



**Georgia Dept of Economic Development  
United Kingdom / Ireland / (Scandinavia)  
April 2009 Report**

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## A) ACTIVITIES

Type	Details	Field
Trade	Met with Kuoni on 3 <sup>rd</sup> April 2009. Discussed possible additional product opportunities, especially around GA/SC and Savannah/Antebellum trail. Also looked at marketing opportunities, possibly in conjunction with Advantage travel group.	Joint Marketing
Media	Liaised with Rosewood hotels on rooms for GWTW press trip. A week out Rosewood advised they were unable to supply rooms at Mansion on Peachtree for entire Atlanta stay. Booking moved to Georgian Terrace to maintain integrity of itinerary	PR
Media	Sourced and booked BMI ticket BFS-LON for Colin McAlpin to joint GWTW press trip on 17 <sup>th</sup> April, 2009	PR
Media	Developed GWTW Press trip itinerary in conjunction with writers including mileages, tour timings and activities to provide necessary information for each of their commissions. Provided writers with updates as necessary.	PR
Media	Worked with S Paupeck in Atlanta to ensure that itinerary worked for GA partners and that proposed plans were workable.	PR
Media	Made up and collated full final itineraries and information packs for writers upon arrival in Atlanta.	PR
Media	Sourced and booked British Airways tickets for the 4 press writers for travel LON-ATL-LON. Out 17 <sup>th</sup> April, return 21 <sup>st</sup> April	PR
Trade	Developed power point presentation for Athens International travel workshop on 16 <sup>th</sup> April.	Tour Op
Trade	Worked with Gary Orr at Virgin Holidays and Jimmy Jillebo at Delta on their presentations for Athens workshop to ensure they met with needs of group	Tour Op
Trade	Liaised with Amy Clarke at Athens CVB on content and timings of international travel workshop presentations.	Lateral Marketing
Trade	Organised transportation for Athens workshop and accompanied Gary Orr and Jimmy Jillebo to, and throughout our stay in Athens including sight inspections	Lateral Marketing

	of hotels with Dir of Tourism at CVB and regional GA Rep	
Trade	Provided and distributed PR and Product information for Athens seminar group in preparation for the trip	Lateral Marketing
Trade	Undertook presentation to Athens CVB and outlying partners explaining the UK market and how we sell GA to in the UK and Ireland. Helped with Q&A following presentations.	Lateral Marketing
Trade	Provided Athens CVB with copy of Powerpoint presentation for posting on their website for partner access	Lateral Marketing
Media	Met with S Paupeck at GDECD offices to finalise itinerary and print final copies for the group. Stefanie called various partners to clarify details and these were included in final paperwork.	PR
Media	Met and accompanied GWTW media trip from 17-21 April.	PR
Media	GWTW Media trip tour of Clayton County GWTW Tour. Personal meeting with Peter Bonner. Interviews and photo opportunities	PR
Media	GWTW Press trip. Margaret Mitchell House and GWTW Movie Theatre tour.	PR
Media	GWTW Press trip. Lunch at Varsity. Interview with diners and fans (game day).	PR
Media	GWTW Press trip. Tour of World of Coca Cola.	PR
Media	GWTW Press trip. Tour of Georgia Aquarium	PR
Media	GWTW Press trip. Visit and tour of Stone Mountain Park. Watched first laser show and fireworks of the 2009 season.	PR
Media	GWTW Press trip. Tour of Georgian Terrace with 'in-house' historian. Interview and GWTW related facts. Photo op at old entrance to hotel where stars would have entered.	PR
Media	GWTW Press trip. Photo op outside Georgian Terrace with parade car used for GWTW original premiere.	PR
Media	GWTW Press trip. Attended GWTW screening reception at Fox Theatre. Interview with Kristen Delaney (PR at Fox Theatre).	PR
Media	GWTW Press trip. Attended GWTW screening including introduction from Robert Osbourne. Interview with PBS following screening with one of UK writers	PR
Media	GWTW Press trip. Stayed at Southern Cross Ranch in Madison. Met with Preston Small (local Madison media representative) for dinner.	PR
Trade	Discussed accommodation and rates with Noel Detienne the owner of Southern Cross regarding possible inclusion of property in American Sky online ranch product.	Lateral Marketing/Tour Op
Media	GWTW Press trip. Met with Marguerite Copeland at Madison CVB and toured the historic district, Heritage Hall and browsed town centre shops.	PR

