



Wolfgang Streitboerger, Tourism Representative Germany , Austria,
Switzerland

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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for April 2009.	Internal Coordination
Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for April 2009 on a DVD and shipped copies to Kevin Langston for further distribution at GDEC, as well as to Antje Abshoff and David Nicholson.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for April 2009.	Internal Coordination
Visit USA Committee Meeting	Wolfgang Streitboerger represented Georgia at the membership meeting of this German industry association for travel to the USA on May 5, 2009 in Frankfurt.	Industry Work
Web Development	www.georgia-usa.de : In May the site attracted 4877 unique visitors. We counted 12,130 page views and 62,035 hits.	Internet
Web Monthly Promotion	www.georgia-usa.de : Produced the Special of the Month feature for June 2009. The featured theme is: Dahlonega. See www.georgia-usa.de/neu_jun09.php	Internet
Web Monthly Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle we produced the question of the month for June, featuring Savannah. We drew the winner for May out 62 participants, and sent the Georgia music CD to the winner.	Internet
Web Monthly Promotion	www.georgia-usa.de/gewinnen.php . We drew the winner for May and sent the CD prize to the winner.	Internet
Web Updating	www.deep-south-usa.de : For the online raffle we produced the question of the month for June and sent the Southern Comfort prize to the winner.	Internet
Consumer Fulfillment	Fulfilled 75 consumer inquiries for brochures sending package with personalized letter. The total number for Fiscal Year 2008/2009 is 1222.	Consumers
Sales Mission	Engaged in intensive planning of a German sales mission to take place in the week of July 13 to 17, 2009.	Trade
Tour Development	Skytours: Promotion of a Georgia & South Carolina Fly & Drive: This leading Swiss tour operator relabeled an existing tour formally called "South Carolina" and now sells and promotes it as "South Carolina & Georgia". The 10-night tour starts and ends in Atlanta and includes two overnights in Atlanta and one overnight in Savannah. Georgia and South Carolina bought into a special promotion of that package as discussed at the ITB show in March 2009: Skytours designed and printed 70,000 flyers of this particular tour and mailed these hard copies to more than 800 travel agents and higher-scale consumers from May 15	Trade

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	to 20, 2009. The newly focused tour also went online on May 18 and will stay online for 3 months. It can be viewed at www.skytours.ch/spezialangebote/spezialangebote-usa-osten/entdecken-sie-south-carolina/ and on the overview page http://www.skytours.ch/usa/ (second from the top).	
Trade Show	<p>International Pow Wow, Miami, May 18-20, 2009: Wolfgang Streitboerger attended the show and worked the Georgia booth with Assistant Commissioner Kevin Langston, Sales Manager Katie Baasen, Anne Young from the British office, Amy Clark of Athens CVB and Jeff Mills of DeKalb CVB. Wolfgang was in 13 meetings with tour operators from Germany, Austria and Switzerland to discuss tour development and promotional projects in the upcoming Fiscal Year. In addition, Wolfgang had formal meetings with six journalists from Germany and Austria took place. Beyond this, various talks with airlines and other industry players took place.</p> <p>After the show, Wolfgang engaged in intensive follow-up with the tour operators and journalists. Since several of the promotion projects have been designed to be coop projects with the other states in the German Deep South USA marketing partnership, Louisiana, Mississippi and Tennessee, Wolfgang also started to coordinate marketing ideas with the partners.</p>	Trade / Media
Tour development	Best City Travel GmbH, Germany: We established contact with this tour operator specializing in group motorcycle tours. They sell a 17-day southern Fly & Drive Harley tour with one overnight in Savannah.	Trade
Tour development	Argus Reisen, Bovenden, Melanie Goebel: Sent GA brochures and maps to this small tour operator.	Trade
Database Work	Media database: Continued updating of our media database.	Media
Advertisement	America Journal: Finalized arrangements for a Georgia in an upcoming edition with a special feature about the South.	Media
Media Visit	Tri-Ergon German TV project: In April, we successfully concluded the filming in Georgia. In the meantime, they did a lot of editing work and delivered pre-versions to the TV network WDR. Told us that the producers at the network are very happy with the material and that we can expect to see first broadcasts before the end of the year.	Media
Media Visit	Deutschlandradio/Norddeutscher Rundfunk radio, Knut Benzner: He successfully concluded a visit the state from April 29 to May 6, 2009. In this, we worked closely with Stefanie Paupeck. This has resulted in first broadcasts (see "Radio" below)	Media
Special Article	SKÅL Journal: We produced a story on the April visit to Georgia with a German group of the Skål tourism association to their German membership magazine, highlighting the tourism attractions available.	Media
Industry Guidebook	TID: We sorted out the Georgia entry in the online version of this leading guidebook for the travel industry and media after they wanted to charge extra cost. They withdrew their invoice.	Media
Media Visit	Tele, Switzerland: They are a major TV guide. We further engaged in setting up a possible reporter visit to Georgia in June or July of 2009.	Media
Media Meeting	USA-Reisen.de. Wolfgang Streitboerger met with Yvonne and Thomas Ullmann of this major Web.2 travel portal in Frankfurt on May 5 after the Visit USA Committee meeting and discussed possible stories.	Media

