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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for June 2009.	Internal Coordination
Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for June 2009 on a DVD and shipped copies to David Nicholson. Delivered disks personally to Kevin Langston at GDECD Georgia Sales Mission for further distribution in Germany. Also provided copies to Carey Ferrara and Brandon Barnes	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for June 2009.	Internal Coordination
Planning	Engaged in planning for new Fiscal Year 2009/2010.	Internal Coordination
Web Development	www.georgia-usa.de : The site attracted 5080 unique visitors. We counted 12,585 page views and 67,461 hits.	Internet
Web Monthly Promotion	www.georgia-usa.de : Produced the Special of the Month feature for August 2009. The featured theme is: Movie locations to be visited in Georgia. See www.georgia-usa.de/neu_aug09.php	Internet
Web Monthly Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle we produced the question of the month for August, featuring Savannah. We drew the winner for July out of 90 participants, and sent the Georgia music CD prize.	Internet
Web Development	www.georgia-usa.de : Installed a news items about the "Shrimp & Grits: The Wild Georgia Shrimp Festival", as to be seen on http://www.georgia-usa.de/news_shrimpfestival.php .	Internet
Web Development	www.deep-south-usa.de : The site, which promotes AL, GA, LA, MS and TN attracted 3011 unique visitors, 7273 page views and 71,925 hits.	Internet
Web Devellpment	www.deep-south-usa.de : For the online raffle we produced the question of the month for August and sent the Southern Comfort prize.	Internet
Consumer Fulfillment	Fulfilled 101 consumer inquiries for brochures by sending package with personalized letter. The total number for Fiscal Year 2009/2010 is 101.	Consumers
Consumer Events	Rostocker Elvis Festival, Rostock, July 10-12, 2009: The tour operator Anglo-American Reisebuero (AAR), Thorsten Freimuth distributed 40 German Deep South USA brochures in this Baltic See harbor town to Elvis Presley fans. The brochure promotes AL, GA, LA, MS and TN.	Consumers
Sales Mission	Organized and participated in the Georgia sales mission from July 13 to 17, 2009 with Kevin Langston, Carey Ferrara and Brandon Barnes of Atlanta CVB. The mission consisted of media events in Hamburg and Munich jointly held with the Marriott hotel corporation and attended by 27	Trade

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	journalists, and of visits with 11 tour operating companies in 7 cities. Engaged in follow-up with each contact from the mission and provided follow-up information to GDECD and Atlanta CVB.	
Tour Development	Canusa: Their tour "Best of Georgia", which was developed in November 2008 as part of a newspaper promotion, had expired. We mentioned this in the sales mission office at their office on July 14. They kindly responded by installing this package as a permanent product, as to be viewed at www.canusa.de/autoreisen/usa/best-of-georgia0.html .	Trade
Tour Development	Dertour, Germany: They published their 2009/2010 winter print catalogue. Includes camper and motorcycle rentals from Atlanta, four hotels in Atlanta: Westin Peachtree Plaza (new), Atlanta Marriott Marquis, Wyndham Garden and B.W. Atlanta Airport South. This is one down from five (Hyatt Regency and Super 8 out). As in winter 2008/2009, no Savannah hotels, no F&D and no coach package.	Trade
Tour Development	FTI, Germany: They published their 2009/2010 winter print catalogue. New in this winter catalogue is an editorial suggestion for a self-guided camper tour "Die Suedstaaten Tour" with overnights in Atlanta and Savannah. Beyond this, mostly unchanged from a year ago. Includes camper and motorcycle rentals from Atlanta and the same ten hotels in Atlanta again: Quality Hotel & Conference Center, Days Inn Atlanta Downtown, Super 8 Hotel & Conference Center, Baymont Inn & Suites Atlanta Downtown, Atlanta Marriott Marquis, Wyndham Garden Downtown, Hyatt Place Atlanta Buckhead, Hilton, Omni Hotel at CNN Center and Hotel Indigo Atlanta Midtown), and Atlanta City Pass For Savannah hotels, they again sell the same two hotels: In at Ellis Square and La Quinta Inn. They continue the 14-night winter F&D "Historischer Sueden" with 2 overnights in Atlanta and 1 overnight in Savannah.	Trade
Tour Development	Skytours AG, Switzerland: Registered Georgia Tourism to be a participant in this tour operator's 25 th anniversary party near Zurich. Approximately 200 travel agents are anticipated to attend the September 17 th event. A German Georgia brochure will be included in each guest's welcome bag. We also produced special Georgia logos with the www.georgia-usa.ch Swiss web address for the invitations and other promotional material used for the project.	Trade
Tour Operator Supplies	Canusa, Hamburg: Sent 300 German GA books and 150 GA maps for distribution to clients	Trade
Tour Operator Supplies	Ahorn Reisen, Bergisch Gladbach: Sent 25 German GA books and 25 GA maps for distribution to clients	Trade
Tour Operator Supplies	GA Sales Mission: Explorer Fernreisen, Duesseldorf: Sent 150 German GA books and 150 GA maps for distribution to clients	Trade
Travel Agent	Executive Travel, Munich: Sent a basic set of GA brochures.	Trade
Travel Agent	Lufthansa City Center, Hamburg: Sent two basic sets of GA brochures.	Trade
Press Release	On July 29 we issued a press release about the Georgia Coast and the "Shrimp & Grits: Georgia Wild Shrimp Festival". The release went to 324 media contacts in Germany, Austria and Switzerland. It can be viewed at www.georgia-usa.de/pressetexte/kuestegeorgia.doc .	Media
Media Visit	Tele, Switzerland: They are a major TV guide. The writer concluded her visit as planned by Paupeck and us. We helped to figure out problems	Media

