



## A) ACTIVITIES

Type	Details	Field
Consumer Awareness Promotion	Met with WAYN (Where are you now?) – Dedicated travel social network site. Discussed business model and possible way in which Georgia and Deep South may work to promote and raise awareness. Proposals received and under consideration	Social Media
Trade led consumer promotion	Met with Advantage travel group. Advantage is an agency association similar to AAA in the US. They have 800 members and about 400 active to the USA. Discussed several marketing opportunities and have received costing for these and are under consideration	Trade
Athens Seminar	Met with Jimmy Jilebo to discuss content and format for Delta presentation at Athens UK seminar in April	Airline
TUR Show, Sweden	Had dinner with key tour operators in Sweden during TUR trade and consumer show. Discussed expansion of Georgia product and possible follow up calls later in 2009.	Trade
TUR Show, Sweden	Met with US Commercial attaché in Gothenburg to discuss Swedish market. Strong demand exists to the US but the Swedish Kroner has declined further than any other European currency against the dollar in the last year. Thailand is THE most popular destination from the Scandinavian market.	Trade
Tour Operator Update	Met with BA Holidays. They will launch their Dynamic packaging product on April 1st. Following this all product will be routed via BA.COM. Several key supplier groupings will participate, immediately increasing hotel stock from 1200 to 7500 (E.g. IHG – Holiday Inn). This is a big opportunity to increase product and will be followed up. Strongly suggest we try and get BA Holidays appointment at POW WOW.	Trade
Tour Operator Update	Met with Alberto Boeri at American Sky. They have limited GA product but do include a tour covering Savannah. They are strong in the ranching market and have discussed including Southern Cross ranch in their program.	Trade
Trade/CVB	Have made contact with Andy Williams regarding 2010 rates at Southern Cross ranch	
Media Press Trip	Liaising with Stefanie Paupeck on schedule and itinerary for 'GWTW' press trip in April.	Media
Media Press Trip	In discussions with Rosewood Hotels UK representative	Media

	and PR manager to secure rooms, dinner and SPA treatments for upcoming 'GWTW' press trip.	
Media Press Trip	Liaising with press participant and setting up flight arrangements for 'GWTW' press group.	Media
Trade/Market Update	Attended tour operator advisory lunch to discuss state of UK market and latest trends. Almost all areas of the US are down or flat at this stage. The expectation is that UK consumers WILL travel but that a 'wait and see' attitude is pushing the booking window from Q109 to Q1 and Q2. Most airlines are holding prices at this time but fears are there will be a wholesale dumping of seats later by which time consumers may have booked elsewhere. Lots of discussions on competition being very aggressive on pricing (Sri Lanka offering 2 for 1 holidays!) and significant co-op funding from all areas, especially the Caribbean, Dubai, Australia, New Zealand and Australia. Non Euro destinations are VERY popular given the perceived value for money. Much talk about \$/£ exchange rate. Need to explain that the US is still good value despite fall. Concerns over the impact of such a dramatic RATE of decrease in the exchange rate on 2010 pricing (2009 largely hedged) where is will be difficult to pass on 30% price increases.	Trade
Financial Report	Provided monthly financial compilation for February 2009	Internal Coordination
Media	Press release created by JW for St Patricks Day and distributed to Media database, including 5000 members of Trav Media	Media
Editorial requests	JW sent out editorial information following on from requests from Association of Independent Tour Operators Media Day	Media
Tour operator Product Development	JW met with Sarah Wilson Lotus International and updated her with editorial aspects of the state	Media
European Driving Permit	Requested information to insert into press release on driving trails, which will also be adapted as destination update and be sent out to tour operators.	Media
Press release	Received Savannah images to support the release for St Patricks Day. Inserted them into release	Media
Press trip	Confirmed Gone with the wind press trip itinerary, organised Georgia invitations and sent them out to the following journalists;- Tony Dawe – via tour operator America as you like it Liz Gill – freelance Colin McCalpine -Freelance Janine Kelso -Travel Weekly (TW wish to include video footage in addition to collage of high quality photography during the trip) Footage requested John Carter Woman and Home Magazine Woman's Own Magazine Choice Magazine	Media