Media	GWTW Press trip. Met with Heather Kennedy in Milledgeville. Had southern style lunch and tour of town including State Capitol Building (received presentation) and Governor's Mansion (Director gave special presentation as normally closed on Monday).	PR
Media	GWTW Press trip. Met with Carey Ferrara and had dinner at the Crab Shack on Tybee Island. Followed by coffees in downtown Savannah.	PR
Media	GWTW Press trip. Full trolley tour of Savannah plus visit to Savannah Museum and lunch at Mrs Wilkes.	PR
Media	GWTW Press trip. Over 300 photographs taken on behalf of two of the writers. CD's burned and dispatched upon return to the UK	PR
Media	GWTW Press trip. Full fact box information (Flights, fares, tour operator itineraries, hotels and prices, best times of year & temperatures) provided to all writers upon return to UK	PR
Media	GWTW Press trip. The day following our return to the UK, Colin McAlpin appeared on BBC Radio Ulster and participated in a 10 minute slot on his trip to GA. Copy of recording is available.	PR
Media	Liaised with Megan Spears at Clayton County CVB for additional images for GWTW press group.	PR
Trade	Provided introduction to Noel at Southern Cross with American Sky for possible contracting. Dispatched literature from the ranch to American Sky.	Tour Op.
Trade	Liaising with Siobhan Scanlon at Delta Ireland on Irish leg of upcoming sales mission for PR lunch and Trade dinner. Siobhan has provided possible venues and visit planned on 13 <sup>th</sup> May to view final selection.	Sales Mission
Trade	Developed and distributed dinner and theatre invitations via e-mail for UK sales mission.	Sales Mission
Airline	Jimmy Jillebo has provided 'open-jaw' fares for possible joint Orlando/GA coast itineraries with Holiday Genie. Plan to have this discussed at POW WOW.	Tour Op
Trade	Met with Tracey Lyon-Mercado during vacation to discuss future trade opportunities. Did site inspection of hotel and met with the other sales staff	Trade
Press release	Created release on Driving Tours in Georgia, added non-UK driving license requirement	PR
Editorial requests	Sent copy on Driving through Georgia to the Editor of Selling Long Haul	PR
Marketing case study	Provided examples of pro-active tourism marketing for a Visit USA Association presentation to the Tourism Society	PR

Press trip	<p>Confirmed journalists attending trip -- Collated passport names and checked visa requirements: <i>Liz Gill</i></p> <p><i>Writing for The Metro - London's daily free paper with a circulation of 550,000</i></p> <p><i>Janine Kelso</i></p> <p><i>Writing for Travel Weekly - the UK's leading trade, weekly magazine with a circulation of 16,157</i></p> <p><i>Brian Pedley</i></p> <p><i>Writing for The Daily Express - a national daily newspaper with a respected travel section - Circulation: 728.296</i></p> <p><i>Colin McAlpin</i></p> <p><i>(Northern Ireland)</i> <i>Travel Trade News and their all-Ireland glossy magazine - circulation of 23,000</i> <i>(Possibly coverage on Radio Ulster on return)</i></p> <p>Contacted each participating journalist to advise on itinerary and preparation for the trip.</p> <p>Sent press pack to assist each of them to seek further assignments as they are all commissioned, freelance journalists</p> <p>Discussed content/angle required for Travel Weekly and images to support the feature</p> <p>On return, sent fact box information to include for their features.</p>	PR
Press information	Provided copy for the Visit USA Association Ireland's enewsletter – subject "Georgia In The Movies"	PR
Press release	Distribution of release on Driving Tours via TravMedia to over 5,00 journalists	PR
Tour Operator/PR opportunities	Met with Maggi Smit of America As You Like It to discuss PR opportunities for Georgia linked to product development and journalist requests.	PR/Tour Op
UK Media Mission	Discussed potential media to attend UK media event in London, Ireland.	PR
Solus press trip	Steve Hartridge, editor of Selling Long Haul has provided dates – October 9th for his visit to Georgia.	PR
Solus press trip	Liaised with Mary Moore Mason regarding press trip prior to Pow Wow and itinerary requirements	PR
Broadcast Material request	Producer of The Travel Channel, Petra Shepherd, has requested footage of "Gone With The Wind" to broadcast on the programme in honour of the 70 <sup>th</sup>	PR