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	evolving from a missed connecting flight, which required an overnight in Washington. The writer was able to add the missed day in the end, and the airline cooperated in moving the return flight. In following up we learned that the writer was very happy with her Georgia experience.	
Media Assistance	SRT, Munich: Sent a basic set of GA Mateial: Offered assistance for work articles planned about Savannah und "The Antebellum Trail".	Media
Media Assistance	Iwanowski Publishing: They plan a travel book featuring extraordinary attractions in the USA. Stefanie Paupeck helped them with story ideas. We followed up by suggesting more Georgia ideas.	

B) MEDIA RESULTS

Note: Below we list media results from this month. Proofs of all articles and other media appearances are on the monthly documentation DVD sent to state office, but can also be requested one-by one for transmission via E-mail.

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
2009/07/15	FVW Newsline	Leading travel trade newsletter by travel trade journal fvw	Georgia Sales Mission 2009 in Hamburg: Antebellum Trail: Athens, Macon Atlanta: Carter Center for Civil and Human Rights, Georgia Aquarium Folkston: Okefenokee Wildlife Refuge Golden Isles: Jekyll Island, Sea Island, St. Simons Island Reed Creek Park Savannah Civil War Sesquicentennial Warm Springs: Little White House Ziplining at Banning Mills	FVW at Georgia media dinner	12000
				Total:	12000

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/07/29	Fine Art Reisen	Travel site, Germany	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.finearreisen.de/html/20090729_20516.php	500
2009/07/29	Gourmet Report	Food site, Germany	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.gourmetreport.de/artikel/29810/Georgias-Kueste-der-suessen-Garnelen.html	500
2009/07/29	Amerikareisen	Tour operator site, Austria	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.amerikareisen.at/content/blogsection/7/30/	500
2009/07/15	FVW	Travel trade journal site	Antebellum Trail: Athens, Macon Atlanta: Carter Center, Center for Civil and Human Rights, Georgia Aquarium Folkston: Okefenokee Wildlife Refuge Golden Isles: Jekyll Island, Sea Island, St. Simons Island Reed Creek Park Savannah Civil War Sesquicentennial Warm Springs: Little White House Ziplining at Banning Mills	Sales mission July 2009, Hamburg media dinner	http://www.fvw.de/index.cfm?objectid=7E1B2926-D865-CDBB-39CCA2375F1E6FC7	2000
						3500 Euro Fixing July 31. 2009: x 1.4131 US\$ 4900

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DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
2009/07/01	America Journal	Travel magazine, Germany	All of Georgia	GDECD	38500

Features “Special of the Month” on www.georgia-usa.de

Month	Theme	Link
August 2009	Movie Locations in Georgia	www.georgiaonmymind.de/neu_aug09.php
July 2009	Callaway Gardens Stimulus Package	www.georgiaonmymind.de/neu_jul09.php

C) CATALOGUE RESULTS

As on monthly documentation DVD sent to State offices