	<p>Now Magazine  Brian Pedley - Daily Express  Chris Moss - Editor of Time Out  James Ellis – Travel Editor of Metro</p>	
UK Media Mission	Discussed ideas for potential media to attend UK Media events in London and Ireland during the Georgia Sales Mission	Media
Solus Press trip	JW met with Steve Hartridge editor of Selling Long haul to discuss proposed fam trip in September	Media
Broadcast media request	Producer of The Travel Channel Petra Shepher has requested footage of Gone with the wind to broadcast on the channel in honour of the 70 <sup>th</sup> anniversary. AY has requested from SP	Media
Solus press trip	Followed up with Mary Moore Mason regarding her proposed press trip prior to Pow Wow. She will also cover editorial on music trails for the following issue.	Media
Journalist meeting	JW, Ay and PH met the Deputy Editor of Sainsbury's Magazine to discuss press trip to Georgia to feature the state. This trip is now scheduled for November 2009	Media
Networking evening	JW attended a press networking evening held at the French Embassy in London as the Georgia PR Representative. Useful contacts made	Media
Trade shows	<p>JW attended ITB and picked up some useful contacts for Georgia</p> <p><b>Comments</b></p> <ul style="list-style-type: none"> <li>• The USA is riding a wave of optimism amid hopes that it can escape the worst of the global tourism downturn and build on its impressive performance last year. The US Travel Association declared "the USA is on sale". Few are confident enough to make firm forecasts for 2009.</li> <li>• Most hotels in New York and Las Vegas have dropped average rates to around \$100 per night. Air fares have also fallen by 20%.</li> <li>• After 9 years of declining business to the USA, it was clear that this year there was more interest in the USA – many attributed it 'Obama effect'</li> <li>• Increase to the USA is up anywhere from 15 to 25 % over 2008 (our destination is 35-37% up over last year).</li> <li>• It was a very successful show, a lot of young couples, young families and repeat travellers that inquired about the destination. There was a huge crowd of consumers over the weekend. Approximately 68,114 members of the public came to find out about travel destinations and products and services from around the world.</li> <li>• JW attended the VISIT USA media reception, the event was well attended. Leads from journalists met at each event were gathered for future follow up.</li> </ul> <p><b>Trends</b></p> <ul style="list-style-type: none"> <li>• Long haul bookings for leisure visitors are also very short term this year. Everyone wants value added at great prices.</li> <li>• 52% of exhibitors at ITB expect visitors to take even shorter trips, 60% believed local tourism would boom, and 68 percent expected demand for last-minute travel to increase.</li> <li>• More than half of the exhibitors claimed they were</li> </ul>	Trade/Media