	anniversary – still awaiting footage	
Journalist meeting	Contacted the Deputy Editor of Sainsbury Magazine following our meeting - she has requested a preference for a solus trip to Georgia - tbc	PR
Travel Weekly meeting	Met with the Editorial Director to reconfirm Georgia feature and discuss other opportunities	PR
Visit USA Roadshows	Registered Georgia for the Visit USA Roadshows in December – around 100 key travel agents attend each of the three venues and destinations: Liverpool, Ashford and Belfast	PR
Visit USA Associations	Attended AGM	PR
Press	Met with Steve Hartridge Senior Editor Selling Longhaul and other magazines, including Worldwide Golf & Spa guide. He has booked and paid for flights for himself plus photographers to conduct press trip in October.	PR
Press	Constant liaison with Mary Moore Mason in preparation for her press trip. Flights booked, and hotels in Athens and Atlanta. Awaiting room and itinerary for Macon from Ruth Sykes	PR
Georgia Sales Mission	Itinerary planned and approved following conference call with KL, BB and MS. Venues booked and deposits paid and hotel booked for Mindy Shea. Meetings now being worked on and invitations to all events sent out	Trade/Press
Trade	<p>Thomson TUI Group</p> <p>Met with Kevin Ventris who is the new head of product for all the main brands: Thomson America and Canada, TUI, Jetsave and Hayes &amp; Jarvis. They are currently trying to channel all the brands into TUI mainstream. Staff structure as follows:</p> <p>Kevin Ventris: Regional product and contracts manager  Jessica Jackson: Product Executive – North America  Andrea Noble - Jetsave touring  Bobby Riley: Product Manager – Thomson (responsible for all charter product (TUI), based in Luton.</p> <p>TUIKSD – is the TUI Specialist Division based in Crawley – this incorporates Hayes &amp; Jarvis, Thomson America and Canada &amp; Jetsave.</p> <p>Kevin shared in confidence that they are also in talks to buy Trailfinders, Travel Mood and Austravel - it all looks certain to go ahead but still in the consultation process. They will also take over all National Geographic stores. Thomson has 926 retail stores across the UK. They still receive 80% of all bookings through the retail stores and 20% are direct.</p> <p>All Hayes and Jarvis, Thomson and Jetsave online bookings feed into the same online system.</p>	Trade

	<p>Book through Hotelbeds, Allied, ATI and Bonatel but looking to do more direct contracts. Excursions are contracted through Viatour. Booked 15,000 Jetsave pax through their call centre in India &amp; 25,000 Hayes &amp; Jarvis &amp; Thomson pax through their call centre in Crawley. Interested in fams – will look at dates and advise. Training – very interested dates to be advised.</p>	
Mail shot	Eagle Golf Tours sent out 15,000 postcards to regular clients to highlight the upcoming USA brochure which will include GA properties. Owner booked group to GA	Trade
Press	<p>Three full colour pages in “Escape Magazine” with a feature on Savannah. That is the first of the articles from Margaret Cunningham to appear following her fam trip last year Margaret will send the 'on air' features which were transmitted a few weeks ago on BFBS Community Radio. They contain studio and location reports. AY will also receive a copy of the general piece on Georgia when it is published. The website is under construction and Margaret will let us know when it is finished as there will be GA material included.</p>	Press/ Radio
Press	Two page feature in the bumper Spring issue of “Take a Break” women’s magazine. The travel writer Sally Dowling did short fam trip last year and visited GA and SC. Take a Break is the most read women’s magazine in the UK market.	Press
Trade	Liaison with Cheryl Smith on the invitation to the CVB members in her area for the Athens seminar	Trade/Lateral Marketing
Trade	Meeting with Marketing Manager Virgin Holidays Andy Reekie to discuss joint marketing opportunities for Deep South. Opportunities sent to all Deep South partners but rejected as all states are waiting for new budget year to apportion funding and the AL contract needs to be renewed in July before any commitments made..	Trade
Trade	Meeting with Product Manager Flightcentre to discuss existing and new product for 2010. Although figures are down from 2008 they have sold 216 nights in Atlanta between Jan-Mar 2009. Meeting arranged at Pow Wow	Trade
Trade	Invitations sent out to top product managers and airlines to attend the Georgia table at the Visit USA Ball on July 9 <sup>th</sup> 2009	Trade
Trade	Information and data loaded onto the Online Travel Training website ready for the training of travel agents. If any details need updating or changing we have the facility to do this, and participating agents will be rewarded once they have reached the targets set .	Trade
Press/Trade	Page in the new Wexas North America handbook for clients. Tour features Atlanta, Macon, Jekyll Island and Savannah. Also included on the same page is an	PR/Trade

