



A) ACTIVITIES

Type	Details	Field
Financial Report	Provided monthly financial compilation for January 2009	Internal Coordination
Staff meeting	Monthly staff meeting with PH, JW and JP to discuss marketing plans and brainstorm ideas	Internal coordination
Product development	Met with Owner and Director of America as you like it to discuss joint advertising for 4 weeks in national press, mail out of fly drive itinerary to top 3000 of their client base and insert the flyer into all of their main brochures.	Trade/Press
Event Planning	Meeting with HO Purchasing Virgin Holidays and calls to Amy Clark in Athens to discuss conducting annual seminar for members of Athens and surrounding CVB members. Date in late April. AY to contact Regional rep for assistance.	Trade/Lateral Marketing
TV Opportunity	AY contacted by Visit Florida as Jamie Oliver is making cookery program for UK TV. GA is one of the states saved, and combined with part of Florida as the producers cut the number of episodes from 10 to 6. AY to establish when program will be aired	Media
Web Development	AY in contact with KL and Dawiet Zamadie to start work on a new UK Explore Georgia website. This would be used for Consumer enquiries, tour operator access, press releases and press room, links to Visit USA, Deep South, and other sites, events calendar and current promotions.	Website
Visit USA Meeting Tour operator feedback	Attended Visit USA meeting. Feedback from most operators is that growth is down since Oct 2008, most have seen their budgets cut and most felt that partnerships with destinations, and hotels to source product, will create value for money. Many consumers are going back to package holidays through tour operators and travel agents rather than DIY holidays on the internet, as they want protection through ABTA	Lateral Marketing/Trade
Visit USA Airline feedback	John Wells of BA gave overview from airline prospective. Global aviation has seen losses in excess of £3billion BA fuel bill in 2008 was +50% BA have reduced capacity through winter by 7% to the USA Joint agreement with AA Will review summer schedules to drive load factors up BA Sales will work closely with destinations to drive business BA will continue to serve 18 US airports including Atlanta	Airline/Lateral Marketing
Visit USA Website and programs	The website received over 70,000 hits in December The USA still remains the largest long haul market from the UK and still produces more visitors than any other country	Website/Lateral Marketing

	<p>outside of Mexico and Canada.</p> <p>There are currently 1600 students on the Visit USA training program</p>	
Tour Development	<p>Meeting with new Southern product manager at Trailfinders. Key points from the meeting;-</p> <p>A targeted mailing will be going out for our area based on attracting second time visitors.</p> <p>Jekyll Island Club has been added for 2009 program</p> <p>Training sessions to be arranged in near future</p> <p>Trailfinders have just opened a new store in SW of UK, a meeting to be arranged and product training done</p>	Trade
Consumer evening	<p>Manned booth at consumer evening with Bon Voyage at the Hilton hotel Southampton. The evening attracted 368 quality clients, many of them had booked their tours and others came along to get more information and then booked. Follow up will be made with Bon Voyage over the next week to see what impact the event had on bookings.</p>	Trade/Consumer
Research for W Hotel Atlanta	<p>ACVB requested help for new W hotel in Atlanta, to establish whether participation in the forthcoming Business Travel Show would be worthwhile. Calls made to organisers to get reduced price for booth, which was too expensive. AY called other US destinations and Delta to see if they would like to share space but they are not exhibiting this year. We also researched the Confex show, but again even after reduced prices were given, it was too expensive. Feedback given to the W and ACVB</p>	Lateral Marketing
Tour Development	<p>Meetings with Lastminute.com followed by helping write the pages for a 6 week Georgia campaign. Campaign will go live in February and was funded by GDECD and ACVB at a reduced price and will feature places to see in the whole state.</p>	Trade/Website
Quarterly meeting with Delta	<p>Meeting with Regional Director of Sales UK, Ireland & Europe. Following topics were discussed;</p> <p>Nordic Corporate fam trip</p> <p>Joint calls with sales team</p> <p>European Leisure Forum with senior product directors of top tour operators</p> <p>England cricket team promotion</p> <p>Special offer for Destinations show London</p> <p>Scandinavian sales calls and functions</p> <p>Joint calls and joint functions in Ireland</p> <p>Joint marketing opportunities with DL/AF/KL and NW</p> <p>PR opportunities</p> <p>Joint activity with Advantage Travel group</p> <p>Joint opportunity with new Amex Destination dept.</p>	Airline
Tour development	<p>Meeting with manager and staff of American and Worldwide travel. AY supplied information and wording for new tour through GA and on to AL. Tour will include Atlanta, Macon,</p>	Trade

