



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 February 2009.	Internal Coordination
Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for February 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 February 2009.	Internal Coordination
Legal Documentation	Acquired International Driving Permits for Wolfgang Streitboerger and Raphael Tenschert to facilitate travel in Georgia as demanded by the new Georgia law	Internal Coordination
Major show	ITB 2009: Georgia was present at the World's largest tourism show, ITB Berlin from March 11 to March 15, at a joint Deep South USA booth shared with Alabama, Louisiana, Mississippi and Tennessee. Wolfgang Streitboerger and Raphael Tenschert travelled to Berlin on March 10 to set up the booth, and stayed through the show's end on Sunday evening. Pauline Streitboerger and Sonja Koellermann helped distribute brochures on March 14 and 15, the general-public days. The Deep South USA partners hosted a small reception at the booth on March 11 from 4-5 pm for our trade, press and airline partners. Approximately 50 attended and told us the reception was a success. Other noteworthy ITB projects and results are listed in the categories below.	Consumers / Trade / Media
Major Show	Pow Wow 2009: We made pre-arrangements for travel to Miami and participated in the appointment scheduling process.	Internal Coordination
Information Management	Continued to collect and coordinate 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	www.georgia-usa.de : In March, the site attracted 5044 unique visitors. We counted 16,144 page views and 78,155 hits.	Internet
Web Development	www.georgia-usa.de : The World Media Festival http://www.worldmediafestival.org/ informed us of the new German website being among the finalists for this years awards for websites. The awards will be on May 13, 2009. The festival of media	Internet

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	communications is one of the most renowned in Europe with sponsors such as major publishing companies and corporations such as IBM. We don't dare to expect that we will win the award, but we are happy to be among the finalists.	
Web Development	www.georgiaonmymind.de/neu_podcasts.php : We added a podcast of Rudi Schneider's radio show about Okefenokee. The show aired on March 29, 2009 (see below).	Internet
Web Monthly Promotion	www.georgia-usa.de : Produced the Special of the Month feature for April 2009: "Spring in Athens". Installed references to this special on the city page featuring Athens.	Internet
Web Monthly Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle we produced the question of the month for April featuring Athens. We drew the winner for March out of 41 participants, and sent the Georgia music CD to the winner.	Internet
Web Monthly Promotion	http://www.georgia-usa.de/gewinnen.php . We drew the winner for March 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 April and sent the Southern Comfort prize to the winner.	Internet
Consumer Fulfillment	Fulfilled 157 consumer inquiries for brochures sending package with personalized letter. The total number for Fiscal Year 2008/2009 is 1047.	Consumers
Consumer Fulfillment	Informed consumers of the International Drivers Permit requirement in letters of fulfillment.	Consumers
Consumer Consultation	Informed consumers of the International Drivers Permit requirement in many phone calls we received on that issue and explained.	Consumers
Consumer Show	ITB: We distributed 100 GA Vacation Guides, 470 German GA brochures, 890 GA road maps, 220 German Deep South USA and various other material. Also distributed 100 flyers by British Airways promoting a 372-ITB Euro special to Atlanta for travel from March 5 to June 30, 2009. This was mostly on the consumer days on March 14 and 15, serving as a consumer show within ITB.	Consumers
Consumer Show	Swiss Country Music Festival, Zurich, January 30-March 15, 2009: The show concluded as energetically as it started (see January and February reports). Nashville CVB and Grand Ole Opry sponsored our participation. Thanks to them! The tour operator MTI, Maya Hagenbucher, distributed at least 1000 Georgia brochures, at least the same amount of Georgia maps. Leftovers are now at the MTI offices and will be used there, and at other festivals, with one for Dixieland jazz at the same location to begin on April 18, 2009.	Consumers
Major Show	ITB: Conducted 9 formal trade meetings at the booth with tour operators and airlines, and had many informal talks. Formal meetings took place with Delta Air Lines, ADAC Mitgliederreisen, Fertig Reisen, Amerikareisen.at, Sunshine Tours International, Canusa, Dertour, Meso, CRD.	Trade
Tour development	Skytour: Promotion in Switzerland: Made arrangements for Georgia to participate in a mailing to Swiss travel agents and travel agents in early April 2009. The mailing will promote a 14-day fly & drive with 10 nights in South Carolina and 3 in Atlanta and 1 in Savannah. To promote it, they want to print 20,000 flyers. 8000 of those are to be mailed to consumers, and 12,000 to travel agents. Part of the deal is that we negotiated the package will no longer be called "South Carolina" but	Trade

