



**Georgia Dept of Economic Development  
Germany / Austria / Switzerland  
February 2009 Report**

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## A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for January 2009.	Internal Coordination
Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for January 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 January 2009.	Internal Coordination
Financial Planning	Assisted the German Visit USA committee with the paperwork required for GDECD to process payment of the 2009 membership fee.	Internal Coordination
Information Management	Collected and coordinated information on the new Georgia state law mandating an International Driving Permit from foreign drivers who hold national drivers licenses not written in English.	Internal Coordination
Group Planning	Continued planning for a 9-person group from Germany to visit Atlanta, Madison and Athens on a Southern tour in April of 2009 with Wolfgang Streitboerger, and Werner Michels of the tour operator AAR. The visits will be part of a southern tour for members of the Skal International organization of travel professionals	Internal Coordination / Trade
Web Development	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : In February, the site attracted 4390 unique visitors. We counted 14,313 page views and 87,378 hits.	Internet
Web Development	Installed a news items on the International Driving Permit requirement, as to be seen on <a href="http://www.georgia-usa.de/news_intfahrerlaubnis.php">http://www.georgia-usa.de/news_intfahrerlaubnis.php</a> .	Internet
Web Monthly Promotion	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : Produced the Special of the Month feature for March 2009: "24-hour Stopover in Atlanta". Installed references to this special on several other pages.	Internet
Web Monthly Promotion	<a href="http://www.georgia-usa.de">www.georgia-usa.de</a> : For the online raffle we produced the question of the month for March featuring tours at CNN. We drew the winner for February and sent the CD.	Internet
Web Updating	<a href="http://www.deep-south-usa.de">www.deep-south-usa.de</a> : For the online raffle we produced the question of the month for March <a href="http://www.georgia-usa.de/gewinnen.php">http://www.georgia-usa.de/gewinnen.php</a> and sent the Southern Comfort prize for February to the winner.	Internet
Consumer Fulfillment	Fulfilled 162 consumer inquiries for brochures sending package with personalized letter. The total number for Fiscal Year 2008/2009 is 890.	Consumers
Consumer Fulfillment	Informed consumers of the International Drivers Permit requirement in letters of fulfillment.	Consumers

Consumer Fulfillment	AYUSA International, Berlin: Requested brochures for German high school students to participate in exchange programs to Georgia. Sent 20 German travel books, 20 maps and 20 Vacation Guides.	Consumers
Consumer Consultation	Informed consumers of the International Drivers Permit requirement in many phone calls we received on that issue.	Consumers
Consumer Show	Hamburg Reisen, Feb. 6-10, 2009: Martina Hasewinkel worked the 2 <sup>nd</sup> of 3 large consumer shows for this season, which are operated by the German Visit USA Committee. She managed the Deep South USA booth for Georgia, Louisiana, Memphis & Mississippi and Tennessee. Interest in Georgia was high, with much time spent on personal consulting of travelers. Distributed 140 Deep South USA brochures and 130 of the German Georgia books	Consumers
Consumer Show	Free Munich, February 26-March 2, 2009: Raphael Tenschert worked the last of the 3 large consumer shows for this season, which are operated by the German Visit USA Committee. We managed the Deep South USA booth for Georgia, Louisiana, Memphis & Mississippi and Tennessee. On the opening day, Franz Pastorius of the GDECD European office in Munich also worked the show. As in Hamburg, interest in Georgia was high, with much time spent on personal consulting of travelers. Distributed 220 of the German Georgia books, 50 Georgia Vacation Guides, 505 Georgia maps and 210 Deep South USA brochures. Informed consumers of the International Drivers Permit requirement.	Consumers
Consumer Show	Country Music Messe Berlin, German Fan Fair, February. 6-8, 2009: Raphael Tenschert operated a Tennessee table at the largest country music show in Germany, also called "German Fan Fair". Distributed 200 German Georgia books and 160 Deep South USA brochures. Funding came from the Grand Ole Opry and from Atlanta's partner in Rhythms of the South, Nashville CVB.	Consumers
Information to Tour Operators	Informed tour operators and car rental outlets of the International Drivers Permit requirement working through the German, Austrian and Swiss Visit USA committees, and in many phone calls we received and made, talking and explaining to tour operators and car rental management.	Trade
Sales Mission	Started planning on a German sales mission to take place in the workweek of July 13 to 17, 2009.	Trade
Tour Promotion	ADAC Reisen, Beate Helms: The Deep South USA 4 page insert appeared in the March issue of Abenteuer & Reisen, see below in the media listing under "Paid Advertisements".	Trade
Trade Show	Booth and Trainings: Wolfgang Streitboerger represented Georgia at the annual Swiss trade show on USA tourism organized by the Visit USA Committee Switzerland. The event took place on Feb. 4, 2009 in Zurich. Georgia participated in the Deep South USA booth, which consisted only of Georgia Tourism, Tennessee Tourism and Memphis & Mississippi and not of Louisiana on this occasion, because New Orleans Louisiana was the main sponsor of the event and thus had their own, exposed presence. Not only did Deep South USA participate in the booth, but also delivered six 20-minute travel agent and tour operator training seminars, of which Wolfgang Streitboerger gave three. A record 419 travel agents from Switzerland attended the trainings. At the show, we also talked to most Swiss tour operators and collected their 2009/2010 catalogues, which just had appeared, as outlined below and in	Trade