B) MEDIA RESULTS

Note: Below we list media results from February and new finds from previous months. The circulation numbers and advertising values stated here are for the month and for the entire Fiscal Year since July 2008.

Proofs of all articles and other media appearances are on the monthly documentation CD sent to State office, but can also be requested one-by one for transmission via E-mail if needed.

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/05/24	Der Tagesspiegel	Daily newspaper, Berlin	Announcement of a new German 16-day package Fly & Drive tour of the South by Indianerreisen, also covering Atlanta	Tour operator release	149400	500
2009/05/19	Neue Westfaelische	Daily newspaper, Bielefeld	Local story on Tri-Ergon crew meeting with President Jimmy Carter in Plains on the recent filming visit	Tri-Ergon FAM, April-May 2009	240700	2300
2009/05/18	Geo Saison	Travel magazine, Germany	Okefenokee as one of 20 special USA destinations. Introduced as an excursion from Florida, but only Georgia businesses featured. Okefenokee Wildlife Refugee Folkston: Okefenokee Restaurant, cabins in Stephen C. Foster State Park, The Inn At Folkston Okefenokee Adventures, Chip & Joy Campbell	Side product of TV project with Karl Teuschl, April 2008. Idea was born during September 2008 visit with editor Michael Friedrich at their Hamburg office	120000	16900
				Circulation/\$\$\$ in May 2009:	510100	19700
				Circulation Entire Fiscal Year:	20,000,260	773,625 Euro Fixing May 29. 2009: x 1.4099 US\$ 1,090,730

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS
2009/05/31 11:00 pm	Norddeutscher Rundfunk Info	Travel show featuring music attractions	Georgia: Part 1 of a 100-minute show: Athens: 40 Watt Club, Melting Point, Morton Theatre, Sanford Stadium, University of Georgia, Weaver D's, Wuxtree Records Atlanta: Hartsfield International Airport Blue Ridge: Aska Lodge, Lilly Pad Village, Pickin' in the Park	FAM Knut Benzner, April/May 2009	100000
				Total entire Fiscal Year:	3,100,000
					No ads on the respective channel

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
					Total entire Fiscal Year	21,600 Euro Fixing May 29, 2009: x 1.4099 US\$ 30,400

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
				Total entire Fiscal Year:	1,338,000

Online Appearance

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/05/31	Norddeutscher Rundfunk	Website of German radio network	Announcement of Georgia music feature: Athens, Atlanta, Macon and Savannah mentioned	FAM Knut Benzner, April/May 2009	http://www.ndrinfo.de/kultur/nachtclub/nachtclubradiogloboindex2.html	500
					Total \$\$\$	500
					Total entire Fiscal Year	110,550 Euro Fixing May 29, 2009: x 1.4099 US\$ 155,800

Paid Advertisements

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
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Features “Special of the Month” on www.georgia-usa.de

Month	Theme	Link
June 2009	Dahlonega: Georgia’s Golden Town	http://www.georgiaonmymind.de/neu_jun09.php
May 2009	The Savannah Jazz Festival 2009	http://www.georgiaonmymind.de/neu_mai09.php

C) CATALOGUE RESULTS

As on monthly documentation CD sent to State offices