TYPE	DETAILS	FIELD
	"South Carolina & Georgia" and will be printed as such. The promotion will also be online.	
Tour Development	FTI: Logo insertion. Made arrangements for the Georgia logo to be included in their Winter 2009/2010 catalogue.	Trade
Training	Neckermann: Intranet promotion. Helped them with the content of a Deep South USA promotion to their travel agents to take place in April after Easter,	Trade
Information to Tour Operators	Answered many questions by tour operators, car rental outlets and Germany's equivalent to AAA, ADAC, about the International Drivers Permit requirement.	Trade
Sales Mission	Continued planning of a German sales mission to take place in the workweek of July 13 to 17, 2009.	Trade
Tour Development	Canusa, Germany: They published their 2009/2010 catalogue in March 2009. They continued their Georgia product portfolio with motor cycle and camper rentals from Atlanta. They also continued a 15-day fly & drive "Made in America" from New York City to Miami with an overnight in Savannah. They continued their fly & drive from and to Atlanta with overnights in Savannah, Jekyll Island and Macon. They also continued the fly & drive "Suedstaaten: Hauuser mit Charme" from and to Atlanta with overnights in Atlanta, Savannah and Plains. Also continued their fly & drive "Der romantische Sueden" from and to Atlanta with overnights in Atlanta, Savannah and Jekyll Island.	Trade
Tour Development	CRD, Germany: They published their 2009 catalogue in March 2009. They continued their Georgia product portfolio with a 17-day fly & drive from New York City to Florida with one overnight in Savannah. They also published their 2009 catalogue on train travel. In this, they continued a 16-day AMTRAK package "Atlantic Stars" from New York to Miami with one overnight in Savannah.	Trade
Tour Operator Supplies	ITB: Fertig Reisen, Muenster, Kai Hillmann: He is a small, new tour operator specializing in 16-18-year-olds and 50+ travel, with a focus on nature and culture. Wants to expand to the USA, as discussed at ITB We sent basic set of brochures plus Athens, Savannah, Georgia Parks, Antebellum Trail and African-American Heritage.	Trade
Trade Publications	ITB Travel Industry Professional, Janin Nachtweg: Austria's premier travel trade journal. Will no longer do USA advertorials as Georgia bought them in the past, but plans to do a USA folder instead, to appear with the Austrian Visit USA Seminar in January 2009. 20,000 copies will be printed, of which 10,500 will be a supplement with the travel trade journal. The other 9,500 copies will be with travel agents and distributed at the Salzburg and Innsbruck Austrian consumer show. Georgia needs to decide by September whether we want to be included.	Trade / Media
Deep South USA Media Breakfast	ITB: After the successful first event of that sort in 2008, we repeated and extended it in 2009. With Louisiana joining, it now turned into a Deep South USA breakfast. Georgia, Mississippi and Tennessee each had one journalist/producer presenting the respective state to the colleagues present. For Georgia, Marion Trutter talked about the Dr. Martin Luther King/Afro-American aspects of Atlanta. This was based on a major Sueddeutsche Zeitung article she had published in the newspaper's ITB 2008 edition. All writers presented at no fee. Georgia material in the press kits distributed were brochures, plus the press releases on Savannah Music Festival, new German website and International Drivers	Media

