collection has nearly 100 classic, antique and culturally significant automobiles from as early as 1903.

"In addition to our amazing automobiles—each with its own story—we have a substantial collection of original automobile-themed art," says Lisa Romans, director of marketing. "We offer an experience here for the avid car collector, automobile enthusiast and anyone interested in learning more about the beauty and evolution of cars over the past 120 years."

The main museum building includes the Great Hall, three galleries for temporary exhibitions and a fourth featuring the permanent Savoy Collection, plus a 297-seat theater, Savoy Café, a museum store, two private dining rooms, administrative offices and a research library available by appointment. The museum also will host car shows, car club gatherings, cruise-ins and concerts.

Inaugural exhibitions feature race cars, American classic cars, Woodies (wood-bodied station wagons), "orphans" (unusual and unique vehicles) and iconic cars from the permanent collection.

"Rotating exhibits, regular educational programs and public events will keep guests coming back to explore Savoy," Romans says. "There are so many treasures here—many gifted to the museum's collection by local families and private collections across the country."

The Savoy Automobile Museum is the latest program to join Georgia Museums Inc., a nonprofit organization that operates the Bartow History Museum, Booth Western Art Museum and Tellus Science Museum, all in Cartersville.

The Savoy Automobile Museum is open Tuesdays through Sundays from 10 a.m. to 5 p.m. For more information, visit savoymuseum.org or call (770) 416-1500.

—Pamela A. Keene