	our February documentation. We also performed follow-up.	
Tour Development	Skytours, Switzerland: They published their 2009/2010 catalogue in January 2009. They continued their Georgia product portfolio with a 13-day fly & drive Beautiful South” from and to Atlanta with one overnight in Atlanta and one overnight in Savannah. They continued Western Airport Hotel, Hilton Atlanta, Westin Peachtree Plaza in Atlanta. The Glenn has replaced The Baymont Inn & Suites in Atlanta. They continued Mulberry Inn in Savannah. Campers from Atlanta. AMTRAK passes for stops in Atlanta and Savannah.	Trade
Tour Development	Knecht Reisen, Switzerland: They published their 2009/2010 catalogue in January 2009. A new product is the 19-day fly & drive “Deep South USA” from and to Atlanta with two overnights in Atlanta, one overnight in Macon and one in Savannah. They also continued an 8-day AMTRAK package Suedstaaten-Charme” from Atlanta to New Orleans and back with 3 nights in Atlanta, a 16-day AMTRAK package “From SoHo nach SoBe” from New York to Miami with one overnight in Savannah, and an 18-day coach tour “Von Manhattan nach South Beach” from New York to Miami. They added Marriott Marquis and Holiday Express hotels in Atlanta (no Atlanta hotels the year before), replaced Inn at Ellis Square in Savannah with Doubletree Savannah and kept Jekyll Island Club. They continued motor cycle and camper rentals from Atlanta.	Trade
Tour Development	Hotelplan, Switzerland: The published their 2009/2010 catalogue in January 2009. They continued their Georgia product with a fly & drive “Atlantic Coast Explorer” 13 days from New York to Orlando or 16 days from New York to Miami either way with one stop in Savannah, and their 15-day fly & drive “Southern Comfort” from and to New Orleans with one overnight in Atlanta and one overnight in Savannah. Western Airport Hotel, Marriott Marquis and Hilton Atlanta, Inn at Ellis Square in Savannah. Camper and motorcycle rentals from Atlanta.	Trade
Tour Development	Kuoni, Switzerland: They published their 2009/2010 catalogue in January 2009. A new product is a 13-day coach tour from and to Atlanta “Hoehepunkte des Suedens” with one overnight in Atlanta and one overnight in Savannah. They continued their 15-day fly & drive “Southern Experience” from Atlanta to Miami with one overnight in Atlanta and one in Savannah, and their 14-day fly & drive “Eastern Trails” from New York to Miami with one overnight in Savannah. They continued Best Western Airport Hotel and Marriott Marquis in Atlanta, Westin Savannah Harbor Resort in Savannah.	Trade
Tour Development	MTI, Switzerland: They introduced a seven-day fly & drive “Gone with Wind” from and to Atlanta with one night at the Westin in Atlanta. With this tour, MTI made its entry of including Georgia in their packages.	Trade
Tour Development	RM-Reiseteam: Continued working with Katie Baasen on setting up a site inspection to Augusta for their owner Rita Mahrd.	Trade
Tour Operator Supplies	Canusa Touristik, Annegret Wirsing, Hamburg. Sent maps and GA brochures for an information evening.	Trade
Tour Operator Supplies	Flex Travel/TUI Suisse, Paul Heimo, Zurich. Sent GA maps.	Trade
Travel Agent Supplies	Flugboerse Ilseemann Reisen, Wolfsburg, Michael Ilseemann. Sent a basic set of GA brochures.	Trade
Travel Agent Supplies	Merkel Reisen, Neuenmarkt, Dieter Rothmund. Sent a basic set of GA brochures.	Trade