TYPE	DETAILS	FIELD
	Permit. 20 journalists attended.	
Visit USA/USTA Media Breakfast	ITB: Georgia had bought a table, which was staffed by Wolfgang Streitboerger. Talked to 11 journalists at the events.	Media
Media Meetings	ITB: Conducted 11 sit-down meetings with media at the booth, and many more informally.	Media
Database Work	Media database: Continued updating of our media database.	Media
Media Visit	Tri-Ergon German TV project: At ITB and beyond we continued making many arrangements with the German TV production company Tri-Ergon to film Georgia's Coast, a story on peanuts, beauty shots of Helen and beauty shots of Rock Coty Gardens for several German ARD networks. Filming took place as planned. In this, we worked closely with Stefanie Paupeck, our regional representatives, and CVB staff.	Media
Media Visit	Deutschlandradio/Norddeutscher Rundfunk radio, Knut Benzner: We made pre-arrangements and secured a flight for him to visit the state from April 29 to May 6, 2009. In this, we worked closely with Stefanie Paupeck.	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
2009/03/31	USA: Der Sueden	Travel book	22 of 170 pages cover or mention on Georgia	Dr. Margit Brinke, Christian Heeb, Dr. Peter Kraenzle	5000	2000
2008/03/21	HNA	Daily newspaper, Kassel	International Driving Permit	Press release "International Driving Permit", February 24, 2009	255500	500
2009/03/21	Nuernberger Nachrichten / Nuernberger Zeitung	Two daily newspapers, Nuremburg	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon	Dpa/gms news service, Christian Roewekamp FAM, May 2008	326400	15000

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville			
2009/03/14	Siegener Zeitung	Daily newspaper, Siegen	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	64700	5900
2009/03/09	Touristik Aktuell	Travel Trade Journal, Germany	International Driving Permit	Press release "International Driving Permit", February 24, 2009	30860	300
2009/03/09	Travel Industry Professional	Travel Trade Journal, Austria	International Driving Permit	Press release "International Driving Permit", February 24, 2009	10500	200
2009/03/07	Mindener Tageblatt	Daily newspaper, Minden	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House	Dpa/gms news service, Christian Roewekamp FAM, May 2008	40600	2000

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville			
2008/03/07	Aachener Zeitung / Aachener Nachrichten	2 daily newspapers, Aachen	International Driving Permit	Press release "International Driving Permit", February 24, 2009	139300	500
2008/03/07	Saarbruecker Zeitung	Daily newspaper, Saarbruecken	International Driving Permit	Press release "International Driving Permit", February 24, 2009	146300	200
2009/03/03	Mitteldeutsche Zeitung	Daily newspaper, Halle	International Driving Permit	Press release "International Driving Permit", February 24, 2009	246500	500
2009/03/01	Bild am Sonntag	Sunday newspaper, nationwide, regional editions	Savannah: Chippewa Square, Telfair Museum of Art, Trolley Tours	Hans Schloemer, Jennifer Johnston, Savannah visit, Feb. 2008	1620600	7200
2009/03/01	Golf Aktuell	Bimonthly golf magazine	Interstate-95-Golf Trail Coastal Georgia Golf Pass Golden Isles of Georgia Jekyll Island: Jekyll Island Golf Club Kingsland: Laurel Island Links, Laurel Island Resort Savannah	Ongoing contact with the editors	6200	3200
2009/02/28 (not in Feb. report)	Weser Kurier	Daily newspaper, Bremen	Helen: Chattochochee Atlanta: CNN, Margaret Mitchell House & Museum, Martin Luther King Jr. National Historic Site, New World of Coca Cola Dahlonega: Amicalola Falls State Park, Appalachian Trail, Burt's Pumpkin Farm Jekyll Island	Gerhard Merk reporting independently. We have continuously supplied them with information on Georgia, which apparently is why he uses our information in the article.	223700	18000

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
			Okefenokee St. Simons Island Savannah: Mercer House			
2009/02/28 (not in Feb. report)	Nordsee Zeitung	Daily newspaper, Bremerhaven	Helen: Chattahoochee Atlanta: CNN, Margaret Mitchell House & Museum, Martin Luther King Jr. National Historic Site, New World of Coca Cola Dahlonga: Amicalola Falls State Park, Appalachian Trail, Burt's Pumpkin Farm Jekyll Island Okefenokee St. Simons Island Savannah: Mercer House	Gerhard Merk reporting independently. We have continuously supplied them with information on Georgia, which apparently is why he uses our information in the article.	70300	12600
				Circulation/\$\$\$ in March 2009:	3,186,460	68,100
				Circulation Entire Fiscal Year:	17,047,560	682925 Euro Fixing March 31. 2009: x 1.3333 US\$ 910,339