	alternative tour in the Deep South including GA product	
Trade	Six week campaign with Lastminute.com produced a good increase in bookings for GA. Joint online advertising effort co funded by GA and ACVB with rotating banners and wording	Trade
Trade/PR	Final arrangements made for the prize winners of the GWTW Sweepstake and hosted by ACVB partners.	Trade
Trade	Training conducted for US sales and reservations teams at Virgin Holidays with laptop presentations. Went well as many of the reservations team had transferred from selling Florida destinations to the main USA team.	Trade
Trade/Consumer	Cosmos/Archers sent out 34 page booklet to their database with offers on worldwide tours. The only one featured in the USA was The New Orleans, Old South and Florida tour, which includes Atlanta and Savannah. There was no cost to GA	Trade/Consumer
Trade	Price and menus agreed by golf club and invitations sent out to top tour operators for golf day during Sales Mission. Total of 16 golfers plus GDECD will attend	Trade
Consumer	Updates given for Deep South website, and small prizes offered for winner of competition	Consumer
Trade	Calls and arrangements for the Deep South sales mission at end of June. Each state has set duties GA has to arrange 2 days of calls and training.	Trade
Trade	Help with suggestions for Pow Wow appointments. Lists now received and calls made to a few additional operators and press to invite them to the stand.	Trade
Trade	Details of Touchdown program sent to interested hotels in Atlanta, plus marketing proposal which includes various advertising possibilities. At least 10 properties have expressed interest.	Trade
Trade/Airline	Meetings with Delta UK resulted in them co sponsoring the Theatre evening during the London mission and helping with the Irish events. GA UK is the only destination office that they currently work with.	Trade/Airline
Trade	AY met with CEO of Encore Tickets in London and negotiated best theatre tickets, dinner, and wine with the cast of Hairspray following the show. The whole price per guest is less than the price of the theatre ticket, plus following negotiations with Delta they are paying half the bill.	Trade
Airline	Met with Leisure sales team of Delta to discuss theatre evening, exposure, invitations and promotional items. Joint guest lists worked on	Airline
Airline	Delta offered us an opportunity for seats and hospitality for the men's semi final day at Wimbledon. Budgets being looked at to see whether we can afford to take up this opportunity for top clients	Airline
Press	AY met with writers prior to their press trip to Georgia, and escorted them through check in at Heathrow prior to boarding the flight. Ensured that the Irish writer managed to connect from Belfast as his flight was	PR

	delayed by 2 hours!	
Press	Registered and gave input for press day Media Marketplace to be held in London in July. GA to share a booth and costs with Amtrak rep as new GA rail tour launched in 2009	PR
Airline	Contacts with Delta Manager Scandinavia to discuss business in Sweden and Denmark. Also passed on sad news to GA and Savannah that one of the visiting trade delegation had been killed in Savannah.	Airline
Trade	Invitations approved by Deep South partners, and sent out for the annual Ivy lunch for the trade at end of June	Trade
Airline	Contact made with Alison Nicholls to plan Pow Wow appointment and future opportunities	Airline

## B) MEDIA RESULTS

### Newsire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes

### Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
April 09	Take a break	Woman's magazine	2 page Feature on Georgia & S Carolina	Fam trip 2008	2,935,000	103,140
April 09	Wexas Vista Magazine	Members Handbook	"Jewels of the South" tour featured in The Americas pages	AY	25,000	4,500
April 09	Wexas	Nth America Supplement	Page on Atlanta, Alabama and Coastal Georgia	AY	25,000	4,500
March 09	Group Travel Organiser	Monthly consumer and trade magazine	Column on Georgia Aquarium, featuring dolphin exhibit.	News release JW	10,986	980
April 09	Escape Magazine	Monthly Travel Magazine	3 pages in colour on Savannah and the coast. Leading travel magazine in Northern Ireland	Fam trip for travel writer	25,000	7,200
April 09	Aviation News	Monthly magazine	2 pages on Atlanta airport including photography	Clipping service	23,000	11,422
April 16 <sup>th</sup>	Intl Herald tribune	Daily paper	Small column about High Museum of Art	Clipping Service	242,073	1,052

**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	Ad Value

**Online Appearances**

Date	Title	Category	Themes	Source	Recipients	Ad Value

**Paid Advertisements**

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

**C) CATALOGUE RESULTS**