	Savannah and Jekyll Island. AY suggested another tour taking in the coastal area of GA & SC as mileage less for fly drive tours. AWWT are working with JW to get a travel writer out to cover the Savannah Music Festival. AY followed up with SAV and ATL CVBs for alternative hotels and contact details as the product suggested by Tourco was not suitable.	
Trade event	Contact from Mannings Heath golf club to establish whether we will be holding our annual GA golf day. GA cannot do the usual event this year due to budget constraints. The Events Manager has offered alternative package at less than half the price. Project on hold until enquiries have been made with Delta or BA to see if they would like to co sponsor at reduced costs and for a smaller number of golfers	Trade
GWTW Sweepstakes winner	AY working with prizewinner, ACVB and GDED to arrange the prize for the 2008 GWTW sweepstakes. The competition was featured in the Selling Longhaul Trade magazine, the official magazine for Visit USA, along with pages of editorial and advertising over 3 months	Media/Trade
Consumer show Manchester	The show in Manchester had a very high calibre of consumer, and they were not hesitant to plan their annual vacation. The credit crunch, although making them more aware of value for money, was not affecting their vacation choices or spend for 2009 and 2010. The feedback was very much that travel is still considered a necessity and not a luxury with an interest in new and creative ideas for travel within the USA. Presentations were made on Deep South during 2 seminars with a total of 140 consumers attending for the 50 minute presentations. Total attendees 57,609	Consumer
Consumer show Utrecht	The Deep South guide was distributed to a total of 600 people at the show and there was an attendance of 133,000 visitors. The interest in the Deep South was strong and 10 passengers were booked with "Eaglerider" at the show.	Consumer
Consumer/Trade show Dublin	The Dublin show was slightly less busy than in previous years. The consumers were looking for different options but seemed less likely to book as in advance as had been the case in previous years. The Euro was having an impact on day to day living, however travelling to the US was very affordable in comparison to Europe even though Dublin is in the European Monetary Fund. The operators were keen to support the US Tourism effort during this traditional booking time to encourage and sustain the high levels of travel from Ireland to the USA. Consumers are looking for special deals, but budgets were high on the requirements when making vacation decisions. The Irish show has a trade and press day in addition to being a consumer show. The attendance at show TBC	Trade/Consumer/Press
Consumer enquiries	A record number of consumer enquiries for GA information have been received since Jan 4 th . We have sent out over 125 consumer packs in the post and taken numerous phone calls,	Consumer