	currently adapting their products to suit changing conditions.	
Visit USA Ball	GA will host a table at the 2009 ball for top UK tour operators and press. This year is special in view of the recession and every effort is being made to reassure the UK market that we still want their business. As a board member, elected for the third year it is good to be able to support the VUSA efforts.	Trade
Prize-winners of GWTW Sweepstakes	Constant liaison between the prize winner, ACVB, Delta and attractions in order to finalize this trip. They depart on April 1 <sup>st</sup> and will stay at the Georgian Terrace hotel	Trade
Innovative Marketing	AY, PH and JP assisted KL with some marketing ideas for his input to the ESTO conference. Other ideas being looked into	Lateral Marketing
Deep South meeting	Attended DS meeting and discussed following topics;- value of Consumer shows 2009, DS Sales Mission, Premier Holidays and other Tour Operator proposals,	
Press	JW sent the information to <ul style="list-style-type: none"> <li>• <a href="#">Blue Ridge Mountains of Georgia</a>. Aska Lodge B&amp;B will provide Alliance members reviewing the inn a complimentary 2 night stay including full breakfast. Only 1.5 hrs. from both Atlanta and Chattanooga, experience white water rafting, fishing, hiking, horseback riding and much more. Visit <a href="http://www.askalodge.net">www.askalodge.net</a>. Contact: Mary Jo Stamper at <a href="mailto:askme@askalodge.net">askme@askalodge.net</a>.</li> </ul>	Press
Deep South Sales Mission	Assisted with list of attendees to be invited to the Ivy lunch on the first day of the mission as many contacts were out of date. New revised list has been sent out now	Trade
Visit USA Board Meeting	Attended the meeting at the US Embassy and voted back onto the board for another year. Asked if it was possible for me to stand as Chairman in 6 months, AY thinking about it. Separate report will be done with notes from meeting	Lateral Marketing
Visit USA General meeting	Attended by 100 members, the meeting included 4 speakers from the trade followed by an open discussion. Very interesting and notes will follow when I receive them	Lateral Marketing
Journalist	JP chased Anders Nielson for follow up to his press trip at the end of last year. The feature will be in the Summer edition of the magazine and he will send us copies	Press
Meeting Ireland	Contact made with the Delta Sales Manager in Ireland and she will be willing to do a joint press lunch and sales calls to the top people in Dublin during the GA sales mission.	Trade
Meeting with Delta	Initial discussions about help with the Georgia Sales Mission and they would like to co host an event with us. A further meeting will be held on 16 <sup>th</sup> April in conjunction with Dewynters to establish what they can do for us.	Trade
Athens Mission questions	Answered questions from Amy Clark regarding the Georgia Sales Mission versus Pow wow. Gave costs and value so that she can decide whether to participate in	Lateral Marketing

	2009	
Deep South Website	Gave a question on GA for the monthly prize on the Deep South website	Lateral Marketing/Consumer
Rick Woods	Had several contacts with a photographer/journalist based in Savannah offering to help us with any fams, tours, or photographs of Savannah and the Golden Isles. AY to check out with the SAV CVB	Lateral Marketing
Touchdown Holidays	Meetings and follow up with Touchdown to give ACVB the necessary requirements for their members to participate in this program along with BA flights to Atlanta. AY sent out e mails to all those hotels that had expressed an interest with the guidelines, and then pasted all the requirements into an e mail presenting the project to the interested hotels and only one has responded with a negative answer	Trade
Marketing plan & Budget	Completely redone the marketing plan and budget to conform to the GDECD fiscal year. We should be able to cover everything outstanding to end June and move other projects to be completed in 2009/2010	Financial Planning
Last Minute.com	Completed a lastminute.com project funded by GA and ACVB after chasing payments from ACVB Accounts dept, the project has just gone live for a period of 6 weeks and will monitor the results for us.	Trade
Premier Holidays	Received marketing plans from Premier Holidays, and after discussion they were rejected, as not enough GA product to justify spending funds.	Trade
Wexas International	Work on a 2 page spread in the Spring issue of the Member Magazine which goes out to their whole membership. Proofing done and photography changed. A copy will be sent to GA o receipt	Trade/Press
Visit USA Belgium	Training done for 90 retail agents in five sessions at the annual Visit USA Belgium's regional workshop. The Deep South PowerPoint was used and really good response.	Trade
Pow wow appointments	AY set up requests for 75 appointments with UK buyers at Pow Wow. Flight and hotel arrangements made	Trade
Rosewood Hotels	Following on from meeting held earlier in the month, The Inn at Peachtree hotel would like to host the media group for rooms, dinner and a spa treatment! The arrangements are being made right now	Lateral Marketing
GA Sales Mission	Arrangements are now under way in the planning stage for the GA mission now that we have confirmed dates in June	Lateral Marketing
Deep South Mission	AY and PH will participate in the DS mission in late June following on from the GA mission	Lateral Marketing
Media Marketplace	AY and JW have registered for a joint booth at this year's event to help the budgets. This is the main media event of the year and attracts over 100 top writers. The media awards follow the marketplace	Media
Archers extra	A small version of selected holidays from the Archers main brochure has been mailed out to their whole database. The booklet includes a tour "New Orleans, The Old South and Florida. The tour takes in night stops in	Trade