Travel Agent Supplies	Jenatours, Jena, A. Reichardt. Sent a basic set of GA brochures.	Trade
Travel Agent Supplies	Relax Holidays, Bueckeburg, Julia Kuhlmann. Sent a basic set of GA brochures.	Trade
Trade Show Planning	ITB Berlin, March 11-15, 2008: Planned appointments, the show logistics and special events. Special events planned were the Deep South USA media breakfast on March 11, the Deep South USA Cocktail Reception at the booth on March 11, and the USTA media breakfast on March 13.	Trade / Media / Consumers
Press Release	International Driving Permit: On February 24 we issued a press release to 263 media contacts in Germany, Austria and Switzerland to inform the public and the trade of the International Drivers Permit requirement. The release can be viewed at <a href="http://www.georgia-usa.de/presstexte/georgjainternationalefahrerlaubnis.doc">http://www.georgia-usa.de/presstexte/georgjainternationalefahrerlaubnis.doc</a> .	Media
Database Work	Media database: Updated our media database based on a few returns from our media mailing and also proactive research.	Media
Media Visit	Tri-Ergon TV, Bielefeld: They plan a series of TV shootings in Georgia for major German networks starting April 3. We had several meetings with them in February and started the details planning with GDECD.	Media
Media Assistance	In Magazin, Dijana Opitz, Berlin: She requested GA images. We recommended the GA photo website and offered further assistance. This resulted in a feature story as listed below, which they wrote based on our information.	Media
Media Assistance	Redaktionsbuero Barbara Blunsch Rohner, Ehrendingen, Switzerland: Requested GA images. We recommended the GA photo website, sent her an additional CD with images of the Georgia Aquarium and offered assistance for future projects.	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.

## *News Wire Service Broadcasts*

DATE	SERVICE	CATEGORY	THEMES	SOURCE	COVERAGE / NOTES
2009/02/27	Dpa/gms	The feature and travel news services of dpa, Germany's equivalent of the Associated Press	International Driving Permit	Press release "International Driving Permit", February 24, 2009	Owned by the newspapers. Articles syndicated to most media in Germany and redistributed to partner services in Austria and Switzerland. Some stories translated into English and Spanish and printed all over the world.

## *Print Appearances*

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/02/28	Neue Westfaelische	Daily newspaper, Bielefeld	International Driving Permit	Press release "International Driving Permit", February 24, 2009	284500	500
2009/02/28	Neue Osnabruecker Zeitung	Daily newspaper, Osnabrueck	International Driving Permit	Press release "International Driving Permit", February 24, 2009	309400	500
2009/02/28	Westfaelische Nachrichten	Daily newspaper, Muenster	International Driving Permit	Press release "International Driving Permit", February 24, 2009	224600	500
2009/02/28	Die Glocke	Daily newspaper, Bielefeld	International Driving Permit	Press release "International Driving Permit", February 24, 2009	58000	200
2009/02/26	In	Lifestyle magazine, Germany	Georgia travel feature Antebellum Trail Atlanta: The Grape, Justin's, New World of Coca Cola, Margaret Mitchell House & Museum,	Editorial contact with the travel editor. We provided copy and pictures and advise	213000	48000

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			<p>Straits, Pittypat's Porch, W Atlanta Hotel</p> <p>Athens</p> <p>Cumberland Island</p> <p>Macon</p> <p>Savannah: College of Art, Mulberry Inn, Savannah Music Festival</p> <p>Sea Island: The Cloister</p>			
2009/02/25	Reise Blick	Travel Supplement of nationwide daily newspaper Blick, Switzerland	<p>Savannah: Pirate's Walk, River Cruises: Murder Mystery Cruise, Savannah Haunted History Tour, Bonaventure Cemetery, Chippewa Square, Colonial Park Cemetery, Espresso Gallery, Forsyth Park, Gryphon Tea Room, Lady &amp; Son's, Pirate's House, Savannah College of Art and Design, Savannah History Museum, Telfair Museum of Arts</p> <p>Low Country</p> <p>Tybee Island: Marine Science Center</p>	Work with editors and writer Bruno Abegg	240000	48900
2009/02/06	Die Glocke	Daily newspaper, Oelde	<p>A story on how Wolfgang Streitboerger represents Georgia</p> <p>Atlanta</p> <p>Plains</p>	Interview with Wolfgang Streitboerger, January 2, 2009	58000	4100
2009/02/07	Landeszeitung	Daily newspaper, Lueneburg	<p>Antebellum Trail, Feature Story</p> <p>Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House,</p>	Dpa/gms news service, Christian Roewekamp FAM, May 2008	41400	6000

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville			
2009/02/07	Aachener Zeitung / Aachener Nachrichten	2 daily newspapers, Aachen	New German Georgia Website Atlanta: CNN, Martin Luther King JR. National Historic Site Costal Region Okefenokee Swamp	Press release "New German Website" January 8, 2009	139300	500
2009/01/29	Travel Inside	Trade trade journal, Switzerland, USA supplement	New German Georgia Website	Press release "New German Website" January 8, 2009	10700	300
				Circulation/\$\$\$	1,578,900	109,500
				<b>Circulation Entire Fiscal Year:</b>	<b>14,085,700</b>	<b>615,325</b> <b>Euro Fixing Feb. 27, 2009: x 1.2652</b> <b>US\$ 778,509</b>

## Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS
				<b>Total entire Fiscal Year:</b>	<b>1,500,000</b>

## TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
					<b>Total entire Fiscal Year</b>	<b>21,600</b> <b>Euro Fixing Feb. 27, 2009: x 1.2652</b> <b>US\$ 27,328</b>

## Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
2008/02/25	FVW Newsline	Travel trade newsletters	International Driving Permit	Press release "International Driving Permit", February 24, 2009	12000
				Total	12,000
				<b>Total entire Fiscal Year:</b>	<b>1,338,000</b>

## Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/02/26	Gourmet Report	Food Website, Germany	International Driving Permit	Press release "International Driving Permit", February 24, 2009	<a href="http://www.gourmet-report.de/artikel/25214/Georgia-USA-verlangt-internationalen-Fuehrerschein.html">http://www.gourmet-report.de/artikel/25214/Georgia-USA-verlangt-internationalen-Fuehrerschein.html</a>	100
2009/02/25	FVW	Website of German travel trade journal	International Driving Permit	Press release "International Driving Permit", February 24, 2009	<a href="http://www.fvw.de/index.cfm?objectid=ADAF2F90-FEF8-2F4E-2338966B59C3CF3F">http://www.fvw.de/index.cfm?objectid=ADAF2F90-FEF8-2F4E-2338966B59C3CF3F</a>	500
2009/02/25	Pressemitteilung Webservice	Media news website	International Driving Permit	Press release "International Driving Permit", February 24, 2009	<a href="http://pressemitteilung.ws/node/148750">http://pressemitteilung.ws/node/148750</a>	100
2009/02/25	Reise Blick	Travel Supplement of the daily newspaper Blick, nationwide, Switzerland	Savannah Pirate's Walk, River Cruises: Murder Mystery Cruise, Savannah Haunted History Tour Bonaventure Cemetery, Chippewa Square, Colonial Park Cemetery, Espresso Gallery, Forsyth Park, Gryphon Tea Room, Lady & Son's, Pirate's House, Savannah College of Art and Design, Savannah History Museum, Telfair Museum of Arts Low Country Tybee Island: Marine Science	Work with editors and writer Bruno Abegg	<a href="http://www.reiseblick.ch/">http://www.reiseblick.ch/</a> <a href="http://www.reiseblick.ch/fileadmin/user_upload/RB_PDF_2009/RB01/rb01_22_USA.pdf">http://www.reiseblick.ch/fileadmin/user_upload/RB_PDF_2009/RB01/rb01_22_USA.pdf</a>	1000

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			Center			
2009/02/24	Eturbonews	Travel Website, Germany	International Driving Permit	Press release "International Driving Permit", February 24, 2009	<a href="http://www.eturbonews.de/1833/fahren-in-georgia-vorerst-nur-mit-dem-internationalen-fuehrersche">http://www.eturbonews.de/1833/fahren-in-georgia-vorerst-nur-mit-dem-internationalen-fuehrersche</a>	200
2009/02/24	USA Reise	Travel Website, Germany	International Driving Permit	Press release "International Driving Permit", February 24, 2009	<a href="http://www.usa-reise.de/index.php?option=com_content&amp;task=view&amp;id=669&amp;Itemid=32">http://www.usa-reise.de/index.php?option=com_content&amp;task=view&amp;id=669&amp;Itemid=32</a>	200
2009/02/24	Tip	Website of Trade Journal, Austria	International Driving Permit	Press release "International Driving Permit", February 24, 2009	<a href="http://www.tip-online.at/news/destination/georgia-usa-europaeer-benoetigen-internationale-fahrerlaubnis/">http://www.tip-online.at/news/destination/georgia-usa-europaeer-benoetigen-internationale-fahrerlaubnis/</a>	200
					Total \$\$\$	2,300
					Total entire Fiscal Year	96,650 Euro Fixing Feb. 27, 2009: x 1.2652 US\$ 122,280

## ***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
March 2009	Stopover: A Day in Atlanta	<a href="http://www.georgia-usa.de/neu_mar09.php">http://www.georgia-usa.de/neu_mar09.php</a>
February 2009	Georgia Sea Turtle Center	<a href="http://www.georgiaonmymind.de/neu_feb09.php">http://www.georgiaonmymind.de/neu_feb09.php</a>

# **C) CATALOGUE RESULTS**

As on monthly documentation CD sent to State offices