	which give us the opportunity to “sell” the destination. The majority of the enquiries have been received via the Visit USA and Deep South websites. All fulfilment is done in house by AY’s office.	
Visit USA Media Marketplace	PH and JW attended the Visit USA annual event, networking with 32 high quality journalists. JW produced new press releases on Music and Presidents of GA, and included the releases in prepared press packs. Some good leads achieved for follow up	Media
Trade Promotion	Opportunity to advertise at the ground of all 10 England Cricket matches in 2009 plus 2 end of season cup games. All of the matches will be shown on national TV plus GA will get 5 places at the championship special match for corporate hospitality at an event hosted by Sir Ian Botham – the most high profile cricketer in England, plus other famous cricket personalities. The places at this dinner alone are worth £650 and all we have to contribute is the cost price of producing the advertising boards, as the main sponsor Xcel Airways went out of business and they had paid for everything else!	Trade
Travel South Showcase	AY, Jo Piani and Jane Wilson have been giving ongoing assistance to Liz Bittner and team for the Travel South Showcase, which will be held in Kissimmee in April. Names, company details, positions and e mail addresses for International travel buyers sent and mentions of the show included during sales calls where relevant.	Trade
Georgia facebook	The new facebook page for Georgia has been shared with tour operators and other relevant contacts.	Lateral Marketing
Events Calendar	PH put together an events calendar for Virgin Holidays Head of Press Relations- Karen Tippett following a meeting with AY and JP held at their HO. Karen will be mailing a special Virgin Holidays/Georgia press pack to their database of top journalists. The pack will include Benefit brand Peach makeup as the hook, with a special “peach” message and press release. She is interested in Green Properties in GA. She is interested in GA films – AY to send list of films Karen wants to know how the GA film commission works with films made in GA. Would the commission allow someone on set, ie a GMTV Correspondent or one from This Morning – both top programs in the UK. AY to follow up Karen would like a list of stars appearing at the Savannah Music festival. Karen is on the Visit USA PR committee.	Trade/Media
Birmingham Consumer show	AY responsible for the planning and paperwork for the Birmingham Destinations show in March. All space and furniture now ordered and paid for.	Consumer
Press Releases	JW worked on press packs and releases for the Dublin consumer show, plus she contacted the press to say GA would have a presence at the show. Jane has also sent two	Media

	releases out this month on Music and Presidents of GA and the link to President Obama. Other releases in the pack were a Georgia fact sheet, Lights, Camera, Action and music. We have requested images from Macon and Savannah relating to Music	
Trav Media	JW sent press releases out to over 5000 journalists via Trav Media., one of the top UK resources for writers. Trav Media produce a monthly news release, plus a daily release and the stories and leads are picked up by all media avenues.	Media
Visit USA Website	JW uploaded several press releases on the Visit USA website for future use.	Media
Visit USA Media Event	As part of the Visit USA PR Committee, JW assisted in organising the highly successful “Meet the Media” event, which attracted 66 journalists. The following media enquiries were received from the event;-- Peter Ellegard – golf Alan Orbell - Selling Longhaul James Ellis – London Metro Trisha Harbord – News of the World Matt Hampton – Freelance Robin Searle – TTG Rob Gill – Freelance Sara Macefield – Freelance Other publications ; - National Geographic and Food & Travel Magazine The Travelmag.com Journalist follow up; Sent follow up message to Travel Editor of Sainsburys Magazine re Savannah, Fried Green Tomatoes, Cookery School and awaiting events around the anniversary of GWTW. Sent information to The Travelmag.com	Media
Industry events	JW contacted the editor of Business Travel magazine – Gill Upton regarding a meeting at the Business Travel Show in February to highlight the gateway of Atlanta. Meeting arranged for 10 th Feb.	Media
Media Administration	JW conducted Conference call with AY and PH to discuss the following;-- Strategy Savannah Music Festival Opportunities with Advantage Travel Centres Following call JW contacted Advantage to request details of destination promotions	Media
Media follow up	JW contacted Deputy Editor of the Sunday Times Travel Magazine and sent him a press pack. Meeting arranged in February	Media
Media enquiry	Numerous calls received from Advertising manager of Travel Bulletin, plus copies of recent issues sent. Requests for advertising made either as GA or as part of the Deep South.	Media

	Offers declined by all partners due to costs and low circulation.	
Media Assistance	AY helping with images and information for April issue of Take a Break magazine. The writer went on fam trip last year for one day and her feature will go into the bumper issue in April. The magazine has the top circulation for a UK magazine. AY to send copies and give figures for readership and ad value when published	Media