	Atlanta, Savannah	
Titan Tours	Booklets taken from the main Titan brochures to feature the Deep South states were produced and distributed at the consumer shows. Two out of the four tour included Atlanta and Savannah`	Trade
Titan Tours	A special Privileged Client club brochure and newsletter was sent out to their special client database offering special tours. One tour included Atlanta and Savannah and the other one included Savannah, Atlanta, and Macon	Trade
Athens Seminar	Amy Clarke has put details of the UK seminar in the CVB monthly newsletter.	Lateral Marketing

## B) MEDIA RESULTS

### Newswire Service Broadcasts

Date	Service	Category	Themes	Source	Coverage/Notes

### Print Appearances

Date	Title	Category	Themes	Source	Circulation	AD Value \$
Feb Issue	Rosewood Magazine	Hotels & Resorts	Front cover plus 6 full pages on new property in Atlanta.	Launch of new hotel. AY and PH attended meeting with UK global office	30,000	\$22350
1st April	Real Travel	Rough Guides	Editorial talking about new additions. GA is one of them	Press release	38,000	\$555
11 <sup>th</sup> March	Travel News USA	Visit USA Newsletter	Qtr page on the Deep South tours with links to websites	Visit USA	50,000	\$1345
March	Interntl Travel Writers Alliance	Bulletin to all writers	Included half page on the Blue Ridge Mountains of Georgia as place to go	Press release JW	TBA	\$1000
March	Group Travel Organiser	Magazine to all companies organising group tours	Small column on the Georgia Aquarium and new Dolphin attraction	Sales call	10,896	\$500
March	Intl Travel	Bulletin to	Additional piece on	Press	TBA	\$500

	writers Alliance	all writers	Blue Ridge Mountains offering members 2 day fam trip	release JW		
March 18 <sup>th</sup>	The Times	National Daily paper	Page on GWTW theme, and including places like Jonesboro, Savannah, Atlanta, Jekyll Island Madison, Macon, and the Antebellum Trail	Press release JW and Maggi Smit America as you like it	620416	\$33,000
1 <sup>st</sup> March	Intl Duty Free News	Magazine in airports	Half page on Blackberry store opening in Atlanta airport	Clipping Service	2200	\$1838
1 <sup>st</sup> March	Travel Retailer Intl	Magazine in airports	One & a half pages on airport shops highlighting Atlanta	Clipping Service	4040	\$4435
1 <sup>st</sup> March	Travel Retailer Intl	Magazine in Airports	Five page feature on airport shops. One airport mentioned throughout was Atlanta.	Clipping service	4040	14,600
1 <sup>st</sup> March	Travel Retailer Intl	Magazine in Airports	Four page feature titled "Atlanta's retail renaissance"	Clipping Service	4040	\$23340
19 <sup>th</sup> March	The Times	Daily National Newspaper	Mention of Atlanta Airport in feature on airlines in the Middle East	Clipping Service	620,416	\$8064
1 <sup>st</sup> April	Aviation News	Magazine	Feature on Atlanta Airport	Clipping Service	23,000	13,324
1 <sup>st</sup> March	Janes Airport Review	Magazine	Feature on technology talking about Atlanta Airport	Clipping Service	11216	\$7488
1 <sup>st</sup> March	Yorkshire Life	Magazine	Feature on train journey from Pennsylvania	Clipping Service	22531	\$3827
1 <sup>st</sup> March	Homes Overseas	Magazine	Feature on coasts in the US and Obama.	Clipping Service	20000	\$21,308
1 <sup>st</sup> March	Airline World	Magazine	"Airlines threaten Atlanta reductions" heading. Feature on Hartsfield airport	Clipping Service	33,638	140

### 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
23 <sup>rd</sup> March	Travel Daily	Daily newsletter	BA flights to Atlanta	Press release	TBA	TBA

### Online Appearances

Date	Title	Category	Themes	Source	Recipients	Ad Value
13 <sup>th</sup> March	Biz Journals	Web	Atlanta Airport still no 1	Clipping Service	n/a	n/a
4 <sup>th</sup> March	The Sun web	Web	On air gaffe about peanuts	Clipping service	n/a	n/a

### Paid Advertisements

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

### C) CATALOGUE RESULTS