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS
2009/03/29	Deutschland-radio	Sunday morning radio travel show, nationwide	15-minutes Okefenokee feature: Alligators, Camping in the swamp, the swamp as a magical place, Fargo, Folkston, Jim Burkhart, Joy Campbell, St. Mary's River, Suwannee River, Waycross	FAM Rita and Rudi Schneider June 2008	1500000
				Total:	1,500,000
				Total entire Fiscal Year:	3,00,000
					No ads on this channel

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
					Total entire Fiscal Year	21,600 Euro Fixing. March 31, 2009: x 1.333 US\$ 28,792

Electronic Newsletters by E-Mail

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

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/03/31	Bruckmann	Publishers's website announcement of travel book	22 pages	Dr. Margit Brinke, Christian Heeb, Dr. Peter Kraenzle	http://www.bruckmann.de/titel-4762-usa_der_sueden_19.html	100
2009/03/22	Arcor	Website of telecommunications company, Germany	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	http://www.arcor.de/content/reise/Traumziele/50404245.1..Spurensuche:%20Der%20Antebellum%20Trail%20in%20Georgia.html	500
2009/03/21	Nuernberger Nachrichten	Website of daily newspaper, Nueremberg	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House,	Dpa/gms news service, Christian Roewekamp FAM, May 2008	http://www.nordbayern.de/dpa/art2.asp?art=1159891&kat=8224&man=2	1000

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville			
2009/03/10	Mitteldeutsche Zeitung	Website of daily newspaper, Halle	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	http://www.mz-web.de/servlet/ContentServer?pagename=ksta/page&atype=ksArtikel&aid=1229761091769&openMenu=1160644260786.1160644260767&calledPagelD=1074421622440&listid=1074062221806	1000
2009/03/10	Leipziger Zeitung	Website of daily newspaper, Leipzig	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	http://www.lvz-online.de/ratgeber/drrgrt.html?p=/ratgeber/content/19936976.html	1000
2009/03/10	monstersandcritics	News website,	Antebellum Trail, Feature Story	Dpa/gms news service, Christian	http://www.monstersandcritics.de/artikel/200911/a	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
		Germany	Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Roewekamp FAM, May 2008	rticle_128429.php/Spurensuche-Der-Antebellum-Trail-in-Georgia	
2009/03/10	Saarbruecker Zeitung	Website of daily newspaper, Saarbruecken	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	http://www.saarbruecker-zeitung.de/themenwelten/reise/traumziele/Tourismus-USA:art4188,2826521.0	1000
2009/03/10	Allgemeine Zeitung	Website of daily newspaper, Mainz,	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House	Dpa/gms news service, Christian Roewekamp FAM, May 2008	http://www.allgemeine-zeitung.de/ratgeber/reise_tourismus/traumziele/6368904.htm	1000

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
			Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville			
2009/03/09	HNA	Website of daily newspaper, Kassel,	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	http://www.hna.de/reisestart/00_20090310102715_SpurenSuche_Der_Antebellum_Trail_in_Georgia.html	1000
2009/03/04	Fernweh	Travel website, Germany	International Driving Permit	Press release "International Driving Permit", February 24, 2009	http://www.fernweh.de/56.html?&tx_ttnews%5Btt_news%5D=6450&cHash=2431e6209c	100
2009/02/25 (not in February report)	Gloobi	Travel news website, Germany	International Driving Permit	Press release "International Driving Permit", February 24, 2009	http://www.gloobi.de/de/Nordamerica/USA-Georgia-verlangt-internationalen-Fuehrerschein-19.html?n=933	100
					Total \$\$\$	7300
					Total entire Fiscal Year	106,050 Euro Fixing March 31, 2009: x 1.333 US\$ 141,360

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
April 2009	Spring Events in Athens	http://www.georgiaonmymind.de/neu_apr09.php
March 2009	Stopover: A Day in Atlanta	http://www.georgia-usa.de/neu_mar09.php

C) CATALOGUE RESULTS

As on monthly documentation CD sent to State offices