B) MEDIA RESULTS

Newsire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes
20 Jan	Biz Journals	Equivalent of associated press	"Delta Hartsfield tiff goes back months"	Clipping service	Overall coverage on the subject of the runway, produced on daily business news bulletin website. Includes question of possible sixth runway Hartsfield Airport A4 page and a half re the sixth runway
26 Jan	Biz Journals	Associated press	"Memphis may emerge as Delta's Midwest gateway"	Clipping service	Another story about disputes between Delta and the airport Half a page on the dispute.
22 Jan	Biz Journals	Associated press	"Honolulu national 26 th busiest airport in 2008"	Clipping service	Half page feature on airports and talks about Hartsfield being busiest airport for 4 th year running
22 Jan	Biz Journals	Associated press	"Hartsfield Jackson world's busiest airport for 4 th year in a row"	Clipping Service	Half page feature on the airport and numbers, plus retail expansion and security measures
17 Jan	Biz Journals	Airport World	"Bottoms up"	Clipping Service	Three page feature on airport bars and food around the world. Atlanta airport was one of the airports highlighted
1 Jan	Bskyb.com	Travel Sky	5 separate pieces on GA on the bskyb.com website	Ferne Arfin	Pieces taken from main story which appeared in the Sunday Telegraph as a result of a fam trip conducted by Ferne Arfin the Travel Writer

Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
1 Jan	Real Travel	Travel Magazine	"Where the streets are paved with gold" Features details of 3 day trip through GA and TN	Clipping service	38,000	\$10,903
1 Jan	Real Travel	Travel Magazine	"Cumberland Islands Escape the crowds" Half page feature on Cumberland Island, and St Marys	Clipping Service	38,000	\$5,452
1 Jan	Real Travel	Travel Magazine	"The home of Hollywood" 2 page feature on films in the USA. Whole section on Atlanta and GWTW	Clipping Service	38,000	\$15,713
1 Jan	Attractions Managemt	Travel Magazine	"Tellus to open in January 2009" Half page feature on Georgia Museums	Clipping Service	5,000	\$2,302
21 Dec	Sunday Telegraph	National Press UK	"The Revamp of Old Savannah" Half page feature by Ferne Arfin on Savannah, including photography and booking details AY put together the trip and made the contacts with Ferne	Fam trip and follow up by AY	618,321	\$50,870
26 Jan	Air Cargo Week	Specialist magazine	"Cargolux adds at Atlanta" Half page on the new service between Luxembourg and Atlanta airport. It will generate over \$3m per year	Clipping Service	12072	\$2,016
26 Jan	Intl Herald Tribune	UK edition	"Atlanta" Small piece on the busiest airport in the world	Clipping service	242,073	\$1,040
18 Jan	Sunday Telegraph	National press UK	"Insider's guide to the USA" 5 full pages in the	AY Contact With	618,321	\$6,359

			Sunday Telegraph Travel supplement plus web feature. AY supplied information for the writers, Paul Wade and Kathy Arnold. The GA part was under the heading "Listen to Jazz in New Orleans, Country music in Nashville and Blues in Memphis"	travel writers		
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Radio Broadcasts

Date	Network	Category	Themes	Source	Number of Listeners

TV Broadcasts

Date	Network	Themes	Source	Length	Reach	AD Value \$

Electronic Newsletters by E-mail

Date	Title	Category	Themes	Source	No of Recipients
Jan 2009	Deep South newsletter	E blast	Updates on events and places to visit and anything new in the state.	Information supplied by AY and PH	The home page had 1471 visits in Jan. The key words Deep South attracted 155 visits
January bulletin	E blast	The Intl Travel Writers Alliance/ Always Travel	Feature on Amtrak in the USA highlighted 4 different tours. The "Crescent New York" included Atlanta, and the other 3 tours included Savannah	Information supplied by our PR person Jane Wilson	Online publication sent to all travel writers by e mail on a twice monthly basis. The bulletin is also distributed in other countries

Online Appearances

Date	Title	Category	Themes	Source	Address	AD Value \$

Paid Advertisements

Date	Title	Category	Themes	Source of \$\$\$	Circulation

C) CATALOGUE RESULTS Annual profiles being completed for GDECD